

RADIO

ANNUAL

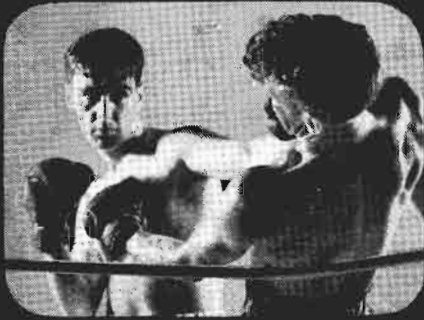
1943



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THE 1943
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Edited by
JACK ALICOATE

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WRC Washington

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WOWO Forty Wayne

WMAQ Chicago
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KPO San Francisco



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**Creators and Producers
Of Radio Programs**

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1943

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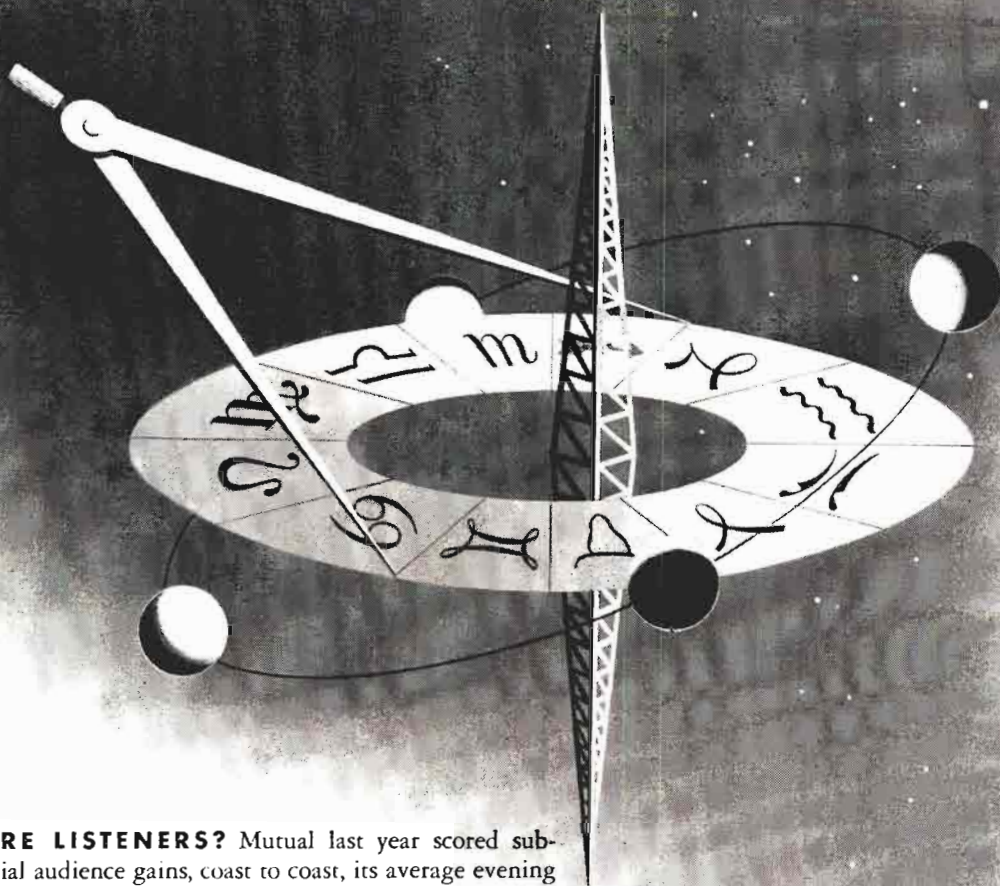
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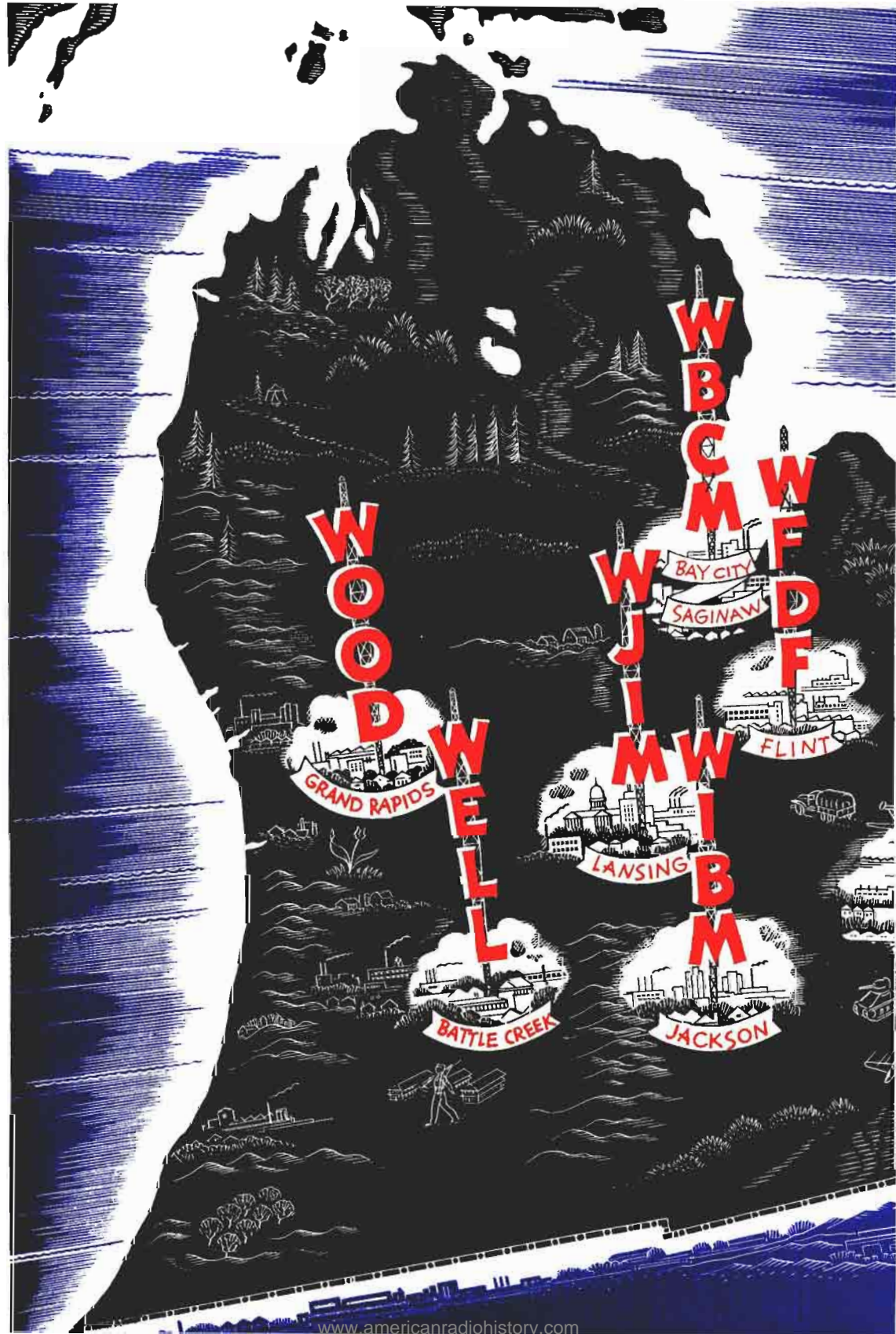
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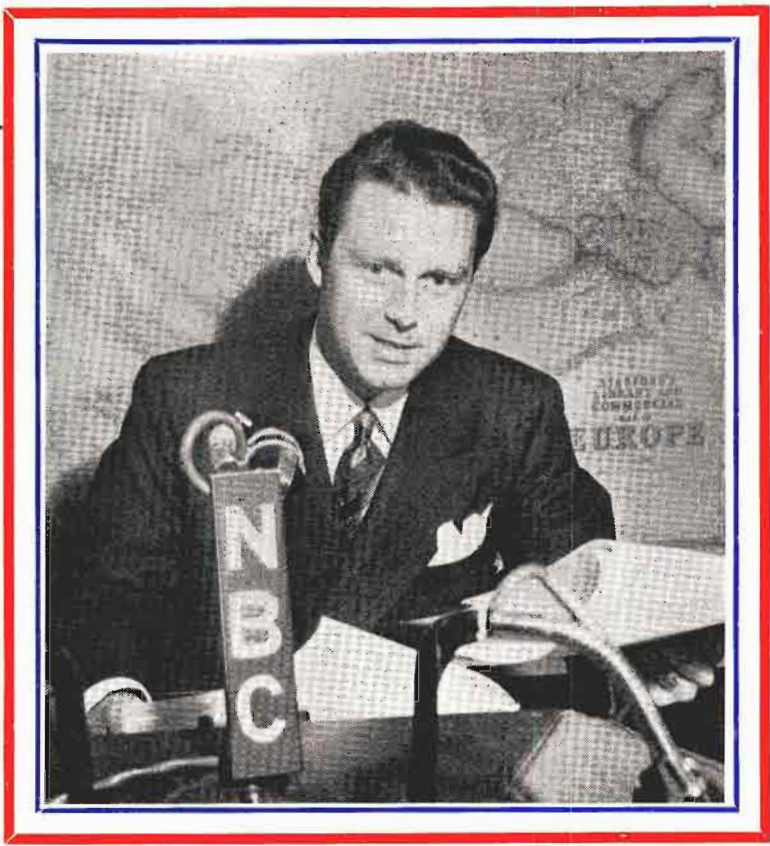
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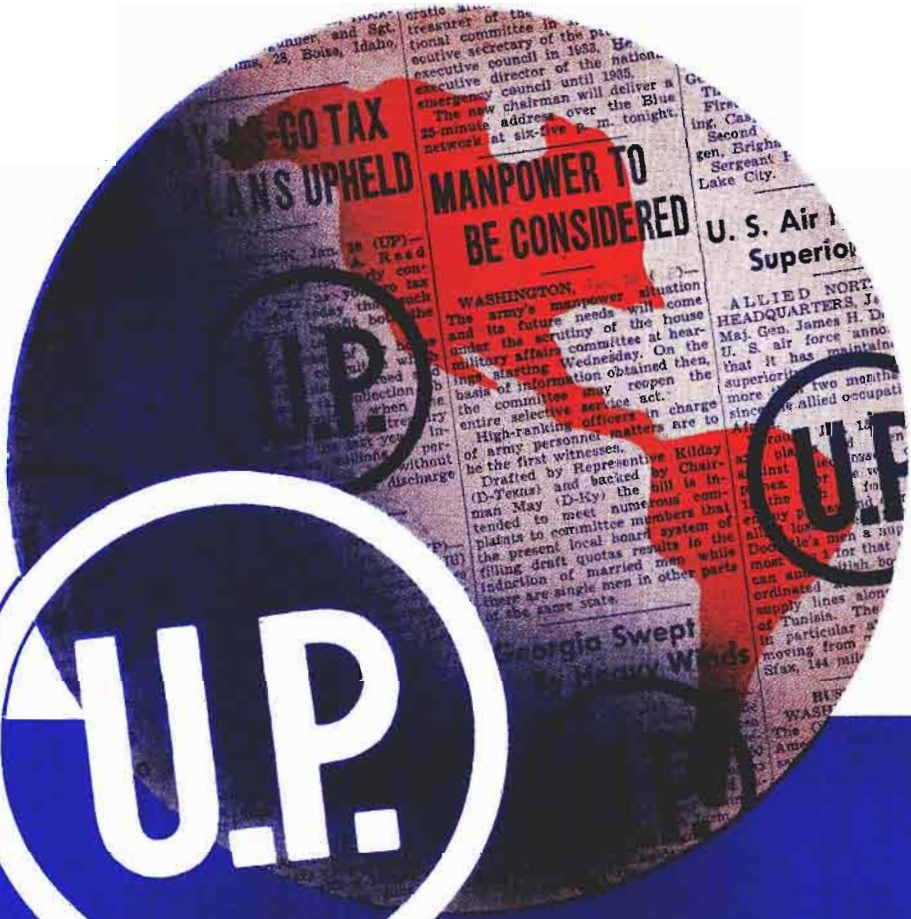
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THE $\frac{1}{5}$ THAT = 25%

$\frac{6}{2} = 3$

Mathematicians would disagree we know and Einstein  might say it isn't relative, but $\frac{1}{5}$ actually does = 25% on the Atlantic Coast Network.

Like this: From Boston to Washington . . . through eight states and nearly two score of America's greatest markets . . . the Atlantic Coast  Network reaches $\frac{1}{5}$ of all the radio homes of the nation . . . 6,060,000 of them.* And $\frac{1}{5}$ in the conventional manner, is 20%

And then something happens that makes your sales curve leap  for joy! For this $\frac{1}{5}$ of America's radio homes  actually controls 25% of the nation's effective buying power. Atlantic Coast-ites earn, and spend, $\frac{1}{4}$ of America's income,  making the ACN coverage area one of the country's richest-per-capita markets.

This market, where $\frac{1}{5} = 25\%$ is now available, for the first time, "waste-free" . . . at the cost of a major New York City outlet alone. 

Only over the Atlantic Coast Network!

*And growing by leaps and bounds as a result of the money war plants along the Atlantic Coast.

$\frac{1}{4}$

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WPEN—Philadelphia • WFBR—Baltimore • WWDC—Washington • WBOG—Salisbury • WJFJ—Hagerstown

$\frac{4}{3\sqrt{6}}$



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Radio Department.....Bev. Kelley.....Frank Morrissey



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New York, N. Y.



RADIO TO-DAY AND TOMORROW

By

JAMES LAWRENCE FLY

Chairman, Federal Communications Commission

RADIOBROADCASTING during 1942 has served the nation well in the dissemination of war news and information. It stands pre-eminent today as our most valued means of mass communication. Of great significance in time of peace, a thorough going system of broadcasting is essential

in time of war. Moreover, it is doubtful whether our special wartime drives would have got on without radio. There is the sale of War Savings Bonds, the calls to war work, the collection of scrap, and countless other programs for civilian cooperation. All-out cooperation in the war effort has been wholly voluntary. Most of the broadcast station operations have been profitable to date. But care must be taken not to jeopardize their security and continuity. The plight of the smaller stations in outlying districts is becoming more serious, and a solution must be found.

The past year has marked a continuing difficulty for the radio industry to obtain critical materials and trained personnel. The Federal Communications Commission has assisted to make those difficulties as light as conditions will permit. Rules of the FCC have been relaxed to permit persons less skilled to take over some broadcast functions, while other actions of the Commission have permitted operating economies, particularly in broadcast hours and the conservation of equipment in use.

Wartime operation has its encouraging aspects, however. New program techniques and listener appeals have been developed by the greater emphasis upon social and home front problems. An increased neighborly interest in community affairs has come through cooperation in local civilian defense measures. There has been an increase of program exchanges between the nations of our allied cause. Some of our radio writers, producers and executives have obtained a broader experience and background by being able to observe at first hand the programming methods of the British and other United Nations. The newer radiobroadcasting fields, especially the visual, will undoubtedly benefit from the advancements and discoveries under the stimulus of military necessity. Without in any way distorting the truth, we can say that some permanent benefit has resulted, and that both broadcasters and listeners are the gainers.

By past experience we can be confident that the year 1943 will mark progress in radiobroadcasting. We can be equally sure that its opportunities and responsibilities for public service will correspondingly increase. Exacting as are the requirements upon broadcasting during wartime, from here on out, they will be no less in time of peace. While fighting the war wholeheartedly we must keep alert to the broadening role of radio in the peaceful world of tomorrow.

For Complete FCC Section Please Turn to Page 193



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RADIO

VITAL MEDIUM IN WAR EFFORT

By

NEVILLE MILLER

President National Association of Broadcasters

WAR and all its various aspects has dominated broadcasting during the past year, and will undoubtedly dominate it for several years to come. The year of 1942 was a year of changing conditions when policies were being formulated and adjustments being made. It offered to radio many opportunities that it part accepted the responsibility and can

look back upon a job well done.

The changing times have demanded ingenuity and those in radio have shown that they possess this quality in ample degree. Most encouraging has been the spirit with which problems have been met. There has been enthusiasm and a determination to see the job done, and no wishful wishing for the good old days. Not only do we all realize that times are different, but that technical changes are going to produce an entirely different radio after the war and now is the time to start planning for the post-war period.

During the year, much experience has been gained and the policies for the future have been charted. One of the most significant developments has been the establishment of the government policy for the operation of radio during wartime, which policy is based on the premise that stations operated by experienced broadcasters have and will do a much better job for the war program than if operated in any other way. The government has realized that it needs the ability and experience of the broadcaster as well as his microphone. The voluntary aspect of the new OWI plan and the voluntary Code of Censorship are two examples of this wise governmental policy.

On the business side, radio ended the year 1942 in healthy condition and present indications point to continued volume of business in 1943. Migratory labor naturally turns to radio for news and relaxation. Dim-out regulations and rationing of various kinds all tend to increase listening. Restrictions on manufacturing, transportation and materials affect radio less than the average business, and comparatively speaking, radio has weathered the present affects of the war better than competing media. Consumers are finding it more and more difficult to supply their needs and radio offers the ideal medium under present conditions.

For the duration, broadcasters will recognize that helping the government win this war has precedence over everything else. They are determined to maintain in the best possible physical condition this vast means of mass communication which is such a great national asset. They are sure that they have the experience and ingenuity to solve the problems as they arise. They recognize the opportunity for service and are conscious of the obligations which they assume and they believe that in this changing world it is radio's role to play an ever increasingly important part.

Undoubtedly, 1943 will bring many problems, but we in broadcasting look forward to it with confidence and enthusiasm, and are sure that it will add another chapter of which we may all be justly proud.

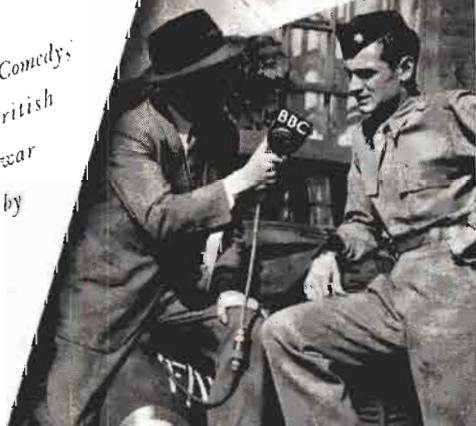
For Complete NAB Section Please Turn to Page 898



DAILY FROM BOMB-PROOF STUDIOS

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WITH OUTSTANDING WAR SERVICE PROGRAMS FOR AMERICAN BROADCASTERS



NEWS—Five programs daily, supplemented with daily and weekly reports direct from BBC correspondents on the fighting fronts

SPECIAL EVENTS—Dramatic, on-the-spot programs, timed, cued, to your local specifications

FEATURE PROGRAMS—Comedy; Drama, Music—the best in British entertainment, including visits to war factories and U. S. Service camps by celebrated entertainers

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of Regional Networks
Network Affiliates
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RADIO ROUND-UP AND THE WAR

By M. H. Shapiro, Editor, Radio Daily

PRE-WAR FEARS of drastic governmental control having proved unfounded, the broadcasting industry finds itself a well stabilized concern during its second year of war, with all of the "drastic" applications coming from within rather than without. Rigid self-regulation as to operation and voluntary cooperation with all government agencies in effort to aid the successful prosecution of the war, finds no precedent in American business—to match the prodigious accomplishment of radio.

Adjustments were made as problems developed such as manpower, equipment, commercial-program casualties which had to be replaced and many basic items true of all industry. Primarily now, radio is engaged in working hand in hand with many government agencies; bringing the news of all fronts, home and abroad, and maintaining the morale of vast millions, not only here, but men and women in the armed forces all over the world.

So that there will be no interruption in this service, it is necessary that the American System of broadcasting also be not interrupted; time must be sold so that the cost of this tremendous undertaking can be borne by private enterprise and not the taxpayer, as it would be the case under government ownership.

One exception in the control of radio by the government is the leasing of all international stations. This was more or less welcomed by the licensees and once and for all placed the responsibility of direction squarely upon Uncle Sam. However, the same licensees and staff continue to operate the outlets and programs as per needs of the Army, Navy and federal agencies.

Both the matter of equipment and manpower are serious problems yet they are being met in orderly fashion. A few stations have gone out of business, but out of a total of some 900 outlets, the percentage is obviously negligible. Fortunately radio's cross coverage of the country leaves few if any communities without its programs.

Pooling of extra equipment has proved fairly successful and those who have are willing to aid those of less abund-

ance. Systems of allocations and priorities have been worked out satisfactorily. To conserve materials television has been cut down to virtually nothing but Civilian Defense films. FM however, is quite active and like television expects definite post-war prosperity.

During the past year, two particular events held the limelight, neither of them settled at this writing. The American Federation of Musicians placed a ban upon all recordings excepting war work. As of August 1, 1942, recording of phonograph records and transcriptions came to a halt in the studios, exceptions being ETs that required no music. This placed a burden upon many stations and threatened the life of the recording industry.

First suit vs. the AFM by the Justice Department's anti-trust division failed to be upheld in the U. S. Supreme Court and another was instituted. A Senate probe remains unfinished and currently negotiations are under way at the behest of the AFM which proposes a system of added fees on phonograph recordings.

In the fight for economic existence, CBS and NBC at this time await the decision of the Supreme Court in an action to enjoin the FCC from enforcing its newly promulgated rules and regulations governing chain broadcasting. If the FCC is upheld, then it is believed that network broadcasting as we know it will gradually begin to disintegrate.

On the whole business for the rank and file of small and average sized stations was not hit as badly as expected. Network gross billings were higher for 1942, but added taxation ate into the net profit. Spot business also showed a gain, but some anxiety is expressed for the small station generally.

Radio, never resting on its laurels, faces the future with a clear conscience. No other industry in the nation has given of itself so unselfishly—refusing to count the cost where contribution to the war-effort is in any way concerned. It will continue along these same lines until Victory is achieved.



Thanks

To the radio editors of the
United States and Canada.

To my brothers, and the boys
in the band.

To the Roosevelt Hotel.

And to our exclusive agents
and friends, MCA.

Guy Lombardo

TEN OUTSTANDING RADIO NEWS EVENTS OF 1942

Radio industry cooperates in the Victory Drive under an Allocation Plan wherein every commercial and sustaining show, on network or independent outlet gave time to government messages from plugging War Bonds down to scrap campaigns. Many thousands of spot announcements included, daily.

•
Entire industry goes under voluntary censorship.

•
Shortwave stations started world-wide coverage of both commercial and special government programs, bringing news and entertainment to U. S. troops manning the battle fronts.

•
U. S. Bureau of the Census released data based on the 1940 Census and for the first time gave figures on radio homes, revealing high percentages throughout the nation.

•
Full-Network Discount Plans become industry policy.

•
American international stations emerge as the recognized voice of truth in a skeptical world, as the U. S. government leases the outlets for the duration.

•
Ban on recordings by the AFM stirs network and independent outlet alike.

•
Powerful network key stations and lesser watters go on 24-hour basis to provide entertainment and news for war-workers.

•
Equipment pool formed in order to keep as many stations as possible on the air.

•
U. S. Supreme Court agrees to hear the FCC-network controversy resulting from proposed new regulations.

•
Outstanding Broadcasts

Assassination of Admiral Darlan, flash by CBS.

Allied invasion of North Africa.

Capt. Rickenbacker plane crash, rescue and his story.

Joint meeting of the British Parliament.

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

THE
GRAPE NUTS
FLAKES
PROGRAM

starring

Jack Benny

with

MARY
LIVINGSTONE
DENNIS DAY
ROCHESTER

and

yours

truly

DON WILSON

Written By

BILL MORROW and ED. BELOIN

(EVERY SUNDAY — SAME TIME — SAME STATIONS)

BOARD OF WAR COMMUNICATIONS

By E. K. Jett

*Chairman of the Coordinating Committee of the Board of War Communications
and Chief Engineer, Federal Communications Commission*

THE activities of the Board of War Communications (previously called the Defense Communications Board) have been greatly intensified in all fields of communication since the outbreak of hostilities between this country and the Axis powers. During 1942, the Board and its Committee IV—Domestic Broadcasting—have given consideration to a number of special studies in the interest of broadcasting. Perhaps the most important of these have been plans looking toward the conservation of critical materials. These are listed for the record, as follows:

(1) Adoption of a policy which would deny future authorizations involving the use of any materials to construct or to change the transmitting facilities of any standard, television, facsimile, relay or high frequency broadcast station. This policy was incorporated in a Memorandum Opinion of the FCC dated April 27 and was the result of recommendations made by the Board on April 16. On September 22, upon its own motion, the Commission slightly relaxed its interpretation of this Memorandum Opinion to permit the granting of applications involving shifts in frequency in which no materials would be utilized other than quartz crystals, provided such applications involved no inconsistencies with Order No. M-146 of the War Production Board; involved no engineering conflict with any other application pending since February 22; involved no inconsistencies with the Commission's Rules and Regulations; tended toward a fair, efficient and equitable distribution of radio service; and was otherwise in the public interest.

(2) Adoption of Order 107 which effects a reduction of one decibel in the output power of all standard broadcast stations.

(3) Adoption of Order 94-A which suspended Section 3.71 of the Commission's Rules and Regulations with respect to minimum operating schedules for standard broadcast stations and established in lieu thereof a minimum operating schedule of one-third the total hours a station is authorized to operate between 6 a.m. and midnight local time.

(4) The requirement incorporated in Serial No. 58, "Notice to All Licensees of Standard Broadcast Stations," dated November 6, that each station in the standard broadcast service follow the principles set forth in the "Manual on the Adjustment of Standard Broadcast Transmitters" dated November 5, 1942.

(5) The preparation and carrying into force by the FCC of a plan to collect and disseminate to all standard broadcast station licensees information regarding surplus material available within the industry.

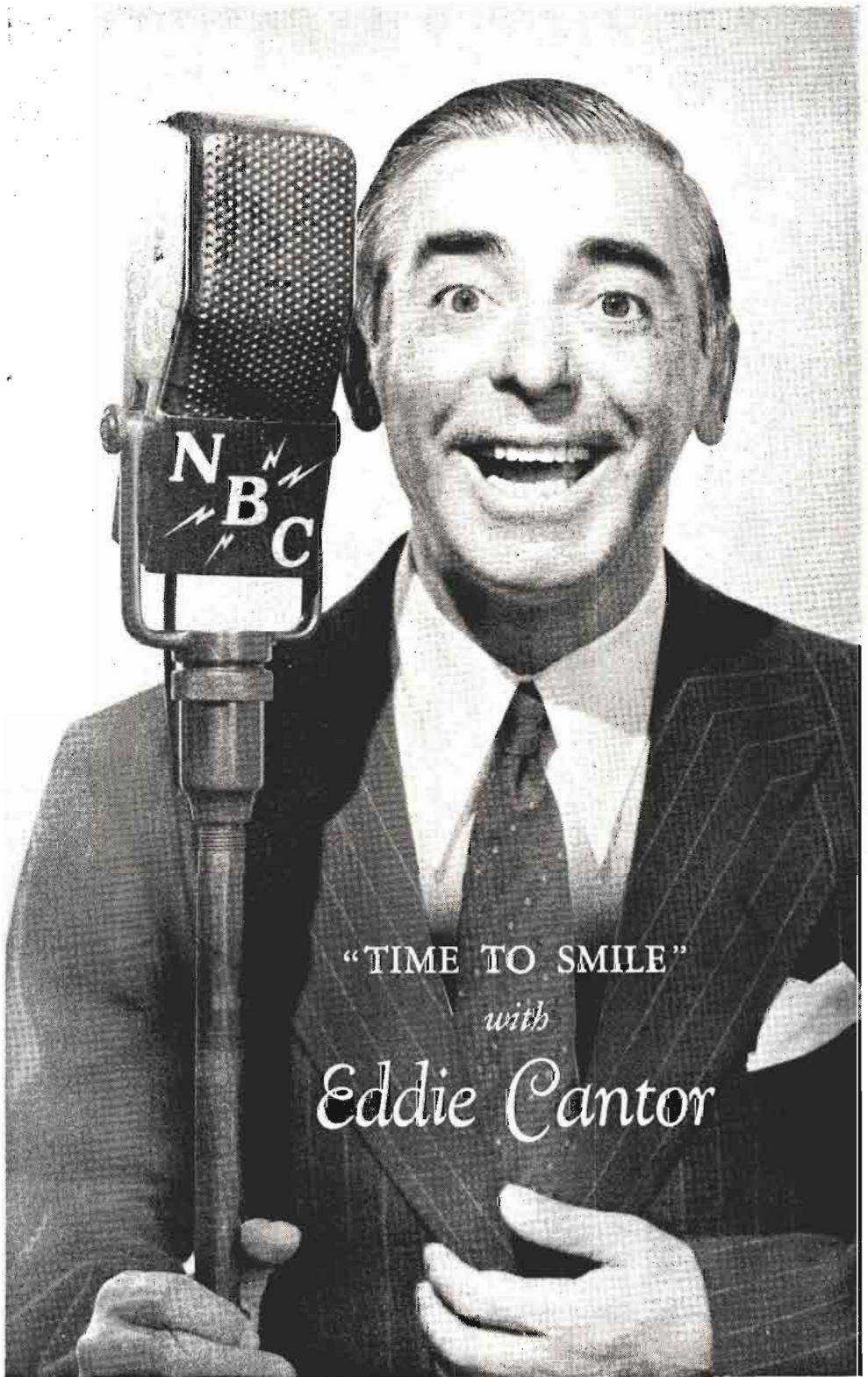
The War Production Board co-operated with the BWC and the FCC during the preparation of these conservation measures. During the early course of the studies, a vacuum tube questionnaire was circulated to all broadcast stations and the summary of responses was considered in an effort to determine the needs of stations for the ensuing year.

Manpower Problem

In an effort to relieve difficulties that a number of broadcast stations have experienced in obtaining adequately trained technical operating personnel, the Board recommended to the FCC that existing operator rules be relaxed for the duration of the war. This recommendation was adopted by the Commission and issued as Order 91. As an additional measure to assist standard broadcast licensees in their effort to solve their manpower problems, the Board through its committees prepared and forwarded to Selective Service and the War Manpower Commission lists of essential occupations within the industry.

To assist broadcast stations in the solution of technical problems created by wartime conditions, the Board prepared and distributed a manual entitled "Protection and Operation of Domestic Broadcasting Stations in Wartime."

One of the Board's continuing studies has related to the possibility of developing a system of safe broadcast operation to prevent homing by enemy aircraft. In this connection, a number of experiments have been conducted by special committees of the Board in collaboration with the Army Air Forces, and plans are now ready for use when needed by the Fighter Commands.



"TIME TO SMILE"

with

Eddie Cantor

BOARD OF WAR COMMUNICATIONS

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. On June 15, 1942 a subsequent executive order changed the name of the Defense Communications Board to the Board of War Communications.

MEMBERS

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Chairman of the Federal Communications Commission

MAJOR GENERAL DAWSON OLMSTEAD

Chief Signal Officer of the Army

CAPTAIN CARL F. HOLDEN

Director of Naval Communications

BRECKINRIDGE LONG

Assistant Secretary of State in Charge of the
Division of International Communications

Secretary

HERBERT E. GASTON

Assistant Secretary of the Treasury in Charge
of Treasury Enforcement Activities

Assistant Secretary

COMMANDER R. J. MAUERMAN

U. S. Coast Guard

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BRIGADIER GENERAL FRANK E. STONER

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CAPTAIN THOMAS B. INGLIS

Assistant Director of Naval Communications

FRANCIS C. DE WOLF

Principal Divisional Assistant of the
Division of International Communications

CAPTAIN E. M. WEBSTER

Chief of Communications of the U. S. Coast Guard

COORDINATING COMMITTEE

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

Chairman

E. K. JETT

Chief Engineer, Federal Communications
Commission

FRANCIS C. DE WOLF

Division of International Communica-
tions, State Department

COL. WESLEY T. GUEST

War Department

COMDR. FRANZ O. WILLENBUCHER

Navy Department

CAPT. E. M. WEBSTER

Chief of Communications,
U. S. Coast Guard

For Further Committee Listings Please Turn to Page 93



FRED ALLEN



TEXACO

STAR THEATRE



CBS . . . Sundays . . . 9:30 P.M., EWT.

WALTER BATCHELOR, Manager

RADIO HELPS ARMY EFFICIENCY

By Lt. Colonel E. M. Kirby

Chief, Radio Branch, Bureau of Public Relations, War Department

AFTER a full year of wartime operation, the Radio Branch, Bureau of Public Relations, War Department, is performing the mission for which it was organized in 1941: "To aid radio broadcast agencies and the military establishment in the more efficient and widespread use of radio broadcasts and radio facilities to inform the public of Army activities." This basic policy has not changed during a year of war. In itself, this is a credit to democracy. The only limitations affecting it have been those requirements of national security that arise in time of war. Thus, all actual material is reviewed by the Army, the Office of Censorship, or by radio broadcasters themselves—co-operating in a voluntary censorship to prevent any leakage of valuable information which would offer aid and comfort to the enemy.

An operation such as that of the Radio Branch could happen nowhere else in the world. Certainly a good share of the credit for the success of the co-operative efforts of the United States Army and the American broadcasting industry must go to the broadcasters themselves. This country's broadcasters, and the American System of broadcasting, are living up to their high station in the nation's war effort.

Objectives

The Radio Branch exists to serve the Army, the War Department, public relations officers, networks and individual stations. It provides an orderly clearance point for Army broadcasts, and coordinates these efforts with the over-all public relations policy of the War Department. Its major objectives may be listed concisely: To show the public how the soldier lives; to show the logistics of global war; to show the American soldier has worthy allies; to promote understanding between the men in the fighting fronts and the soldiers of production; to maintain morale in the face of growing casualty lists. These are general objectives. But they are concrete. And they enter into every decision and recommendation the Radio Branch makes.

However, the primary test in all matters treated by the Radio Branch boils down to a single consideration: "Will it help win the war?" Looking toward efficient analysis of this consideration, the Radio Branch, as presently constituted, includes three sections: Planning, Broadcast Service, and Placement.

Planning Section

The Planning Section studies all available intelligence and analysis reports of the armed forces, and then develops the Army's public relations objectives via radio. In doing this it carries on both research and liaison functions. It furnishes the Radio Branch with suggestions on Army needs, objectives, and criticisms for the planning of radio campaigns. It maintains liaison with other branches of the Army's Bureau of Public Relations, the Office of War Information, the Coordinator of Inter-American Affairs, Navy, Marine Corps, and other Federal agencies, for Army representation in over-all Government radio campaigns. It prepares recommendations on radio problems where policy is not defined, and processes suggestions for the Broadcast Service and Placement Sections. It coordinates the radio work of the hundreds of Army public relations officers at camps and posts throughout the country by furnishing a weekly radio theme to give concerted purpose to hundreds of locally produced Army camp programs.

Broadcast Service Section

The Broadcast Service Section prepares Army material for radio presentation. Thus it performs many of the Radio Branch's script and research functions, for local, network or shortwave broadcasts. In coordination with the Planning Section, it prepares background material and fact sheets for Army campaigns. Upon solicitation, this section also offers constructive suggestions on programs presented locally from Army posts—although policy does not require clearance of this type of program through the Radio Branch. The Service Section

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆



MILTON BERLE

20th CENTURY-FOX

"ZIEGFELD FOLLIES"

On CBS for CAMPBELL SOUP

Rep.: WILLIAM MORRIS AGENCY

also maintains a Radio Script Exchange Library for the use of local PROs. Still another function of the section is a review of network programs involving Army participation, preparing reports on the manner in which Army interests are advanced and making recommendations for improvements. Finally, this section handles Radio Branch requirements in regard to musicians, recordings, actors and related production problems.

Placement Section

The Placement Section provides the effective distribution of Army radio materials. It therefore maintains liaison with the program, news and special events departments of the various networks, and with local stations, arranging broadcasts by high officials of the War Department and other military personnel. The Placement Section also handles all station relations in conjunction with "The Army Hour," the official program of the War Department, heard every Sunday for the duration, on NBC. In coordination with recommendations of the Planning Section, it furnishes undated factual material to some 700 local radio stations.

1942 Developments

Two developments of the last year deserve particular attention. "The Army Hour," the Army's official radio military mission, was inaugurated April 5, 1942. This program, which already has been cited in several listeners' polls as the best of the Government's war programs, is written and produced by Radio Branch personnel, with the active co-operation of NBC. It is radio fare of truly global character, telling a comprehensive story of the development of the Army of the United States into the greatest fighting force the world has seen.

Designed for an entirely different purpose, entertainment of American troops and personnel abroad, "Command Performance" now is rounding out its first year. Pure entertainment, thirty minutes every week, broadcast and rebroadcast by shortwave dozens of times each week to points all over the world, "Command Performance" is regarded as the greatest radio entertainment of all time. The program also is rebroadcast locally by transcriptions flown to countries around the globe where U. S. troops are stationed. It is broadcast over the home network of BBC and ABC in Australia; it is heard over local stations in Chungking, Cairo, Brazzaville, New Delhi, etc. It thus enjoys the greatest world-wide audience of any radio shortwave series.

Far and away it is the favorite radio program of the fighting men abroad. It is their own program—they determine, by their thousands of letters, which of the nation's top-flight stars of radio, stage and screen will do their turns week by week. "Command Performance" also is serving as an excellent good-will emissary to the soldiers and civilians in the countries of our Allies.

America's domestic radio audience has had only one opportunity to hear this program. On Christmas Eve, 1942, in co-operation with the Office of War Information, the War Department presented a special hour-long "Command Performance" over all four networks. The production of "Command Performance" originated and regularly produced by the Radio Branch during most of this year, in December was turned over to the Special Service Division, which primarily is concerned with troop morale.

Army Programs

In addition to far-reaching co-operation in servicing Army-angle programs for all sorts of broadcasts, from local stations to national networks, the Radio Branch has had an active and continuing interest in several specific network programs. These include "Chaplain Jim" on the Blue Network; "Pass in Review," on MBS; "Cheers from the Camps," on CBS; "The Hour of the Victory Corps," a co-operative Government program directed at high school students who will be playing their part in the war effort, on the Blue.

The Radio Branch also has maintained its practice of servicing a multitude of women's interest programs with factual material and production assistance, as well as regularly making available undated feature material.

New Problems

The year 1942, has given rise to many great new problems, from the point of view of Army radio. Too, the first year of war has yielded outstanding success in the Army's radio efforts. There can be no doubt that this success was achieved only through the unstinting co-operation of the broadcasting industry as a whole, through its penetrating perception of the many problems involved. But the greatest days lie still ahead. The Army and its Radio Branch pledge unceasing effort to achieve and maintain their objectives. We give grateful thanks to American broadcasters and look forward to the continuing co-operation that will contribute to victory.



HOPE



1938 - 1943

PEPSODENT PROGRAM
PARAMOUNT PICTURES

RADIO GREAT AID TO THE NAVY

By J. Harrison Hartley

Chief, Radio Section Office of Public Relations, Navy Department

ON behalf of the Honorable Frank Knox, Secretary of the Navy, and Captain Leland P. Lovette, Director of Public Relations, it is a pleasure to pay a well-earned tribute to the thousands of victory-minded Americans from the ranks of radio who, throughout the past year, have never missed an opportunity to enhance the Navy's effectiveness, or to assist its aims and objectives.

Immediate Cooperation

On Dec. 7, 1941, within an hour of the attack on Pearl Harbor, a prominent radio executive telephoned the Radio Section of Navy Public Relations. It was one of the largest long-distance calls ever to be connected with Extension 5155 at the Navy Department. "Now that it's here," said the caller, "you fellows can be sure we are ready to do everything to be of service. Good-bye."

On Dec. 8, 1941, Admiral Chester W. Nimitz, then Chief of the Bureau of Navigation, was charged with recruiting men for the biggest Navy in our history, and of getting it into the fight in a hurry. The authorized strength of the Marine Corps was proportionately increased, as was that of the Coast Guard.

At that time the Navy, Marine Corps, and Coast Guard did not share in Selective Service, but depended entirely on volunteers. The public had to be educated. Whereas most people knew that the Army was made up of the Infantry, the Artillery, the Signal Corps, etc., comparatively few realized that 49 classes of specialized jobs existed in the Navy for men between 17 and 50.

The broadcasting industry—networks, stations, advertising agencies and talent—was asked to give tangible evidence of its voluntary offers to cooperate. Radio was asked to help fully to inform prospective recruits, as well as their mothers, wives, sweethearts, family and friends, of what the Navy had to offer in jobs, pay, allowances for dependents, health and insurance benefits, and training for a trade. Radio responded with a will, in every phase of its program content.

Just recently, Secretary Knox announced that the entire Naval Service now numbers more than one million three hundred thousand officers and men. It is entirely proper to say that the American broadcasting system is due an enthusiastic "Well done" for voluntarily

contributing more than its share in recruiting these men.

Early in the Spring of 1942, the demand for binoculars for our ever-growing fleet was greater than the supply. The Navy decided to ask the public for their binoculars, as a loan for the duration. Once again, radio was asked to make known the Navy's needs to the public. The broadcasters called all listeners to battle stations; within a month a steady supply of binoculars was reaching the Naval Observatory.

On May 28, 1942, the Navy initiated a special drive for recruits to sign up as "Avengers of Pearl Harbor." This was almost entirely a radio effort, and the response was tremendous. It was decided that a mass swearing-in ceremony should take place on Sunday, June 7, at exactly 2:25 p.m., Eastern War Time, six months to the minute after the Japanese attack on our Pacific stronghold. At the prescribed time, Vice-Admiral Russell R. Waesche, Commandant, United States Coast Guard; Rear Admiral Randall Jacobs, USN, Chief of Naval Personnel, and Brigadier General Robert L. Denig, United States Marine Corps, administered the oath to more than twelve thousand five hundred men—almost five times as many as had ever been admitted to the Naval Service on any previous one day.

Original Ideas

But, aside from these specific instances, radio's contributions have by no means been limited to specialized requests originating with the Navy Department. Rather the reverse has been true. The radio industry has constantly come forward with ideas designed to promote interest in the Naval Service—through dramatizations, special musical programs, regular and shortwave pickups of Naval personnel, and other special features. These programs have resulted in first-class entertainment which has in turn promoted morale among civilian listeners as well as within the Naval Service.

The year 1943 will see a continuing and growing need for radio to serve as a connecting link between the men of the Naval Service and their loved ones at home—a close bond between the fighting men at sea and the millions of Americans who are backing them up. No other medium can do this job so well as the broadcasting industry.



AL JOLSON



RADIO INTERPRETS THE WAR

*By William B. Lewis
Deputy Director, Office of War Information*

WHEN the history of radio's part in this war is written, one of the brightest chapters will record how wholehearted and intelligent has been the co-operation volunteered by all branches of the broadcasting industry. In the short space of a year, American radio has placed its powerful facilities behind the war with sweeping success, giving its listeners the important war information and direct messages that a well-informed public must have.

Speaking for the Office of War Information, I voice sincere appreciation not only of the efforts by the country's 930 broadcast stations and its networks, both national and regional, but also of the other important elements, the advertising agencies, sponsors, transcription companies, writers, producers and the wide range of radio's talent, all of which are contributing to the strength and greatness of the industry.

The job of disseminating war information is performed by the radio industry itself. The OWI Domestic Radio Bureau, except in a few special instances, has never attempted to do that and doesn't intend to try—for the plain reason that we could never do it so well as the men and women in the broadcasting business are doing it now. Our work confines itself to guidance and coordination, to supplying the basic information that radio disseminates. And, with intelligent co-operation of the high type we've received during 1942, it seems inevitable that our work will be of continuing success.

OWI Functions

The Domestic Radio Bureau has two main functions. The first is to coordinate wartime radio activity. All programs prepared by other Government agencies are channeled through the OWI, thereby assuring accuracy of information and elimination of much listener confusion such as existed before this mechanism of radio co-ordination was set up. Our second and equally important function is to provide the industry with factual material on war issues and war needs which may be integrated into both network and local station shows; to give advice on the relative importance of various war messages; and to recommend that the industry undertake cer-

tain types of programming which our surveys indicate are needed by the public for a fuller understanding of the war.

From this, you may see that we maintain a flexible working arrangement with the industry, the success of which depends upon the initiative and conscientious assistance of all radio people. The OWI has not asked nor wanted to ask, for funds to put on—as Government projects—any large number of programs dealing with war information. There are two important reasons for the policy. First, we have felt it best to make use of the multiplicity of talent and types of programs which today enjoy such vast audiences. Also, the creation of a vast number of sustaining programs could not conceivably reach so great an audience as that enjoyed by top-ranking commercial and sustaining shows which have already placed themselves at our disposal.

War Interpretation

Therefore, after the Domestic Radio Bureau has interpreted war information needs to the industry—often with suggestions and recommendations reached in collaboration with veteran broadcasters who serve on our several advisory committees—it is then up to the networks, the advertising agencies, and the individual stations to carry the ball.

The networks, of course, enable us to reach the most listeners at one time. Since last April we have been allocating definite messages to various high-ranking shows on all four national chains, thereby reaching enormous audiences. We are now inaugurating a special assignment plan whereby we may work in direct conjunction with high-rating shows, using them to clarify many aspects of the war, and supplying for them material specially tailored to their individual formats.

Agencies and sponsors who handle all types of commercial programs, from daytime serials to elaborate night-time productions, have been equally co-operative, placing at our disposal much of their purchased air time whose dollar value runs into millions, whose actual value to the war cannot be over-estimated. They have provided us with the nation's best talent to carry our war messages, written by the nation's best

Please Turn to Page 59



"Fibber McGee and Molly"

EIGHTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

RADIO ALL OUT FOR VICTORY

By *David Sarnoff*

President, Radio Corporation of America

W-A-R is the three-letter call under which all radio, from research to manufacturing, from domestic broadcasting to world-wide communication, operated in 1942. Because of war, no other year in radio history has been so packed with activity in communication and scientific research.

Consolidated in the war effort for Victory tomorrow are all the wonders and skills of yesterday and today. We must not slacken in the all-out effort in 1943. Over-confidence must be guarded against until the war is won and peace is made secure; for, though the war situation is far brighter than a year ago, there is a hard road ahead.

Important New Inventions

To meet the demands of war, important developments and new inventions have been rushed to completion. Normally, many of these accomplishments might require years to reach practical service. Radio's scientific achievements in 1942 are guarded by military secrecy.

The Army, Navy and Air Corps have been equipped with radio apparatus unsurpassed in efficiency. Americans will be proud of the research workers and engineers, and of the production men and women when, after the war, the service radio has performed for the fighting arms of this country is made known. Dramatic and historic reports will come from the communication men on their part in the war. And, when Peace opens the microphone for wartime revelations, radio broadcasting, too, will have interesting facts to tell.

In every branch of its activity, the art is far surpassing its historic achievements in World War I. In modern warfare the tide of battle flows to the side on which science, engineering and production are most strongly allied. Radio in 1942 played an important part in turning the tide of victory to the United Nations.

Radio In War Machines

The press has published photographs of great ships being launched, massive

tanks rolling down the production lines, fighter and bomber planes roaring aloft to combat, destroyers and submarines protecting great convoys and Commandos attacking an enemy-entrenched beach. These pictures reveal that the warring monsters manoeuvre with remarkable precision. But the pictures give little or no clue that radio is an important segment in the brain of these engines of war. An antenna is usually the only evidence that radio is aboard. Yet, it is radio which gives these armored monsters their ears and eyes, and even their sense of direction. The equipment they contain, and how it is used, remains a war secret within their iron hulks and hulls.

Communications—The Life Line

Ashore, the infantry operates radio as a lifeline of communications. Even the advance units supplement their portable radio stations with self-contained pack stations popularly called "walkie-talkies." The achievements of the AEF North African invasion demonstrated the efficiency of the U. S. Signal Corps and Navy Communications—both operating in perfect harmony were described as "immensely vital to such fast moving and spectacular offensive." Naval communications won high commendation for the efficiency and dispatch with which it handled American vessels in the armada of 850 warships and transports that reached the African shores.

Radio coordinates and speeds modern military action; it is the one factor which has made blitz possible in warfare, and then made possible an effective defense against that blitz. Radio in itself is speed. It travels at the speed of light. Its wavelengths cannot be cut, bombed or blasted. A "walkie-talkie" can project a message into the air from underbrush, from a forest, or a hill top. No power on earth can stop its winged flight.

Radio's Role Vital

These are only a few of the parts played by radio in this war, but they indicate the vital role of this great new art. With-

★ ★ ★ *Radio On To Victory* ★ ★ ★



out it global warfare would have many a "lost battalion," "lost fleet," and "lost battlefield." Radio coordinates the combined effort and brings the long and scattered battlefronts into focus. Admiral Halsey, in the southwest Pacific, is no further away in communication, from headquarters in Washington, than General Eisenhower, in Africa. Admiral Nimitz and General Emmons, at Hawaii are in the same quick contact with Washington as the Army men in the Aleutians, Iceland, or Panama. Radio puts them all on a direct and practically instantaneous line. War correspondents have reported how the American army erected a powerful radio transmitter during the landing operations in Africa, first to calm the local population and enlist the aid of the natives.

These illustrations of radio activity in the war may convey some idea of the scope of the work that has been in progress in the manufacturing plants and on the wavelengths during the past year. To equip every bomber, ship, motorized unit and field base with radio has been a herculean task. The American radio industry, which in peacetime produced millions of radio sets and hundreds of millions of radio tubes, has met the challenge superbly, as evidenced by the Army-Navy "E" flags flying over many radio factories.

On All Fighting Fronts

Radio has been put on the many fighting fronts by the production workers. Throughout the year they have toiled day and night to equip the United Nations with the finest radio apparatus in the world. Radio manpower, working hours, production methods and communication were geared every day of 1942 to the winning of the war. Production of civilian radios ended in the Spring of '42. As early as 1939, following outbreak of the war in Europe, the RCA Manufacturing Company had begun conversion from a commercial basis to war production.

The use of radio in the war and of radio-electronic devices in the war-effort of industry, to speed production and increase efficiency, has brought new recognition to the word electronics, which was born of radio.

For years, the radio industry has manufactured more than 100,000,000 electronic tubes annually. Radio tubes which produce electrons, control them and harness them to service in communication and industry, have become the heart of electronics. These tubes have paved the way for major advance in the radio art for the past two decades, including

broadcasting, short-waves and television. It has opened the micro-wave spectrum which borders on the frontier of light. In the electron microscope, it has even passed beyond this frontier, to utilize the electrons as "light beams" infinitely smaller than the rays of light themselves.

Role of Television

Television, operated by NBC in New York, has played an important role in air raid instructions and civilian defense. Its laboratory status is a war secret, but those confident of the success that marks wartime developments, expect television to emerge from this war in such form as to make possible a great post-war industry.

Television, however, is not radio's only post-war promise. The useful services of radio will be broadened far beyond the communication field, into such realms as the RCA Electron Microscope, radio frequency heating, supersonics and no end of applications made possible by the development of new radio tubes, especially those designed to send and receive micro-waves—tiny waves measured in centimeters.

Versatile Radio Waves

The application of radio frequency heating to speed industrial processes and at the same time increase their efficiency, is rapidly coming to the fore. Radio waves may now be used to heat, dry, glue, stitch, anneal, weld, rivet and even to deactivate enzymes. This new field is known as thermal radio, or radiothermics. It can laminate an airplane propeller in minutes compared to hours required by ordinary heat and pressure methods. Radio high frequency "furnaces" are a post-war prospect. In them railroad ties will be seasoned quickly and "cakes" of textiles dried uniformly. Even rubber may be "radio-cemented" to wood or plastic; cloth stitched and seamed by radio heat; metals hardened; plywood glued and fresh vegetables deactivated without loss of flavor or color. The possibilities in this new thermic realm of radio are unlimited as indicated by remarkable advances in RCA Laboratories during the year.

Everybody Informed

Radio broadcasting in 1942 distinguished itself in many fields of useful service. From hour to hour it carried to every listener, the running story of the war. It has kept America informed.

The long distance voices in London or Cairo, Moscow or Melbourne, Algiers or Calcutta, have been as clear as if uttered in Radio City, New York. Radio report-

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Hollywood

ing is one of the outstanding contributions of science in keeping the American people in contact with their allies overseas.

At home, broadcasting in 1942 vastly increased its program services. Thousands of announcements were broadcast urging war bond purchases or telling the public about the special needs of the Army, Navy, Marines, Air Corps, Red Cross, USO, the WPB, OPA and similar agencies. In addition, hundreds of entertainment and news programs have been directed to the service men, while many other shows have originated in training camps.

Shortwave Activity

Supplementing nation-wide broadcasting on an international scale, America has continued to develop short-wave stations which have proved their great worth during the past year. Through these stations news and information have been broadcast. Short waves have linked the United Nations; they have actually "poured" news into invaded countries. An outstanding example of the usefulness of short waves is found in President Roosevelt's broadcast in French to the French people, on November 7, when he assured France in connection with the AEF invasion of French Africa, that the United States aimed to free it from the Nazi yoke.

Radiophotos are on the wing from more points on the map than were possible a year ago. RCA, New York, now receives and sends pictures from London, Stockholm, Cairo, Moscow and Buenos Aires, while the terminal at San Francisco plucks pictures from space from Melbourne and Honolulu.

U. S. System Second To None

Only the end of the war can reveal the great part the communications men have played, and how fortunate America is in having a world-wide radio system second to none in coverage and efficiency. It is a thrill to see messages from across the seas roll out of the automatic tape recorder at many times the rate before the war. In World War I, reception at 30 words a minute on an overseas circuit was considered fast.

The bulwark of all this achievement in radio communications is scientific research. An all-important center of this research is the new RCA Laboratories opened in 1942—dedicated to help win the war by giving America's fighting men the greatest resources of science, engineering and production. When peace returns, the same men of science will devote the results of their wartime research to develop new and useful products and services for the post-war era. Radio serves the nation in peace as well as in war.

RADIO INTERPRETS THE WAR -- CONTINUED -- *By William B. Lewis*

radio writers, to the nation's biggest radio audiences. Their patriotic eagerness has been characteristic of the attitude that pervades this entire industry . . . a willingness to do more than one's share if it will only bring peace that much nearer.

I have high praise, too, for the local stations, serving every corner of America. They take the fundamental material and suggestions issued by the OWI and harness them effectively into local programming. Those with network affiliations have heavily supplemented the war messages on network shows with their own local efforts. With the start of 1943, we have established a new plan by which every station in the country is sent a weekly package of spot announcements voicing the most timely war messages requested by Government agencies. In this way we expect to secure maximum results with a minimum amount of air time.

OWI 1943 Aims

Looking ahead into 1943, I think our

further activities are rather well defined. All of our plans are beginning to fit together into a logical pattern, aimed only at the best utilization of the facilities which the radio industry is so freely making available to us. We hope for a number of definite things: (1) that broadcasting continue its broad scope, maintaining the largest possible audiences so that they may be reached quickly and efficiently whenever the need arises; (2) that no serious changes be made in radio's entertainment functions which might cause a loss of audience; (3) that we reduce rather than increase the number of war messages now on the air, providing that those aired are better and more effective; (4) that all broadcasters exercise intelligent initiative when working war messages into their shows, with less brush-off treatment and more striking presentation; and (5) that more surveys and checks of audience reaction be undertaken to determine what methods of approach bring best results.



*After fourteen years on
the air, a guy owes so much to so
many!*

Thanks, m'friends.

Arthur Godfrey

RADIO HELPS FINANCE THE WAR

By Vincent F. Callahan

Director of Radio and Press, War Savings Staff, Treasury Department

SO many important things have happened in 1942 in connection with the promotion and sale of War Bonds and Stamps that it is almost impossible to sum them all up in any reasonable number of words. Especially is this true of the spontaneous co-operation of the radio industry with the War Savings Program.

The radio industry—networks, affiliate stations, local stations, sponsors, advertising agencies—more than any other medium of public information was responsible for the fact that the people of the United States had invested \$9,908,417,000 in War Bonds as of October 30, 1942. Even more astounding is the fact that the radio industry has hammered home the message of payroll savings so well that, as of November 15, 1942, approximately 25,000,000 working men and women were buying Bonds out of salary to the tune of about \$300,000,000 a month!

Name-Changing

Another fact that is so obvious that one almost overlooks it is the acceptance of the name "War Bonds" in place of "Defense Bonds." Within a few hours from the time that this change was decided upon—in May, 1942—the radio industry had achieved the miracle of changing the name of a major product. So subtly and so completely was this change effected that the American public overnight almost forgot that War Bonds ever had been called anything else.

And the radio industry must take another deep bow, for selling as well as promoting the sale of War Bonds and Stamps. From the time in July, 1942, when radio stations began acting as issuing agents for the sale of War Bonds, sales achieved through this medium have leaped so rapidly that any figures we might attempt to publish would be out of date by the time this article goes to press.

Promotion

As regards promotion, there are several phases in which the radio industry is co-operating. In every phase this co-operation not only is magnificent but wholehearted. For example: one minute announcements, directed to various groups—general, women, foreign language and farmers. As a result of personal contact, the telephone and the United States mails, the radio industry

told us that live announcements were swell for the farm audience, housewives and the foreign language audience. But, we were told, transcribed one-minute announcements would do a better job with the general listening audience. Details followed. The consensus of opinion among station managers was that most effective would be dramatized spots and recorded statements by average, patriotic Bond buyers.

War Savings Copy

Next step was a call for help to the men who write our War Savings copy—G. W. Freeman, Ed Clark and Harry Marschalk, of Marschalk & Pratt. "Easy," said they and dug up the research and prepared the copy. Next step was a call for help to another consultant on War Savings copy—E. J. 'Ev' Grady, Vice-President of Ruthrauff & Ryan. We got as far as saying "Ev, we need some help . . ." The next thing we knew, Ruthrauff & Ryan's Jim Tennyson and Tommy Victor were casting and producing the finished product.

As every other carefully conceived product of the minds of the radio industry, these one-minute transcribed War Bond plugs were an immediate success—so successful that the Office of War Information has adopted the idea of one-minute spots for all Government agencies! Of course, the one-minute spots are merely one small indication of the co-operation of the radio industry with the War Savings Program. We can add to the list of successes indefinitely: commercially sponsored network programs; special event broadcasts ("Bond Night on the Blue" clicked off sales of over eleven million dollars as the result of only 6¾ hours' broadcasting time); network programs sponsored by and for the Treasury Department; special transcribed programs for all stations.

"Treasury Star Parade"

Speaking of transcribed programs brings to mind, naturally, the "Treasury Star Parade." This series of transcribed programs is still another example of a "success" born of the suggestions, comments and criticism of all the component parts of the radio industry. From the "borning" of the "Treasury Star Parade" idea, Bill Murray, of the William Morris Agency, as director, and William A. Bacher, as producer, next took the ball.



Thinking of you

KAY KYSER

Exclusive Management
MUSIC CORPORATION of AMERICA

The final result is that 833 radio stations are broadcasting three of these 15-minute Star Parade programs weekly! But that's leaping over the facts—and co-operation—which have made the "Treasury Star Parade" the most popular transcribed series in the history of radio. More important, however, is the fact that the "Treasury Star Parade" is now a part of the living history of our United States.

Star-Studded Talent

With Bill Murray and Bill Bacher at the reins, the talents of the greatest writers in America were enlisted. Here are just a few names—Thomas Mann, Stephen Vincent Benet, Arch Oboler, Paul Gallico, Thomas Wolfe. The talents of the greatest actors and actresses in America were enlisted to give living fire to the burning words of those authors. Let me list, again, a few names: Bette Davis, Lionel Barrymore, Helen Hayes, Orson Welles, Elisabeth Bergner, Edward G. Robinson, Fredric March, Henry Hull, Tallulah Bankhead, Lynn Fontaine, Alfred Lunt, John Garfield, Judith Anderson.

Secretary Morgenthau has expressed the meaning of the "Treasury Star Parade" perhaps better than anyone else. In his foreword to the book of the "Treasury Star Parade"—the 27 most popular scripts—Secretary Morgenthau says:

"... we at the Treasury decided that we could succeed with our financing only if the people themselves were aroused to the realities of the war and to the deadliness of the peril in which they stood. Accordingly, we enlisted the giant resources of the radio... with the recorded 'Star Parade' programs in which sketches, and others like them, reached the ears of listening millions.

"We left it to the great writers, dramatists and artists to utter the undying truths of liberty and love of country, and in a way that would speak for free men of all ages, in all countries, at all times. We left it to the American people to respond with the purchase of War Bond, and we have not been disappointed.

"... this achievement grew spontaneously out of patriotic teamwork between the Treasury and the broadcasters, between the Government and its free citizens."

"The Song Parade"

"The Song Parade," produced by Everett G. Opie, of the War Savings Staff, is another example of a successful transcribed series which, in Secretary Morgenthau's words, "grew spontaneously out of patriotic teamwork between the Treasury and the broadcasters, between the Government and its free citizens."

Here, the artists are the most popular singers of the radio industry; and their voices, in song and with a message of War Bonds, regularly reach the listening audiences of 868 stations. Just listen to a few names of the "Song Parade": Barry Wood, Frank Parker, Bea Wain, Lanny Ross, Joan Edwards, Mildred Bailey, Morton Downey.

Other War Bond Shows

And still we have barely tapped the subject of the magnificent co-operation of the radio industry with the War Savings Program. There's the hour program, "Over Here," produced by Bill Murray and directed by Bill Bacher, and heard over the Blue Network, on Saturdays; there's the "Saturday Night Bond Wagon," produced and directed by Bill Rainey, and heard over the Mutual Broadcasting System; there are the Little Jack Little, Horace Heidt, Tommy Dorsey programs heard over the Blue Network; the Alvino Rey series of "Salute to States" programs heard over MBS. Also, during 1942, we had on the air "America Preferred," until May 3, and the American Opera Festival from May 7 to June 18, over MBS; and "For America We Sing," until April 27, over the Blue Network.

Who can forget the success achieved—due mainly to the radio industry—of such War Bond campaigns as Minute Men, Payroll Savings, Retailers for Defense, Band Leaders Enlistment, Pledge, Quota, Ten Per Cent, Schools at War, Women at War, and Top That Ten Per Cent by New Year's.

Tribute to Staff

And, while I'm handing out credit where credit is due, I'd like to pay tribute to the members of the Radio Section of the War Saving Staff. They have been largely responsible for the fine coordination with the radio industry of our undertaking. In a way, this tribute is a "good-bye"—for the duration—to four of the staff who now are with the armed forces: Charles Jewett Gilchrest, my assistant and Chief of the Radio Section, who now is Lieutenant Gilchrest, USNR; Gerald Patrick Flood, Chief of Station Relations, who also is a Lieutenant in the United States Navy; Lloyd Dunning, Chief Copy-Writer, an Ensign in the USNR; Frank King, who also enlisted in the Navy.

Still on hand and carrying the War Savings ball are: Marjorie L. Spriggs, who now is Chief of the Radio Section; Emerson Waldman, in charge of Foreign Language and Farm Programs; Morton A. Milman, Chief of Special Events; Jules Alberti, Chief of Station Relations; Everett Opie, Chief, Transcriptions; Ruth Girard, Estelle Broderick and William S. Rainey, in charge of our New York office.

Ginny Simms

Dear Uncle Sam:

Current Hooper Survey reports show, our Tuesday night series for Philip Morris *Number One* of all War-Effort programs, 80% ahead of the second ranking program.

This is to thank you, Uncle Sam, for air that will still belong to a free people long after the Nazis have forgotten what so proudly they heiled . . . and to express my gratitude to you for providing the servicemen guest stars who have made our program possible.

Gratefully,

"Ginny" Simms

P.S. May I add a special "thank you" to Lieutenant Colonel Ed. Kirby and staff of the Radio Branch of the War Department Bureau of Public Relations, and to Jack Hartley and staff of the United States Navy.

G. S.

RADIO CENSORSHIP IN WARTIME

By J. Harold Ryan

Assistant Director, Office of Censorship, Washington, D. C.

WHEN war came to this country on December 7, 1941, the broadcasting industry was faced with another of those situations in which it has found itself so often. This was to be the first time in the history of American broadcasting that it had to operate in a country at war. Every move to be taken was without precedent, but precedent was being created for the future.

When the Office of Censorship was established by executive order on December 19, 1941, a provision was made for placing broadcasting and the press under voluntary censorship. Under this plan, the manager of a broadcasting station and the editor of a newspaper was his own censor and responsible for the effect of anything broadcast or published by his medium.

Voluntary Censorship

The Office of Censorship brought out a Code of principles, first published on January 15, 1942. Based on experience, two revisions to the original Code have been issued: one on June 15, 1942 and the most recent on February 1, 1943. If the station manager, the voluntary censor, had any doubt about any material, he was asked to measure it against the principles of this Code and to decide whether it ran counter to any of the suggestions in the Code. If it did, it was not to be broadcast. The test of the availability of the material would be "Is this information that I would want to know if I were the enemy," and if the answer was "yes," then the broadcasting of such information was to be avoided.

This theory is a far cry from the actual methods observed by broadcasting in other parts of the world, where almost unanimously broadcasting is owned and controlled by the state. The plan adopted in this country serves only further to highlight the freedom of our institutions and to preserve, even in wartime, every possible freedom of speech and expression that can be saved without imperiling or threatening the Nation's war plans.

Broadcasting stations unanimously accepted the idea of this voluntary censorship and pitched in with a will to make it work. There were some early casualties that were real sacrifices on the part

of broadcasting stations in their efforts to serve and satisfy the public. The popular programs built around street interviews, disappeared from the air-planes. The mention of weather was so restricted by necessity, that it became practically non-existent on the air. Audience participation programs and the very popular request type of broadcasting were hedged about with restrictions. Yet, with all of these curbs, it was felt that the broadcasters are of a sufficiently ingenious character that they would make broadcasting work under any difficulties and they would so gauge their output as to continue to give the American public what it has always enjoyed—the very best radio entertainment in the world.

Unanimously, radio station managers were determined that broadcasting would not be guilty of releasing any information that would damage the war effort of the country. They were equally determined that the high entertainment content of radio programs should not suffer through war's restrictions, realizing that broadcasting could have a tremendously favorable influence on the morale of the people.

Industry Assistance

This office is very grateful for the assistance rendered it in the early, groping days of censorship by many of the leaders in the industry. Their valued advice and counsel was sought in shaping the original code and when this code was ready for publication, it was submitted to representatives of the various segments of the industry and their further opinions sought. These opinions were utilized to the fullest extent possible.

We believe that history will record that in the first year that the United States was engaged in World War Number Two, the American broadcasters did a superb job of self-censoring. Mistakes have been made. Who has ever tried out a new program without making some blunders? Most errors have not been intentional and their commission has been the signal to take steps that would prevent a recurrence. The ever-changing personnel at the stations, occasioned by the war's demands on man power, has furnished a problem that has been difficult to handle. During this first year, the United States has been engaged in the battle of the

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WJZ and the Blue Network

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Coral Sea; the battles of the Solomons; the invasion of North Africa. In these instances and countless others, broadcasters have refrained from giving any news of benefit to the enemy. The surprise of the Axis powers on the invasion of Africa was almost complete and this result could never have been achieved without the loyal support of broadcasters and newsmen to voluntary censorship.

We have established on the radio desk in the news department of the Office of Censorship a monitoring system whereby we can listen to the programs of the four major networks. We have a man on duty on this desk from the opening of the office at nine in the morning until one o'clock on the following morning. Incidentally, this office can always be reached by telephone, as our operators have instructions to ring members of the staff at their homes in the period between 1:00 and 9:00 A. M.

In the monitoring of network programs, particular attention has been paid to the commentators, to whom we listen at the rate of from sixty to seventy each week. In the main they have done a good job and have usually exercised care in omitting from their scripts items that would be dangerous to National security. However, they are news men, with a keen scent for anything that constitutes news, and on occasion it is necessary to remind them that war does not mean "business as usual" on the news desks of the country.

Foreign Language Broadcasts

There has been an understandable reluctance to make any great changes in the presentation of programs over the air in languages other than English. Our polyglot programs have continued under self-policing. A total of about 150 radio broadcasting stations are giving programs in twenty-six languages. To assist the stations in handling this difficult problem, this office has established a foreign language section. We have monitored many of the foreign language programs, have translated them, compared what is actually said on the air with the scripts, and have been able to offer to the stations what we hope is constructive advice in the handling of their problems. We have located some violations of the Code. The careful operation of this section for five months leaves us with the feeling that the foreign language programs are under much better control than they were a year ago.

Recently we have undertaken a spot check-up of individual station commentaries or analyses and individual station newscasts which may be re-written from the items carried on the standard news wires. This program has been undertaken solely with the desire to be of assistance to the censors in their voluntary task. The stations have cooperated most satisfactorily and efficiently.

Future Efforts

With increasing numbers of American troops stationed all over the globe, with lengthened supply lines to serve them, with the increasing tempo of production and military effort, 1943 requires of the broadcaster renewed effort, to assure the success of this unique voluntary system of censorship. Re-doubled care must be exercised to see that no damaging information of any character escapes from the antennae of the United States. Alertness must be exercised, to be constantly on guard against any infraction, however slight, of the Code of Wartime Practices for American Broadcasters. One hundred per cent perfection is what we must at all times aim for, because even a one per cent failure entails prospects too horrible to be contemplated. It must never be said of American broadcasters that they have in any way endangered the life of a single American soldier or sailor.

Any account of the activities of censorship during 1942 would be incomplete without a tribute to those staff members who have given loyally and without stint towards its operation. Stanley Richardson, who was the first assistant to be added to the office, back in January of 1942, is now the manager of the London office of the National Broadcasting Company. In addition, our staff has included: Robert K. Richards, who came to us from the production management of Station WSPD, Toledo, Ohio; Eugene Carr, loaned to the Office of Censorship from the position of assistant manager of WGAR, Cleveland, Ohio; Charter Hessel, on loan to us from the news office of the National Broadcasting Company in New York City; Edward Bronson, who came from WCOL, Columbus, Ohio, where he was program director and vice president; and Lester Halpin, who is on leave from KOIN, in Portland, Oregon, where he was news editor. To all of these men, as well as to more than 900 voluntary censors, the Office of Censorship makes grateful acknowledgment of its debt in a time of unparalleled National stress.





Truth or Consequences

HELLO THERE,

AND Thanks to all the NBC Stations on our Truth or Consequences Network for the help you fellows gave us in our million dollar war bond consequence. And our apologies for the switchboard headaches that resulted from the copper penny consequence.

Yours for Victory,

Ralph Edwards

P. S. Uncle Sam is very happy. So am I.

RADIO HELPING FOOD PROGRAM

By Wallace L. Kaddertly

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

"THE Secretary of Agriculture . . . is authorized and directed to assume full responsibility for and control over the nation's food program. . . ." From the White House December 5th, 1942. came this Executive Order of the President. And with this order new responsibilities devolved upon not only the Secretary of Agriculture but also upon American broadcasters. For without the assistance of radio neither the Secretary of Agriculture nor anyone else can successfully administer the nation's program for food, one of the most potent weapons of the war. This is a plain and simple fact. It is not a plea for cooperation. Secretary of Agriculture Claude Raymond Wickard and the Department he heads are now and have been receiving marvelous cooperation.

Action

After Pearl Harbor, when Secretary Wickard boosted the already-record goals for production of specific farm commodities, many broadcasters said in words and action . . . and many others said as plainly by action alone: "Tell us what you want us to do. We've worked *with* you in the past. For the duration, we're working *for* you."

I believe we have thoroughly understood the meaning of these words and actions. American radio was not deeding its facilities or its freedom to an administration of Government or to a program or to anything else. It *was* re-dedicating its services to the free people of the United States—yes, and to the

people of the world . . . so that our nation and our freedom—including our precious freedom of expression—might survive. We appreciate and respect that concept.

Advertisers' Aid

In this war American radio is not and should not be a mere funnel through which the official statements of Government reach the people. We do not consider it so. Rather, radio is a force in itself, its people capable and willing to use their brains and skills to report what needs to be reported, to sell the ideas that must be sold, to get the action that must be taken by the people to WIN THE WAR. Every week since a very short time following Pearl Harbor, we have written to a long list of farm broadcasters, telling them the Department's current objectives, forecasting future moves whenever possible, enabling our radio war-partners to give their best individual efforts to our common cause with the necessary assurance that they are pulling *with* the war leaders. They, in turn, have given us many excellent ideas and suggestions. Among other things, they led us to our first significant liaison with the nation's advertisers—a liaison which does not affect our basic relationship with the licensees and networks but does enable advertisers to throw their weight behind the right wheel.

Radio's Cooperation

Cooperation between the radio industry

☆☆☆ Radio On To Victory ☆☆☆



FRED WARING

and his

PENNSYLVANIANS

•

4th YEAR

•

Chesterfield Pleasure Time

•

Management, John O'Connor
1697 Broadway
New York City

and the Department of Agriculture takes many other forms:

Hundreds of individual stations carry regularly scheduled broadcasts of USDA War Boards and of individual agency-members of the Boards (AAA, Farm Security, Soil Conservation Service, State and County Extension Services, Farm Credit agencies). Some of these programs are regional network offerings.

Hundreds of broadcasters regularly aid the Department-prepared scripts: "Homemakers' Chats" and "Farm Flashes" (in many States these scripts are localized and distributed by State Extension Services).

Many women's broadcasters receive and build programs with the help of "Radio Round-up on Food", a background service similar to our weekly memorandum to farm broadcasters.

Through OWI, probably every station has received and used specific messages and/or background material for adaptation, supporting the agricultural war job.

Stations from coast to coast carry the Blue Network's "National Farm and Home Hour" (daily) with information supplied by USDA; and Columbia's Country Journal (CBS weekly) to which the Department contributes information frequently.

Special network broadcasts by the Secretary and members of his staff . . . invariably there's a special reason for one of these special requests for time and invariably the radio industry makes its facilities available.

Occasionally, and for specific purposes, the Department issues electrical transcriptions. Usually, these are scheduled in lieu of other regular scheduled Department information.

The Farmer's War-Role

The man whose "food will win the war and write the peace" sounded reveille on the food front; he believes that in democracy, understanding by the people pro-

duces action by the people. His use of radio and his Department's use of radio is—in a completely literal sense—a big part of wartime administration. Farmers of the United States made 1942 their greatest year in their great history of production. In 1943 they have an even greater task to perform. We must keep them thoroughly informed as to the size of the job, the changes that are bound to develop, and the services available to them. That's basic in administration of the food program.

The Consumer's Role

With the new, unified command on the food front, another basic part of food program administration will be information dealing with food processing, distribution and consumption. Secretary Wickard, in his first radio-press conference after receiving his new powers in the food program, emphasized that radio and the press can do tremendous good by informing housewives of food supplies, allocations, and ways of using available food to best advantage.

Housewives can save food—thus lighten the load on farmers, processors, distributors, railroads.

A pound of food saved is a pound of food produced, processed, distributed. We've got to stop food waste.

But that's not all. Don't forget production. We must have great quantities of the right things. We must make the best possible use of land, labor, materials, processing services, transportation to produce the foods most needed; and it will be necessary to hold down on some products in order to get the needed quantities of the right things.

To win the battle of food, we must have a smooth flow of food from field to kitchen, from field to mess kit.

Radio's job begins with the planning of the farm work, continues through the whole production line to the table.

The battle of food is a challenge to the entire nation. It's a challenge to Radio.



3rd YEAR
FEENAMINT'S
"DOUBLE OR NOTHING"

Over the Largest Commercial Hook-up in Radio

SPONSOR: Pharmaco

AGENCY: Wm. Esty Co.

NETWORK: Mutual



Emcee

JOHN REED KING



Singing Star

FRANK FORREST

American Tenor



Announcer

ALOIS

HAVRILLA



Musical Director

NAT BRUSILOFF

PRODUCER
Harry Holcombe

PUBLICITY
Zac Freedman

RADIO'S TWENTY YEAR CLUB

By H. V. Kaltenborn

"WHAT are you going to do to celebrate your twentieth anniversary on the air?"

NBC's Press Department was looking for a story. The question found me trying to reconcile the latest Berlin communique with my war map. I tossed off the first answer that came into my head: "Organize a Twenty-Year Club." The Press Department told the world and I had to make good.

That, my radio brothers, is the true story of how the club was born. But, great discoveries and great institutions often result from accident.

As I began to seek eligible members I realized that here was the living history of radio broadcasting. The biographies of those who had been actively associated with radio broadcasting for at least a score of years told a fascinating story of growth and achievement.

These men and women have pioneered in the greatest mass communication medium humanity has known. Surely it was worthwhile to summarize the life stories of radio's pioneers in printed form. For here was the history of radio broadcasting by the men and women who made that history. Hence the Twenty Year Club Book which summarizes the story of their contribution to the origin and development of radio broadcasting.

It is a roster of 84 broadcasting executives, engineers, writers, and performers whose association with radio goes back to crystal set days and beyond. Some fourteen are already eligible for a Thirty Year Club.

Twenty-three members were wireless operators on shipboard in the first World War. Most of these had been youthful "ham" operators. Twelve began as writers, eleven as station executives, nine as performers and five as announcers.

Dean of them all is David Sarnoff who began his memorable radio career as a junior telegraph operator with the Marconi Wireless Telegraph Company in 1907.

Since the 1942 edition of the Twenty Year Club Book went to press more than thirty additional veterans have qualified for membership. Their radio biographies

will be included in the 1943 edition of the Club Book. Publication of this second edition is expected to coincide with the Club's first anniversary which occurs on April 4, 1943.

The Club was established at the dinner tendered to me by the National Broadcasting Company at the Harvard Club of New York City on April 4th, 1942, to celebrate the twentieth anniversary of my first broadcast. This was a discussion of the then current coal strike carried on a station operated by the Fort Wood Signal Corps of the Amateur Radio Reserve. It was the first editorial analysis of a news event to be heard on the air.

This is only one of innumerable "firsts" to be found in the radio histories of the Twenty Year Club's members. It is my hope that some radio historian will find in these biographies the incentive to present the first comprehensive story of the origin and early development of radio broadcasting in the United States.

The Club Book presents only brief chronological biographical summaries. But the letters from which these few cold facts were taken often contain the most thrilling and amusing stories of the adventures and misadventures which always befall the pioneers in any undertaking.

Several publishers have expressed their willingness to bring out such a book if I would act as supervising editor. But it needs a competent writer who will seek out these pioneers and secure from them the full story of how radio broadcasting began.

Perhaps, when the club meets in April to celebrate its first birthday, we will launch this book project. Most of us, whose privilege it has been to make some small contribution to radio history, and who are still active in broadcasting, are too absorbed with the problems of today and tomorrow to give much thought to the events of yesterday.

Ours is a medium that faces immeasurable possibilities. But someone must begin to look back so that the historic record of the triumphs and mistakes of yesterday may help us realize the greater triumphs of tomorrow.





JEAN HERSHOLT

as

“Dr. Christian”

SPONSORED BY CHESEBROUGH (Vaseline Products)

SIXTH CONSECUTIVE YEAR

— CBS —

RADIO'S NEWSMEN ABROAD

By *Lowell Thomas*
President, Overseas Press Club

NEWEST in the world of news is the microphone journalist who broadcasts to us from foreign countries—often from war zones nowadays. He does a highly specialized job, giving spot news that is flashed with the instantaneous transmission of wireless. He becomes increasingly important in the business of getting the news to the radio public. Some of the most notable of recent broadcasts have come from the radio foreign correspondents—like Cecil Brown's reports from battle zones in the war with Japan.

New personalities are emerging. The field is one in which voices and names appear and are established rapidly. Take the case of Larry LeSeuer. Several years ago Larry worked for the United Press, in charge of their radio department. Then suddenly he was in England and talking on the air. He got some good breaks, and now has returned as a well-known radio correspondent.

Overseas Press Club

I happen to be president of the Overseas Press Club, an association of journalists, both newspaper and radio, who have served abroad. This enables me to see a good deal of the radio foreign correspondent, and I find him a distinctly interesting personality. He has the qualities of a newspaper man, plus the practiced ability to speak, which even the best of newspapermen do not always have. The Overseas Press Club gives weekly luncheons at which outstanding figures appear, and relate points of inside information. When the radio correspondent gets up and talks is when you appreciate his practiced speech.

The prominence of broadcasting from foreign parts is an inevitable sequence to the development of the mechanical facilities of transmitting programs from overseas. When the engineers got their equipment to the point that broadcasts from foreign countries were something you could count on to be received satisfactorily, the newsman over there quite naturally stepped to the microphone as a regular thing.

Foreign news broadcasting has followed the same pattern as news broadcasting in general. As soon as the radio became a going mechanism, who should

go promptly on the air but our old friend the newspaper man. This I remember only too well—having been one of the early birds myself, when I succeeded Floyd Gibbons, who made the first spectacular success as a news broadcaster.

Early Uncertainty

We were not so sure then how long the news personality thing would last. I remember how, when I broke in on radio going on 13 years ago, I figured I might continue on the air for a couple of years—if lucky. I thought that after a time people would grow tired of hearing the same voice.

It happened, too, that I was an early bird in broadcasting from overseas. In 1937 I went to Europe to give a radio account of the Coronation of King George the Sixth. While over there I made several broadcasts to America—from England, from Paris, from Rome. One program was from the ship going over, and that one turned out badly. As a guest speaker on the broadcast I had Webb Miller, the famous London correspondent of the United Press. Webb was speaking his part—then suddenly stopped, turned to me and said, "I think we're off the air." And so we were. I found out later that the reception in New York was so bad that we were cut off. Some sort of magnetic storm was cutting up, and we could hardly be heard from mid-Atlantic.

That program went haywire, but the others from Europe were transmitted without a hitch. The reception was excellent—particularly in the case of the Coronation.

The way was open for the coming of the radio foreign correspondent, the regular performers like Shirer, the occasional speakers like Quentin Reynolds.

Further Development

The equipment for overseas radio programs continues to improve, and that means an increasing vogue of news talks from foreign countries. The man follows the machine in this mechanical era of ours. We can, I think, look forward to large new developments of such things as broadcasts from actual scenes of fighting, the flashing to us of war events as they happen. New news personalities are sure to emerge out of this.



JOAN BROOKS

"First Lady of the Blue"

BLUE network
New York

ED EAST and POLLY

"They really sell" New York

PATSY CAMPBELL

Ingenue and Comedienne

"Ethel" on CBS's Damon Runyon
"Joe and Ethel Turp" program
"Taffy Tucker" on the BLUE's
"Terry and the Pirates."
New York LEx. 2-1100

BURT BOYAR

Juvenile

"Dexter" (second lead) on the CBS
"Meet Corliss Archer" program
More than 100 radio performances
New York LEx. 2-1100

STUART (STEVE) BRODY

Older juvenile and straight leads
Singer

Three years of radio experience
(Honorable discharge from the
Army)

New York LEx. 2-1100

BEN PRATT

"Uncle Sam's Favorite Daughters"

**VI and VILMA
VERNOR**

"The Victory Twins"
NBC- New York

HOWARD PETRIE

Announcer

DAVIS MEMORIAL AWARD FOR
1942

"Everything Goes," "Mary Marlin,"
"Abie's Irish Rose," etc.
NBC New York

BOB SHAW

Writer

Radio- stage- screen

"Front Page Farrell" on NBC
PL. 3-1193

JEAN SINCERE

Ingenue and young lead

In "ARSENIC AND OLD LACE"
On accredited casting lists of net-
works and agencies.

New York
MU. 2-8060 CI. 6-3082

W H O

is

CORAL TEMPEST???????

New York CI. 6-3082

41 ROCKEFELLER PLAZA, NEW YORK CITY

PERSONAL PUBLICITY

ANGLO-AMERICAN INNOVATIONS

By *Lindsay Wellington*

North American Director of the British Broadcasting Corp.

THE complete realignment of the United States broadcasting industry to the needs of total war in 1942 had a great effect on the BBC's programs for United States listeners. The BBC has been on a war basis since September 3rd, 1939, and its programs to the Empire and the world have reflected that fact. But, in 1942, the increasing liaison between British and American radio, apparent in the ever-widening scope of the arrangements for rebroadcast of BBC programs, drew the BBC directly into this situation in the United States. The BBC was presented with an opportunity to serve the common interest which it warmly welcomed. Now, at the conclusion of an exciting and stimulating year as our New York office has ever known, in which we have formed close friendships with many officials in the American broadcasting industry, we feel more strongly than ever that this mutual cooperation will yield increasing returns as time goes on.

Technical Problems

Rebroadcasting from the BBC short-wave frequencies was comparatively new in 1942 and it presented numerous technical difficulties. It would be foolish to say that all of them have been solved. The question of timing for instance, arranged on occasion over 4,500 miles of land and water, held innumerable headaches for the unwary. It is a tribute to the skill and ingenuity of all concerned that commonly now, one hears the phrase "Come In, London" and the answering "This Is London Calling" as smoothly cued as though both broadcasters were in adjacent rooms.

Naturally enough, news was the item first carried widely in the United States but long before the first American troops landed in Northern Ireland, feature programs were attracting an audience through rebroadcasts. In fact, "The Weekly Visit to the American Eagle

Club," the first of the regular servicemen's programs from the British Isles, was placed with the Mutual Broadcasting System before American troops had settled in their new camps and could give their attention to telling the folks at home how they were making out in this new country through the program, "The Stars and Stripes in Britain." Rebroadcasts of "Answering You" on the Mutual Broadcasting System antedated both of these by almost a year.

All of these programs are produced by the BBC in its studios, and with the help of recording vans traveling throughout the British Isles, under handicaps severe enough to discourage all but the stoutest devotees of radio as a means of mass communication. The experience gained was invaluable as the demand from all sides increased for War Service programs which would help expand knowledge and understanding by means of the hard realities of fact and information. BBC participation in American program scheduling branched out and now includes independent radio stations as well as the major networks. During the past year, the Blue Network, the Mutual Broadcasting System and the National Broadcasting Company have all carried at least one series of feature programs conceived and created in the BBC studios. We confidently look forward during 1943 to increasing and welcome calls on our time and energy. As we write this, the Columbia Broadcasting System has arranged with the BBC for an exchange series of broadcasts to be heard in each country, produced alternately in New York and London. The series began in February.

Increase in Programming

In December, 1941, the BBC noted 143 standard wave-length stations in the United States as carrying one or more of its programs during the month, and

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B E N N Y



G O O D M A N

"The POWERS GIRL"

(United Artists)

Columbia Records

★

Exclusive Management

MUSIC CORPORATION OF AMERICA

★

Personal Management: Harry Weinstein, 1619 Broadway, N. Y. C.

the time given to these programs was 196 hours. In December, 1942, the number of stations carrying BBC programs regularly had grown to 214 and had reached out beyond the borders of the continental United States, to Hawaii and Puerto Rico. The total number of hours allocated to these programs during that month was 357; the equivalent of 14 days of continuous rebroadcasting. During 1942 the BBC originated more than 1,200 separate programs which were heard by citizens of the United States and its possessions, through the medium of short-wave, beam telephone and delayed rebroadcasts.

Certainly, one of the most important factors in this rapid and wholesome growth has been the imagination and daring of American broadcasters. They quickly saw the opportunity to dramatize the problems of the war to the citizen on the home front. One illustration of the many at hand will suffice to show how flexible and telling is such dramatization. Not long ago the BBC was requested by an imaginative broadcaster in an industrial Massachusetts town to aid it in stimulating a bond rally which was to be broadcast. The BBC arranged for a United States serviceman from that area, now stationed in Britain, to participate in the program and to key his remarks closely to the American portion of the broadcast. Interviewed by a BBC producer, his greetings to family and friends and description of the thoughts and feelings of himself and other servicemen from that area, also stationed in Britain, were exactly suited to the occasion. The success of the program was attested to by both the station manager and a local administrator of the Treasury Department War Savings Staff. To quote from the letter received by the BBC from the latter, "The pick-up from England was particularly good, both as to clarity and subject matter and it aroused a tremendous amount of interest here in town and has resulted in a real spurt of War Bond purchases throughout the plants. . . ." If we select this one from many expressions of ap-

preciation, it is because it tells in such short space the whole story of what we believe is our purpose.

Broadcasts to Britain

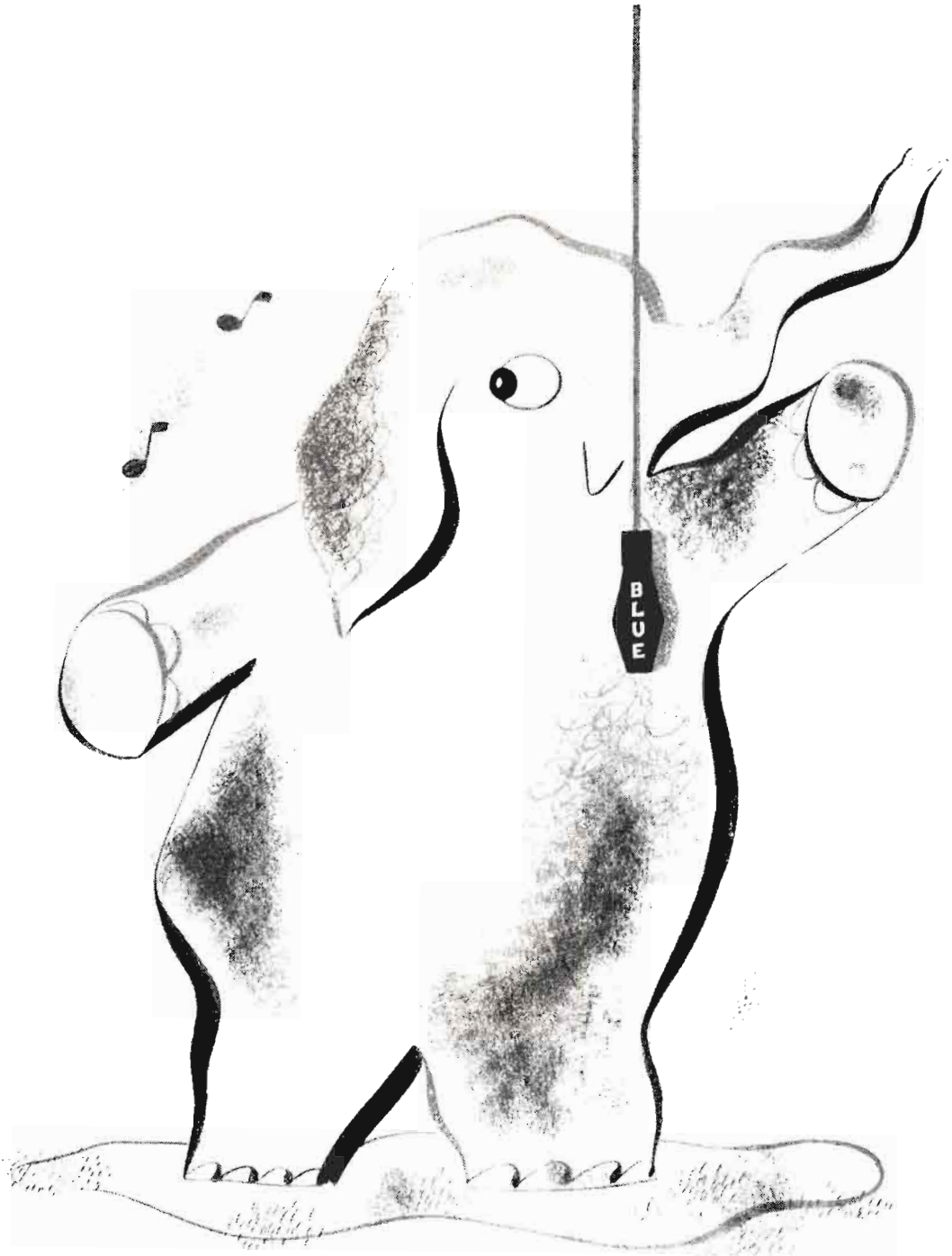
No tabulation of the past year's work would be complete without some mention of the BBC's clearance of programs for its own domestic network and its short-wave and medium wave transmitters to the European continent. The latter are cleared through the Office of War Information while the BBC arranges for clearance of the former. News reports, commentaries on important events in the United States, dramatic programs produced by the BBC staff in the United States as well as programs adapted from American domestic radio, are welcomed by the British listener and are regularly scheduled on the BBC's domestic wavelengths. Here again, a new and hitherto unconsidered technique of communication has come into being through hard work and imaginative reaction to the situation.

CBC Cooperation

An important factor in the development of the whole technique of rebroadcasting has been the cooperation of the Canadian Broadcasting Corporation. Many of the difficulties which confronted the BBC in this mode of operation were first explored and suggestions made, looking to their solution by the CBC in the period prior to 1940. In addition, the CBC made available some of its best radio producers and newsmen who were immensely helpful in the first months following the declaration of war. Some of them are still doing yeoman work in London.

As we look forward to the year 1943, the possibilities for further development appear excellent. None of the fields of mutual cooperation have been fully exploited and admittedly much remains to be done. But we can look to the future confident that the problems which will arise will be met as boldly and solved as ably as they have been in the year past. The BBC stands ready to do its part.





people are different from elephants!

Unlike elephants, people *forget* better than they do most anything. They forget names and faces, telephone numbers and appointments. They forget *brand names* too. Just ask the manufacturers who stopped their advertising during the last war.

There's nothing like radio to keep the public mindful of your product. That's one of the big reasons why so many far-sighted advertisers, whose production is curtailed or diverted to war purposes, are staying on the air without interruption. They realize that while radio has *sold goods* with unequalled efficiency and economy in recent years, it has never lost its original virtue - that it *builds good will*.

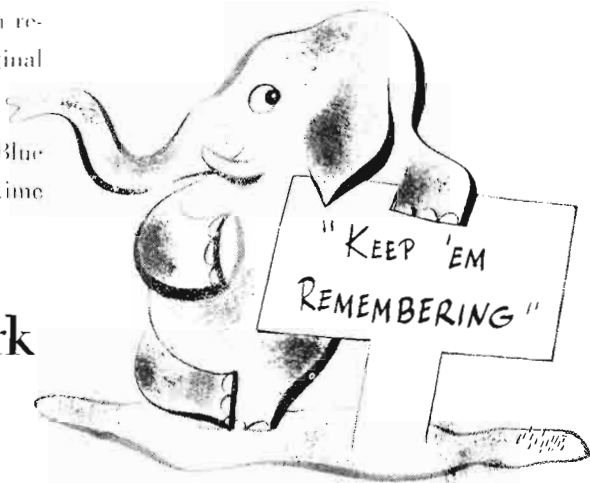
"Keeping 'em remembering" on the Blue makes mighty good sense in our wartime

economy. The Blue gives you national coverage at the lowest price of any medium entering the home - costs, in fact, from 11¢ to 35¢ less per thousand listeners than major network competition.

Whether you're after new markets, defending old ones, or merely protecting your brand name, talk over your problem with a Blue Network salesman. You'll find *it's easy to do business with the Blue!*

Blue Network Company
A Radio Corporation of America Service

the **blue** network





WHEN YOU NEED . . .

- ⊗ ACCEPTED COVERAGE BROCHURES
- ⊗ SINGLE SHEET MAPS
- ⊗ VISUAL PRESENTATIONS
- ⊗ SURVEYS
- ⊗ MARKET RESEARCH

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INTER-AMERICAN BROADCASTING

By Don Francisco

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

THE past year has recorded a number of interesting developments in Inter-American broadcasting especially insofar as the situation applies to the broadcasting activities from the United States to the other American republics.

Chief among these newer developments has been, of course, the coordination of shortwave broadcasting coincident with the government taking over supervision of all shortwave facilities in November of 1942. Under this arrangement the Office of War Information and the Office of Coordinator of Inter-American Affairs are apportioned the entire broadcasting time of U. S. shortwave stations for dissemination of radio material to foreign areas, with the Coordinator's Office supervising broadcasting to Latin America.

Spirited Network Co-Op

At this point it would be well to recognize fully the spirit of cooperation with which the U. S. Networks have entered into the Inter-American phase of broadcasting. They furnish their production and transmission facilities for a bulk of the broadcasting both going from this country to Latin America and from Latin America to the United States. In this connection also the U. S. shortwave station operators generally have demonstrated their patriotic cooperation in turning over to the government agencies operating control of their stations for the duration.

The first effect of the changeover as it applies to Latin American broadcasting has been the intensification of coverage through coordination of the country's available shortwave transmitters. At present an average of 32 hours daily of program material is broadcast over 11 transmitters broadcasting in Spanish, two in Portuguese, and two in English, all directed on Latin America.

Latin America Coverage

Under the system two pairs of trans-

mitters, one pair fed by programs originating at CBS and another by programs originating at NBC are beamed simultaneously on the eastern Spanish speaking countries of South America, broadcasting to Venezuela, Bolivia, Argentina, Paraguay and Uruguay. Two other pairs of transmitters, one fed from NBC and another from CBS are broadcasting to the Western Spanish speaking countries including Columbia, Ecuador, Peru and Chile. Two additional pairs of transmitters divided between NBC and CBS are beamed on Mexico and Central America and another single Spanish-programmed station is carrying programs originating at CBS to the Caribbean. The two California transmitters are programmed exclusively in English concentrating on Central America and the Caribbean area but serving generally all Latin America and another two stations broadcast simultaneously to Brazil in the Portuguese language.

Nine New Transmitters

Nine additional transmitters have been projected, some of them actually under construction now. As soon as they are completed they'll be brought into service to supplement the above-mentioned groupings, five to be added to the Spanish groups, two to the Portuguese group and two to the English group.

The past year has also brought, coincident with the integrated shortwave pattern, sharp changes in program material to Latin America, all of which material is under the supervisory control of the Coordinator's Office. This change is particularly emphasized in drama, news and news commentaries.

While the operating structure of the lessee shortwave stations has remained more or less intact, the Office of Inter-American Affairs has become increasingly active in actual program material production. At the present the Office writes, supervises and co-produces weekly, 11 half-hour and two quarter-hour

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**"THIS IS THE 'MUG' WHAT MAKES THE NOISE
THAT WILL SELL
YOUR PRODUCT**

**TO GIRLS AND BOYS
FROM 1 TO 101..."**



**3rd
YEAR ON
THE AIR!**

**DICK
GRANVILLE**
"THE GALLOPING DARK HORSE"
OF THE **MUSICAL**
MERRY-GO-ROUND

"He chatters between platters about 'stuff' that matters — and gives both sponsor and listener an even break!"

—*RADIO DAILY.*

NOW SELLING FOR SPONSORS OVER

WMBR

The "CBS" station serving

JACKSONVILLE

FLORIDA

dramatic programs, 12 quarter-hour news commentaries and two half-hour music programs.

40,000 Words Of News Daily

The Press Division of the Coordinator's Office is now preparing and teletyping to the various station alignments 40,000 words daily of news and news commentary in three languages. News broadcasts are prepared for Latin American broadcasts on the hour or half-hour beginning late in the afternoon and continuing past midnight. These are the hours during which the U. S. transmitters are beamed to the other American republics. The hours from early morning until late afternoon are utilized by the OWI for broadcasting to Europe, Africa and the Far East. The OWI and CIAA make full use of one another's news material.

Dramatic Programs

The dramatic programs, starting off with a single weekly show last January, have grown to network production proportions during the past 12 months. As indicated, the Radio Division is now writing, supervising and co-producing 11 half-hour and two quarter-hour dramatic programs weekly for shortwave. In addition the Radio Division is highly active in transcription transmission, sending down last year a large variety of transcribed series to Latin American stations for scheduled local broadcasting.

To insure full coverage for the short-wave feature programs a majority of them are picked up by Latin American stations and rebroadcast locally by long wave. Some of the programs are broadcast thus locally over networks ranging from 35 to 65 stations representing every American republic.

U. S. Radio Fieldmen

A little known gesture of U. S. radio's good will toward Latin American radio has been the corps of radio fieldmen sent down to cooperate with station operators of the other Americas in introducing modernized production methods. To date seven of these men have been stationed throughout the whole of Latin America and have received warm-hearted wel-

comes from station operators wherever they've visited. The men were chosen for their thorough radio background in writing, directing and producing as well as the necessary ability to write and converse in Spanish and/or Portuguese.

The past year in Inter-American radio has also brought increased attention to the accepted U. S. radio theory that international broadcasting isn't a one-way street. In the past year, for instance, more than 250 programs have been picked up from Latin American countries and broadcast in the United States, for the most part on a coast-to-coast basis. An impetus to this Latin America-to-U. S. broadcasting was given early in 1942 when all major U. S. networks sent representatives to the Rio Conference. Daily during the conference the network representatives broadcast programs to this country, not only outlining in detail the day's activities but usually presenting, in person, outstanding delegates and observers. As a matter of fact these programs, recorded, have added substantially to the permanent documentation of that historic parley.

Educational Features

The past year has, too, found U. S. radio particularly active in domestic broadcasts of programs explaining to North Americans the customs, traditions, culture, etc. of their Latin American neighbors. According to a recent compilation by the CJAA Radio Division, the Office arranged, last year, 117 programs for approximately 850 U. S. stations. In that period more than 1800 individual programs dealing with Latin America were produced over the four major networks. These figures represent an enormous increase over the previous 12-month period and indicate an increasing appetite on the part of U. S. radio listeners for Latin American information and for entertainment from the good neighbor republics.

That increased mutual interest of the peoples of all the Americas in one another's affairs and well being is, in our opinion, the most encouraging item in all Inter-American broadcasting in the past year.



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 | MEIrose | 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 | 7-5700 |
| WLIB | Ingersol | 2-1300 |
| WMCA | Circle | 6-2200 |
| WNBF (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 |
| WRUL (N. Y. Office) | Circle | 7-3993 |
| WWRL | NEwtown | 9-3300 |

National Networks

| | | |
|------------------------------|--------------|--------|
| Blue Network Co. | Circle | 7-5700 |
| Columbia Broadcasting System | Wickersham | 2-2000 |
| Keystone Broadcasting System | LOngacre | 3-2221 |
| Mutual Broadcasting System | PEnnsylvania | 6-9600 |
| National Broadcasting Co. | Circle | 7-8300 |

Station Representatives

| | | |
|----------------------------|-------------|--------|
| John Blair & Co. | MURray Hill | 9-6084 |
| Blue Network Co. | Circle | 7-5700 |
| The Branham Co. | MURray Hill | 6-1860 |
| British Broadcasting Corp. | Circle | 7-0656 |
| Burn-Smith Co. | MURray Hill | 2-3124 |
| 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 |
| Headley-Reed Co. | MURray Hill | 3-5470 |
| George P. Hollingberry Co. | MURray Hill | 3-9447 |
| The Katz Agency | Wisconsin | 7-8620 |
| 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 | 4-1647 |
| Edward Petry & Co. | MURray Hill | 2-4401 |
| Radio Advertising Corp. | MURray Hill | 2-2170 |
| Radio Sales | Wickersham | 2-2000 |
| William G. Rambeau Co. | LEXington | 2-1280 |
| Paul H. Raymer Co. | MURray Hill | 2-8690 |
| Reynolds-Fitzgerald, Inc. | ELdorado | 5-7020 |
| Sears & Ayer | ASHland | 4-6698 |
| Spot Sales, Inc. | ELdorado | 5-5040 |
| Weed & Co. | VAnderbilt | 6-4542 |
| The Walker Co. | MURray Hill | 2-0374 |
| 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 |
| Bermingham, 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. | LEXington | 2-0850 |
| 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. | PLaza | 5-7711 |
| 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 |
| Geyer, Cornell & Newell, Inc. | Wickersham | 2-5400 |
| Grant Advertising, Inc. | Circle | 5-4485 |
| M. H. Hackett, Inc. | Circle | 6-1950 |
| Charles W. Hoyt Co., Inc. | MURray Hill | 2-0850 |
| Ivey & Ellington, Inc. | MURray Hill | 3-5680 |
| 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 & Pearl | 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-Goble Advertising Co. | PLaza | 3-7444 |
| Street & Finney | BRyant | 9-2400 |
| J. Walter Thompson Co. | MOhawk | 4-7700 |
| Tracy-Locke-Dawson | 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 | MURray Hill | 3-6500 |
| Radio Advertising (Rates and Data) | LEXington | 2-6611 |
| Radio Craft | REctor | 2-9690 |

RADIO DAILY

| | | |
|---------------------------|-------------|--------|
| Radio Guide | MURray Hill | 2-4690 |
| Radio Retailing | MEdallion | 3-0700 |
| Radio Retailing—Today | PLaza | 3-1340 |
| Radio & Television Weekly | WALKER | 5-2576 |
| Sales Management | MOhawk | 4-1760 |

| | | |
|-------------------------------|-----------|--------|
| Standard Advertising Register | MEdallion | 3-5850 |
| Tide | ASHland | 4-3390 |
| Tune-In | Circle | 5-8425 |
| 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 | 2-4053 |
| Reuters | Circle | 6-3960 |
| Transradio Press Service, Inc. | MURray Hill | 2-4185 |
| United Press | MURray Hill | 2-0400 |

Talent Agencies

| | | |
|---------------------------------------|------------|--------|
| James Appell | FLaza | 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 |
| 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 |
| Estella Karn | VANDerbilt | 6-3860 |
| Bob Kerr | Circle | 7-5857 |
| Mark Leddy | BRyant | 9-1631 |
| Bon B. Lipset, 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 |
| National Concerts & Artists Corp. | PLaza | 3-0820 |
| James Peppe | PLaza | 3-2636 |
| Myron Selznick Co. of N. Y. | Circle | 7-6201 |
| Roy Wilson (Wilson, Powell & Hayward) | PLaza | 5-5480 |
| Ed Wolf & 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 | BOWling Green | 9-9188 |
| 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 | 5-7300 |
| Decca Records, Inc. | COLUMbus | 5-2300 |
| Federal Transcribed Programs, Inc. | CAledonia | 5-7530 |
| Allen A. Funt Radio Productions | MURray Hill | 4-6148 |
| General Sound Corp. | PLaza | 3-3015 |
| H. S. Goodman | WICKersham | 2-3338 |
| 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 |
| Muzak Transcriptions, Inc. | BRyant | 9-1247 |
| NBC Radio-Recording Division | Circle | 7-5700 |
| Lilian Okun, Inc. | COLUMbus | 5-0600 |
| Radio Events, Inc. | MURray Hill | 6-3487 |
| RCA Manufacturing Co. | ASHland | 4-7605 |
| Lewis Reid | BRyant | 9-6121 |
| Rockhill Radio Productions | ELdorado | 5-1860 |
| Bernard L. Schubert, Inc. | PLaza | 8-0771 |
| Henry Souvaine, Inc. | Circle | 7-5666 |
| Shafer-Waible Radio Productions | ELdorado | 5-2372 |
| Standard Radio | BRyant | 9-4324 |

| | | |
|---|-------------|--------|
| Star Radio Programs | PLaza | 3-4991 |
| 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 | MURray Hill | 2-1010 |
| 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 |
| Air Corps Public Relations | REctor | 2-3400 |
| 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 |
| Army U. S., Information Service | WORTH | 2-1882 |
| ASCAP | COLUMbus | 5-7464 |
| American Television Society | CAledonia | 5-7430 |
| Associated Actors & Artistes of America | BRyant | 9-3550 |
| Association of National Advertisers | BRyant | 9-6330 |
| Broadcast Music, Inc. | PENnsylvania | 6-5466 |
| Bureau of Public Inquiries (OEM) | VANDerbilt | 6-4224 |
| Coordinator of Inter-American Affairs (Rockefeller Committee) | MURray Hill | 3-6805 |
| Employment Service, U. S. | MURray Hill | 2-1530 |
| FM Broadcasters, Inc. | CHelsea | 3-5657 |
| Federal Communications Comm. | CANal | 6-4000 |
| Federal Trade Commission | WHitehall | 3-8000 |
| 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 | 7-8300 |
| National Labor Relations Board | HANover | 2-4174 |
| National War Labor Board | MURray Hill | 3-6805 |
| OWI Domestic Radio Bureau | MURray Hill | 3-6805 |
| Professional Music Men, Inc. | COLUMbus | 5-7362 |
| Radio Club of America | LONGacre | 5-6622 |
| Selective Service System | MURray Hill | 2-6900 |
| SESAC | BRyant | 9-3223 |
| Social Security Board | BRyant | 9-0600 |
| Society of Jewish Composers, Publishers and Song Writers | LONGacre | 5-9124 |
| Songwriters' Protective Association | COLUMbus | 5-3758 |
| U. S. Navy, Radio Section | BRyant | 9-1710 |
| War Manpower Comm. | MURray Hill | 3-6805 |
| War Production Board | MURray Hill | 3-6805 |
| War Savings Staff | Circle | 6-3100 |
| Women's National Radio Committee | Circle | 7-4110 |
| Writers' War Board | MURray Hill | 3-6805 |

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 | Flitzroy | 1231 |
| KFI | FAirfax | 2121 |
| KFOX | MUTual | 2510 |
| KFVD | DRexel | 2391 |
| KFWB | Hempstead | 5151 |
| KGER | MAdison | 2551 |
| KGFJ | PRospect | 2434 |
| KHJ | HOLlywood | 8111 |
| KIEV | CHapman 5- | 2388 |
| KMPC | BRadshaw 2- | 4411 |
| KMTR | Hillside | 1161 |
| KNX | HOLlywood | 1212 |
| KPAS (Pasadena) | RYan 1- | 6991 |
| KRKD | TUcker | 7111 |
| KWKW (Pasadena) | RYan 1- | 6744 |
| XELO (L. A. Office) | MAdison | 6272 |
| XEMO-XERB (L. A. Office) | PRospect | 9136 |

Networks

| | | |
|-------------------------------|-----------|------|
| Blue Network Co. | Hillside | 8231 |
| Columbia Broadcasting System | HOLlywood | 1212 |
| Between 10 P.M. and 8:30 A.M. | HOLlywood | 7052 |
| Don Lee Broadcasting System | HOLlywood | 8111 |
| Keystone Broadcasting System | Hempstead | 0460 |
| Mutual Broadcasting System | HOLlywood | 8111 |
| National Broadcasting Co. | HOLlywood | 6161 |

Station Representatives

| | | |
|---------------------------|-----------|------|
| Walter Biddick Co. | Richmond | 6184 |
| 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 |
| Ralph L. Power | MAdison | 5617 |
| 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. | VAN Dyke | 7776 |
| The Walker Co. | GRanite | 1726 |
| Howard H. Wilson Co. | GRanite | 1726 |
| Weed & Co. | GRanite | 3658 |

Advertising Agencies

| | | |
|-----------------------------------|-----------|------|
| Alber 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. | MUTual | 6316 |
| The Caples Co. | MUTual | 4143 |
| Erwin, Wasey & Company | PRospect | 5317 |
| Glasser-Gailey & Co. | Flitzroy | 2141 |

| | | |
|---------------------------------------|-----------|------|
| Hillman-Shane-Breyer, Inc. | VAN Dyke | 5111 |
| Hixson-O'Donnell Advertising | MUTual | 8331 |
| Jaffe & Jaffe | Flitzroy | 3104 |
| W. C. Jeffries Co. | WALnut | 8824 |
| H. W. Kastor & Sons Adv. Co. | Michigan | 6636 |
| William L. Lawrence | Hempstead | 9276 |
| Lockwood-Shackelford Adv. Co. | TRinity | 9801 |
| Lord & Thomas | Michigan | 7651 |
| Lord & Thomas (Hollywood) | HOLlywood | 6265 |
| The Mayers Co. | PRospect | 0101 |
| McCann-Erickson Inc. | MUTual | 2141 |
| McKee & Albright, Inc. | HOLlywood | 8363 |
| Miner, Dan B. | Richmond | 3101 |
| Morgan, Raymond R. Co. | Hempstead | 4194 |
| Needham, Louis & Brorby | GRanite | 7186 |
| Elwood J. Robinson Adv. Agcy. | MUTual | 1142 |
| Ruthrauff & Kyan Inc. | Hillside | 7593 |
| Schoits Advertising Service | Michigan | 2396 |
| Russel M. Seeds Co. | GRanite | 4185 |
| Barton A. Stebbins Advertising Agency | TRinity | 8821 |
| Thompson, J. Walter Co. | Hillside | 7241 |
| R. W. Webster | TRinity | 2153 |
| Ward Wheelock Co. | Hillside | 0191 |
| Weinberg, Milton, Advertising Co. | TUcker | 4111 |
| Young & Rubicam Inc. | HOLlywood | 2734 |

Program Producers and Transcription and Recording Companies

| | | |
|--|--------------|------|
| Allied Record Mfg. Co. | HOLlywood | 5107 |
| Walter Biddick Co. | Richmond | 6184 |
| Cherrier, Alexandre, Voice & Recording Studios | EXposition | 7722 |
| Columbia Recording Corp. | GRanite | 4134 |
| Cruger Radio Productions | Hempstead | 8254 |
| Patrick Michael Cuning | Hillside | 5915 |
| Decca Recording Division | HOLlywood | 5191 |
| Eccles Disc Recordings | Hillside | 8351 |
| Educational Recorders, Inc. | SYcamore 6- | 1441 |
| Electro-Vox Recording Studios | GLadstone | 2189 |
| Fidelity Recordings | Hillside | 9718 |
| Tay Garnett Enterprises | HOLlywood | 2254 |
| Grace Gibson | Hillside | 2030 |
| Hollywood Music Recording Studios | Hempstead | 5407 |
| Hollywood Radio Playhouse | Hillside | 7296 |
| International Artists, Inc. | HOLlywood | 9718 |
| International Recording Studio | HOLlywood | 7391 |
| Jewish-International Broadcasting Hour | WHITney | 8702 |
| Keystone Broadcasting System, Inc. | Hempstead | 0460 |
| C. P. MacGregor | Flitzroy | 4191 |
| Fred C. Mertens & Associates | DRexel | 9031 |
| Miller Radiofilm Corp. | BRadshaw 2- | 1233 |
| Raymond R. Morgan Co. | Hempstead | 4194 |
| Music City Glenn Wallichs | HOLlywood | 8211 |
| Music Corporation of America | BRadshaw 2- | 3211 |
| NBC Radio-Recording Division | HOLlywood | 6161 |
| George Logan Price, Inc. | Federal | 7372 |
| Radio Producers of Hollywood | HOLlywood | 6506 |
| Radio Recorders, Inc. | HOLlywood | 3917 |
| Radio Transcriptions Co. of America | HOLlywood | 3545 |
| RCA Manufacturing Co. | Hillside | 5171 |
| Rec-Art Studios | PRospect | 9232 |
| Record-O-Shers Recording Studios | GLadstone | 0517 |
| Edward Sloman Productions | CRestview 1- | 2242 |
| Standard Radio, Inc. | Hillside | 0188 |
| World Broadcasting System | HOLlywood | 6321 |

Radio Artists Agencies

| | | |
|--------------------------------------|-----------|--------|
| American Federation of Radio Artists | Hillsida | 5121 |
| Berg-Allenberg | CRestview | 5-3131 |
| Myrt Blum Associates | CRestview | 6-7071 |
| Consolidated Radio Service | Gladstone | 1929 |
| Everett N. Crosby, Ltd. | CRestview | 1-1171 |
| Ken Dolan & Co. | CRestview | 1-9185 |
| Margaret Ettinger | Hillsida | 2141 |
| Feldman-Blum | CRestview | 1-5222 |
| Tom Fizard, Inc. | HOLLYWOOD | 7363 |
| Earle Ferris Associates | HOLLYWOOD | 7111 |
| George Frank, Inc. | Hillsida | 3188 |
| Bruce Gear, Inc. | CRestview | 6-6466 |
| General Amusement Corp. | CRestview | 1-8101 |
| Morris Agency, William | CRestview | 1-6161 |
| Nat Goldstone | CRestview | 6-1071 |
| George Gruskin | CRestview | 1-6161 |
| Mitchell Hamilburg | Hillsida | 6125 |
| Hayward-Deverich, Inc. | CRestview | 1-5151 |
| M. C. Levee | Gladstone | 3115 |
| A. & S. Lyons, Inc. | CRestview | 1-6131 |
| MCA Artists, Ltd. | CRestview | 6-2001 |
| National Concert & Artists Corp. | CRestview | 1-7121 |
| Orsatti Agcy | CRestview | 6-1008 |
| Art Rush | CRestview | 1-2165 |
| Salkow Agcy | CRestview | 1-9134 |
| James Saphier | HOLLYWOOD | 7211 |
| Myron Selznick & Co., Inc. | CRestview | 1-9171 |
| Edward Sherman Agcy. | CRestview | 5-0186 |

Publications

| | | |
|--------------------------------------|-----------|------|
| Broadcasting & Broadcast Advertising | Gladstone | 7353 |
|--------------------------------------|-----------|------|

| | | |
|--------------------|-----------|------|
| RADIO DAILY | GRanite | 6607 |
| Radio Life | HEmpstead | 2025 |
| Variety | Hollywood | 1141 |

Air Lines

| | | |
|-------------------------------|------------|--------|
| American Airlines | TRinity | 7251 |
| Grand Central Air Terminal | CHapman | 5-1222 |
| Los Angeles Municipal Airport | ORchard | 7-6171 |
| Pan American Airways | MChigian | 2121 |
| TWA | MChigian | 8881 |
| Union Air Terminal | CHARleston | 6-7421 |
| United Air Lines | MADison | 1212 |
| Western Air Lines | TUcker | 1551 |

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 | MChigian | 6161 |
| Union Pacific | TRinity | 9211 |

Hotels

| | | |
|---------------------------|------------|--------|
| Ambassador Hotel | DRexel | 7011 |
| Beverly Hills Hotel | CRestview | 1-8131 |
| Beverly-Wilshire Hotel | CRestview | 1-8131 |
| Biltmore Hotel | MChigian | 1011 |
| Christie Hotel | HOLLYWOOD | 2241 |
| Del Monte (L. A. Offices) | TRinity | 3671 |
| Garden of Allah Hotel | HOLLYWOOD | 3581 |
| Hollywood Hotel | HEmpstead | 4181 |
| Hollywood Knickerbocker | Gladstone | 3171 |
| Hollywood Plaza Hotel | Gladstone | 1131 |
| Ravenswood Apt. Hotel | HOLLYWOOD | 5391 |
| Roosevelt Hotel | HOLLYWOOD | 2442 |
| The Town House | EXposition | 1234 |

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

Federal Departments and Agencies

| | | |
|---|-----------|------|
| White House | NAtional | 1414 |
| State Department | REpublic | 5600 |
| Treasury Department | NAtional | 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 | NAtional | 8206 |

FEDERAL COMMUNICATIONS

| | | |
|---|-----------|------|
| COMMISSION | EXecutive | 3620 |
| Selective Service Board | REpublic | 5500 |
| War Manpower Commission | EXecutive | 4660 |
| War Production Board | REpublic | 7500 |
| War Labor Board | REpublic | 7500 |
| War Savings Staff, Radio Section | NAtional | 6400 |
| Board of Economic Warfare | DiStrict | 2200 |
| Securities & Exchange Commission | DiStrict | 3633 |
| National Labor Relations Board | NAtional | 9716 |
| Wage & Hour Administration | EXecutive | 2420 |
| Social Security Board | REpublic | 6530 |
| Supreme Court of the U.S. | EXecutive | 1640 |
| D. C. Court of Appeals | REpublic | 3811 |
| Coordinator of Inter-American Affairs | REpublic | 7500 |
| U. S. District Court (for D. C.) | DiStrict | 2854 |
| Capitol (Senate and House) | NAtional | 3120 |
| Radio Script & Transcription Exchange, Extension 2225 | REpublic | 1820 |
| Bureau of Census | DiStrict | 2200 |
| Office of Censorship | EXecutive | 3800 |
| Office of Government Reports | EXecutive | 3300 |
| Office of Emergency Management | REpublic | 7500 |
| Office of Civilian Defense | REpublic | 7500 |
| Office of Price Administration | REpublic | 7500 |

Non-Governmental

| | | |
|--------------------------------------|----------|------|
| American Red Cross | REpublic | 8300 |
| Clear Channel Group | REpublic | 3306 |
| National Association of Broadcasters | NAtional | 2080 |
| National Independent Broadcasters | REpublic | 3607 |
| National Press Club | REpublic | 2500 |
| Radio Correspondents' Galleries | NAtional | 3120 |

| | | |
|----------------------------------|----------|------|
| RADIO DAILY | DiStrict | 1253 |
| Radio Manufacturers' Association | NAtional | 4901 |

Radio Stations

| | | |
|------|--------------|------|
| WINX | REpublic | 8000 |
| WJSV | MEtropolitan | 3200 |
| WMAL | NAtional | 5400 |
| WOL | MEtropolitan | 0010 |
| WRC | REpublic | 4000 |
| WWDC | NAtional | 7203 |

Hotels

| | | |
|--------------------|--------------|------|
| Carleton Hotel | MEtropolitan | 2626 |
| Mayflower Hotel | DiStrict | 3000 |
| Raleigh Hotel | NAtional | 3810 |
| Shoreham Hotel | ADams | 0700 |
| Wardman Park Hotel | COlumbia | 2000 |
| Willard Hotel | NAtional | 4420 |

News Services

| | | |
|----------------------------|-----------|------|
| Associated Press | DiStrict | 1500 |
| International News Service | NAtional | 1733 |
| Transradio Press | NAtional | 1178 |
| United Press | EXecutive | 3430 |

Railway Terminals

| | | |
|------------------------|-----------|------|
| Baltimore & Ohio R. R. | EXecutive | 0770 |
| Pennsylvania R. R. | EXecutive | 6600 |
| Union Station | EXecutive | 7900 |

GARNETT MARKS



ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

N O W

LT. GARNETT MARKS

U. S. ARMY

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

| | | |
|-----------------------|-----------|------|
| KSTP (Chicago office) | SUPerior | 8659 |
| WAAF | RANdolph | 1932 |
| WAIT | STAtE | 3077 |
| WBMM | WHItEhall | 6000 |
| WCAU (Chicago office) | SUPerior | 5072 |
| WCBD | SEELy | 8066 |
| WCFL | SUPerior | 5300 |
| WCRW | LINcoln | 2188 |
| WEDC | CRAwford | 4100 |
| WENR | DELaware | 1900 |
| WGES | SEELy | 8066 |
| WGN | SUPerior | 0100 |
| WHFC | LAWndale | 8228 |
| WHN (Chicago office) | RANdolph | 5254 |
| WIND (Chicago office) | STAtE | 4176 |
| WJJD | STAtE | 5466 |
| WJWC | DEARborn | 8600 |
| WLS | MONroe | 9700 |
| WLW (Chicago office) | STAtE | 0366 |
| WMAQ | SUPerior | 8300 |
| WMBI | MICHigan | 1570 |
| WMCA (Chicago office) | SUPerior | 5072 |
| WOR (Chicago office) | SUPerior | 5110 |
| WORL (Chicago office) | CENtral | 5035 |
| WSBC (Chicago office) | SEELy | 8066 |
| W51C | STAtE | 1357 |

National Networks

| | | |
|------------------------------|-----------|------|
| Blue Network Co. | DELaware | 1900 |
| Columbia Broadcasting System | WHItEhall | 6000 |
| Keystone Broadcasting System | STAtE | 4590 |
| Mutual Broadcasting System | WHItEhall | 5060 |
| National Broadcasting Co. | 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. | RANdolph | 6225 |
| Free & Peters | FRAnklin | 6373 |
| Headley-Reed Co. | FRAnklin | 4687 |
| George P. Hollingbery | STAtE | 2898 |
| Hal Holman Co. | RANdolph | 6225 |
| The Katz Agency | CENtral | 4238 |
| Joseph Hershey McGillvra | SUPerior | 3444 |
| J. R. McKinney & Son | SUPerior | 9866 |
| National Broadcasting Co. | SUPerior | 8300 |
| John E. Pearson Co. | FRAnklin | 2359 |
| John H. Perry Associates | HARRison | 8085 |
| Edward Petry & Co. | DELaware | 8600 |
| Radio Sales | WHItEhall | 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 |
| Spot Sales, Inc. | DOUGlas | 2536 |
| 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 |
| Doremus & Co. | CENtral | 9135 |
| Sherman K. Ellis & Co. | HARRison | 8612 |
| Erwin, Wasey & Co., Ltd. | RANdolph | 4952 |
| Albert Frank-Guenther Law, Inc. | DEARborn | 8910 |
| 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. | RANdo:ph | 4605 |
| Lord & Thomas | SUPerior | 4800 |
| MacFarland, Aveyard & Co. | RANdolph | 9360 |
| Maxon, Inc. | DELaware | 3536 |
| McCann-Erickson, Inc. | WEBster | 3701 |
| McJunkin Advertising Co. | STAtE | 5060 |
| C. L. Miller Co. | CENtral | 1640 |
| Mitche.l-Faust Advertising Co. | STAtE | 6610 |
| Needham, Louis, & Borby, Inc. | STAtE | 5151 |
| Presba, Fellers & Presba | CENtral | 7683 |
| L. W. Ramsey Co. | FRAnklin | 8155 |
| Roche, Williams & Cunnyngnam | HARRison | 8490 |
| Ruthrauff & Ryan, Inc. | RANdolph | 2625 |
| Schwimmer & Scott | DEARborn | 1815 |
| Russell M. Seeds Co. | DELaware | 1045 |
| Sherman & Marquette, Inc. | DELaware | 8000 |
| J. Walter Thompson Co. | SUPerior | 0302 |
| Wade Advertising Agency | STAtE | 7369 |
| Weston-Barnett | WHItEhall | 7725 |
| Young & Rubicam, Inc. | CENtral | 9389 |

Program Producers and Transcription and Recording Companies

| | | |
|------------------------------|-----------|------|
| Chicago Recording Co | CENtral | 5275 |
| Columbia Recording Corp. | WHItEhall | 6000 |
| Decca Records, Inc. | DELaware | 8300 |
| Estelle Lutz Artists Bureau | HARRison | 3435 |
| Hal R. Makelim Productions | STAtE | 3472 |
| William Morris Agency, Inc. | STAtE | 3632 |
| Music Corporation of America | DELaware | 1100 |
| NBC Radio Recording Division | SUPerior | 8300 |
| James Parks Co. | CENtral | 7980 |
| RCA Manufacturing Co. | WHItEhall | 4600 |
| 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

| | | |
|--------------------------|----------|------|
| Press Association, Inc. | STAtE | 4581 |
| 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 | STAtE | 8289 |
| Association For Education By Radio | DEARborn | 7801 |
| Radio Council | DEARborn | 7801 |

CRESTA BLANCA CARNIVAL

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MORTON GOULD



and his **50** piece orchestra

**and featuring, as
guest stars, America's
greatest entertainers**

*PRODUCED FOR
SCHENLEY'S CALIFORNIA
CRESTA BLANCA WINES
MUTUAL NETWORK...
EVERY WEEK*



Cresta Blanca Wine Co., Inc.
Livermore, Calif.



COMMITTEES OF THE BOARD OF WAR COMMUNICATIONS

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
CHARLES R. DENNY
 General Counsel, Federal
 Communications Commission
COL. CONRAD E. SNOW
 Chief, Legal Branch, Office of the Chief
 Signal Officer, War Department

JOHN E. SHEA
 Treasury Department
COMDR. 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 Congress of Industrial Organizations | Robert J. Watt Joseph P. Selly | Lawson Wimberly, IBEW. Daniel Driesen, American Communica- tions Association |
| National Federation of Telephone Workers | Paul E. Griffith | Joseph A. Beirne |

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

PROFESSOR QUIZ



•
WILLIAM GERNANT

521 Fifth Avenue
New York

• • • BOARD OF WAR COMMUNICATIONS • • •

| Organization | Representative | Alternate |
|---|------------------------------------|---|
| American Telephone and Telegraph Company | Walter S. Gifford | Keith S. McHugh |
| Globe Wireless, Ltd. | Jack Kaufman | Chester Pelmulder |
| 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 | |
| Radio Corporation of America | David Sarnoff | Dr. C. B. Jolliffe |
| Tropical Radio Telegraph Co. | Wm. E. Beakes | R. V. Howley |
| | R. A. Phillips | |
| U. S. Independent Telephone Assn. | (Central Electric & Telephone Co.) | Louis Pitcher |
| Western Union Telegraph Co. | A. N. Williams | E. R. Shute |

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: R. O. Smith

| Organization | Representative | Alternate |
|---|------------------------|-------------------------|
| Aeronautical Radio, Inc. | R. O. Smith | |
| American Association of Airport Executives | L. M. Rawlins, Jr., | E. L. Stuhrman |
| American Export Airlines, Inc. | | F. A. Cowan |
| American Telephone and Telegraph Company | R. L. Jones | Eugene Sibley |
| Department of Commerce (Civil Aeronautics Administration) | | Seymour Krieger |
| Federal Communications Commission | George K. Rollins | |
| National Advisory Committee for Aeronautics | Charles H. Helms | |
| National Federation of Telephone Workers | John J. Moran | |
| Navy Department | Comdr. A. I. Price | |
| Pan American Airways System | H. C. Leuteritz | |
| Postal Telegraph, Inc. | A. F. Connery | |
| Private Fliers Association, Inc. | Roger Wolfe Kahn | John M. Wells, |
| State Department | Arthur Lebel | |
| U. S. Coast Guard | Lt. Comdr. F. A. Leamy | Lt. Comdr. E. K. Rhodes |
| War Department | Col. Wallace G. Smith | Lt. Col. E. L. White |
| 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 frequency (FM) broadcasting, television, facsimile broadcasting and experi-

• • • **BOARD OF WAR COMMUNICATIONS** • • •

mental 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 Federation of Labor | Lawson Wimberly | Maynard F. Marquardt |
| American Telephone and Telegraph Company | G. L. Best | H. H. Carter |
| Broadcasters Victory Council | John Shepard III | O. L. Taylor |
| Columbia Broadcasting System, Inc. | Earl H. Gammons | Mefford R. Runyon |
| Congress of Industrial Organizations | L. E. Littlejohn | Sidney Adler |
| Facsimile, Inc. | John V. L. Hogan | |
| Federal Communications Commission | George P. Adair | Lucien Hilmer |
| FM Broadcasters, Inc. | Walter J. Damm | Philip G. Loucks |
| Mutual Broadcasting System, Inc. | W. E. MacFarlane | Fred Weber |
| National Association of Broadcasters | Neville Miller | Howard S. Frazier |
| National Broadcasting Company | Frank M. Russell | O. B. Hanson |
| National Federation of Telephone Workers | John J. Moran | |
| 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 War Information | William B. Lewis | |
| 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. Adrian M. Murphy Signal Corps | |
| Western Union Telegraph Company | H. P. Corwith | A. W. Donaldson |

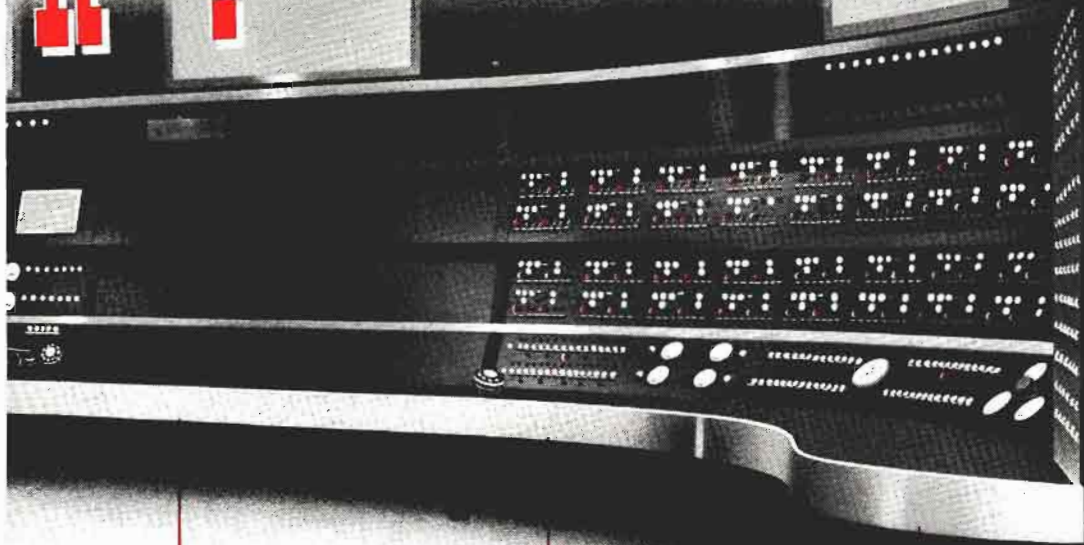
INTERDEPARTMENT RADIO ADVISORY COMMITTEE

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: T. A. M. Craven
Secretary: P. F. Siling Assistant Secretary: L. R. Brady

| Organization | Representative | Alternate |
|-----------------------------------|--------------------------|--------------------|
| Department of Agriculture | E. W. Loveridge | A. G. Simpson |
| Department of Commerce | Dr. J. H. Dellinger | L. H. Simson |
| Federal Communications Commission | T. A. M. Craven | P. F. Siling |
| Department of Interior | Stephen L. Windes | |
| Department of Justice | T. D. Quinn | H. J. Walls |
| Department of Labor | | |
| U. S. Maritime Commission | D. S. Brierley | J. T. Welsh |
| Navy Department | Lt. Comdr. G. L. Caswell | Lt. Paul D. Miles |
| Post Office Department | Roy M. Martin | Charles M. Knobler |

R!



LEADING ADVERTISERS

For 16 years the country's leading radio advertisers have consistently used NBC. Two-thirds of the nation's advertisers investing yearly \$500,000 or more in network radio were NBC clients in 1942. Three-quarters of these clients have been on NBC from 5 to 15 years, *half of them for 10 years or more*—conclusive evidence that the "Network Most People Listen to Most" is also the network most leading advertisers use most.

OUTSTANDING WAR SERVICE

In 1942 NBC contributed hundreds of programs and tens-of-thousands of announcements to become a vital weapon of war. In a typical month, NBC averaged more than 5 hours of its own time daily to aid in the sale of War Bonds, to gear civilian life to a war economy, to provide entertainment and relaxation for fighting men and war workers, etc. Every minute of this time has been devoted to the cause of victory.

BETTER COVERAGE

11 new stations added—3 stations with increased daytime power—10 stations with increased night power (for a total network power increase of 8%). These are the coverage improvements that NBC delivered in 1942 to its advertisers and agencies. NBC's 1942 10% Full Network Discount Plan, which increased the average nighttime network to 94 stations, has proved the most effective audience-increaser in the history of radio.

"This is the NATIONAL BROADCASTING COMPANY..."

"This is the NATIONAL BROADCASTING COMPANY..."



THE NATIONAL BROADCASTING COMPANY

PLEDGES CONTINUING, UNREMITTING SERVICE

TO THE GOVERNMENT AND TO THE

PEOPLE OF AMERICA.

"This is the NATIONAL  COMPANY..."

SALES POWER



THROUGH this great Master Control Board of the National Broadcasting Company, America's finest, most popular programs are routed daily to tens-of-millions of American homes where they are welcomed as old, familiar friends.

It is this friendly response of these loyal NBC listeners that year after year brings to NBC clients increasing goodwill and pyramiding sales.

Once again in 1942 NBC carried even more of the nation's favorite programs, which together with the finest radio facilities in existence, combined to carry the National Broadcasting Company far beyond the achievements of any other network—and far beyond its own previous achievements as the "Network Most People Listen to Most."

MOST LISTENERS

Night and Day—a far greater percentage of radio families "Listen Most" to NBC than to any other network. Figures from NBC's 1942 Nationwide Survey of Radio Listening Habits show that throughout the country 51.8% of the radio families "Listen Most" to NBC Stations at night as compared to 24.5% for the Second Network. In the daytime, 35.5% of the radio families "Listen Most" to NBC against 23.1% for the Second Network.

HIGHEST RATINGS

During 1942 NBC developed the largest audience in radio history. For the first two months, CAB gave NBC an average of 7 out of 10 of the highest-rated shows, reaching an all-time high in November and December when NBC consistently won 9 out of 10. And for the entire year (based on network commercial quarter-hours) NBC topped its nearest competitor by 42% in aggregate evening ratings—and by 42% in average evening ratings.

ALL POPULARITY POLLS

Six years running (1937-1942) NBC has won more "Favorite Entertainers" and more "Favorite Programs" in the Radio Daily Poll than all the other networks combined... For the same six years NBC has won top place in the "Champion of Champions" group in the Fame-Motion Picture Poll. And again this year, in these two polls, and the Cleveland Plain Dealer Poll, NBC programs and stars won more first places than all other networks combined.

• • • **BOARD OF WAR COMMUNICATIONS** • • •

| Organization | Representative | Alternate |
|-----------------------------|-----------------------|---------------------------|
| State Department | Thomas Burke | F. C. deWolf |
| U. S. Coast Guard | Capt. E. M. Webster | Lt. Comdr. C. H. Peterson |
| War Department | Col. 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 |
|--|--------------------------------|----------------------------|
| American Federation of Labor | Louis Barnett | Lawson Wimberly |
| Associated Broadcasters, Inc. | Wesley I. Dumm | Royal V. Howard |
| Columbia Broadcasting System, Inc. | Earl H. Gammons | Edmund Chester |
| Department of Commerce (Bureau of Foreign and Domestic Commerce) | Howard E. Way | |
| Crosley Corporation (The) | James D. Shouse | R. J. Rockwell |
| Federal Communications Commission | P. F. Siling | Wayne Mason |
| General Electric Company | Robert S. Peare | |
| Mutual Broadcasting System, Inc. | Alfred J. McCosker | Fred Weber |
| National Association of Broadcasters | Neville Miller | Howard S. Frazier |
| National Broadcasting Company, Inc. | John F. Royal | Dr. Charles B. Jolliffe |
| Navy Department | Read Adm. S. C. Hooper | Lt. Comdr. F. C. B. Jordan |
| Office of Coordinator of Inter-American Affairs | Don Francisco | John W. G. Ogilvie |
| Office of War Information | | Roy Corderman |
| State Department | Harvey Otterman | |
| War Department | Brig. Gen. Alexander D. Surles | |
| Westinghouse Electric and Manufacturing Co. | Walter C. Evans | L. B. Wailes |
| World Wide Broadcasting Corporation | Walter S. Lemmon | |

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: Capt. E. M. Webster Secretary: F. M. Ryan

| Organization | Representative | Alternate |
|---|-----------------------|------------------|
| American Federation of Labor | Andrew McDonald | David D. Barry |
| American Merchant Marine Institute, Inc. | R. J. Baker | |

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| Organization | Representative | Alternate |
|--|----------------------|---------------------------------------|
| American Telephone and Telegraph Company | W. G. Thompson | F. M. Ryan |
| Association of Edison Illuminating Companies | G. G. Langdon | |
| Congress of Industrial Organizations | Oliver M. Salisbury | |
| Department of Commerce | Dr. J. H. Dellinger | L. H. Simson |
| Edison Electric Institute | H. E. Kent | |
| Federal Communications Commission | William N. Krebs | Paul M. Lion |
| Globe Wireless, Ltd. | Jaek Kaufman | Chester Pelmulder |
| 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 |
| National Federation of Telephone Workers | John J. Moran | |
| Navy Department | Comdr. R. E. Melling | Lt. Paul D. Miles |
| Press Wireless, Inc. | Joseph Pierson | |
| Radiomarine Corporation of America | Chas. J. Pannill | Arthur J. Costigan, |
| R.C.A. Communications, Inc. | Wm. A. Winterbottom | William H. Taylor |
| South Porto Rico Sugar Company | T. J. Phillips | |
| Tropical Radio Telegraph Company | R. V. Howley | C. C. Harris |
| U. S. Coast Guard | Capt. E. M. Webster | Lt. Comdr. C. H. Peterson |
| U. S.-Liberia Radio Corporation | Byron H. Larabee | |
| War Department | Col. 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: William N. Krebs Secretary: Herbert A. Friede

| Organization | Representative | Alternate |
|---|-------------------------|-------------------------|
| American Radio Relay League | George W. Bailey | |
| Federal Communications Commission | William N. Krebs | Allen W. Saylor |
| International Association of Chiefs of Police | Capt. Donald S. Leonard | |
| International Association of Fire Chiefs and International Association of Fire Fighters | Herbert A. Friede | |
| National Bureau of Standards | Alvin C. Hutton | |
| Office of War Information | William B. Lewis | |
| War Department | Major Charles F. Fell | Capt. M. V. Fredenhagen |
| Labor Advisory Committee, Defense Communications Board | Joseph P. Selly | |
| Domestic Broadcasting Committee, Defense Communications Board | Neville Miller | |

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1898 — 1943



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| | | |
|--|----------------|-----------------|
| 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 priority problems that arise in the current work of priority ratings for materials requiring inter-departmental coordination, and such special problems as may be referred to it by the Board of War Communications or the Coordinating Committee. In addition, the committee will have liaison with the Priorities Planning Committee and may call upon the priorities representatives of the numbered committees of the Board as well as other Government and industry experts for advice.

Chairman: Lt. Comdr. R. H. Griffin Secretary: Gerald C. Gross

| Organization | Representative | Alternate |
|--------------------------------------|--------------------------|-----------------------|
| Federal Communications Commission | Gerald C. Gross | Manfred K. Toepfen |
| Navy Department | Lt. Comdr. R. H. Griffin | |
| State Department | J. T. Keating | Harvey Otterman |
| U. S. Coast Guard | Lt. Comdr. J. W. Ryssy | |
| War Department | Lt. Col. Lyle D. Wise | Capt. John G. Hubbard |
| War Production Board | Leighton H. Peebles | |

PRIORITIES REPRESENTATIVES

Amateur Radio Committee

George W. Bailey,
The American Radio League

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

International Broadcasting Committee

| | |
|--|---|
| R. J. Rockwell, The Crosley Corporation | M. L. Prescott, General Electric Company |
|--|---|

Radiocommunications Committee

| | |
|--|--|
| Arthur J. Cotigan, Radiomarine Corp. of America | 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

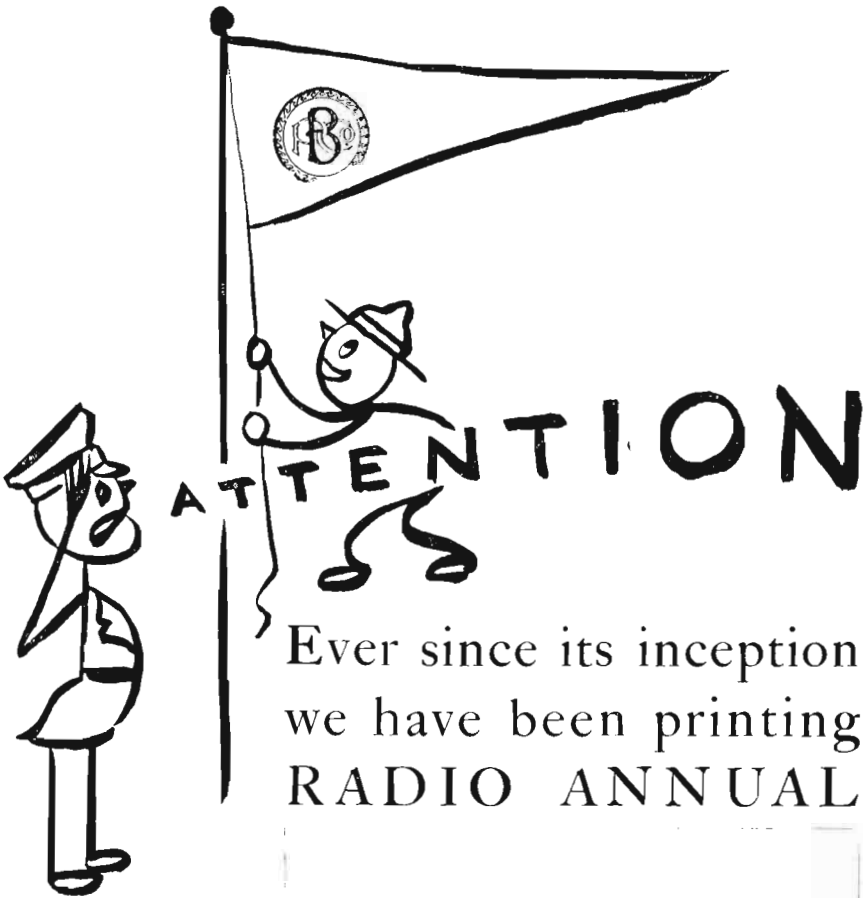
| | |
|--|---|
| Ellery W. Stone, Postal Telegraph-Cable Company | E. R. Shute, The Western Union Telegraph Co. |
|--|---|

Telephone Committee

| | |
|---|--|
| John B. Rees, American Telephone & 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 |
|--|--|



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"THERE MUST BE A REASON"

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CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS OFFICE OF CENSORSHIP

EDITION OF FEBRUARY 1, 1943

T*THIS is the second revision of the Code of Wartime Practices for American Broadcasters. It combines original provisions with supplemental suggestions and interpretations which have developed out of our experience during a year of war. It supersedes all other releases of the Office of Censorship to this date of issue.*

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

It is requested that news in any of the following classifications be kept off the air, *unless released or authorized for release by appropriate authority*:

(a) **WEATHER.**—All weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news of weather occurrences, such as blizzard, snowstorms, tornadoes, hurricanes, etc., unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally, it is possible to clear such news, but for security reasons this office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefited if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

Exceptions: Emergency warnings may be broadcast when specifically released

for broadcast by Weather Bureau authorities.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

NOTE.—Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions, or cancellations. These terms may be used: "Game called because of weather"; "wet grounds"; "muddy field". Terms such as "clear", "rain", "windy", "overcast", etc. are an index to weather conditions over a large area and should not be employed.

(b) **ARMED FORCES.**—Type and movement of United States Army, Navy and Marine Corps units, within or without continental United States including information concerning—

- Location.
- Identity.
- Composition.
- Equipment.
- Strength.
- Destination.
- Routes.
- Schedules.
- Assembly for Embarkation.
- Prospective Embarkation.
- Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

Exceptions: (1) **ARMED FORCES IN THE UNITED STATES:** Troops in training camps in United States and units assigned to domestic police duty, as regards location and general character (other than service men on duty on anti-aircraft, coastal or invasion defense or at embarkation points, whose unit identifications should not be given).

(2) **ARMED FORCES OUTSIDE THE UNITED STATES:**

Names and locations (without unit identification) *if* presence of United States forces in area has been announced officially.

Individual addresses *if* they are limited to APO numbers or Navy Fleet Post Office (without unit or ship identifications).

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) **SHIPS (CONVOYS, ETC.)**—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any

waters, including information concerning—

- Identity.
- Location.
- Port of Arrival.
- Time of Arrival.
- Prospect of Arrival.
- Port of Departure.
- Ports of Call.
- Nature of Cargoes.
- Assembly.
- Personnel.

Enemy naval or merchant vessels in any waters, their

- Type.
- Identity.
- Location.
- Movements.

Secret information or instructions about sea defenses, such as—

- Buoys, lights and other guides to navigators.

- Mine fields and other harbor defenses.

Ship construction—

- Type.
- Number.
- Size.
- Location.

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under the direction of the State Department.

Exceptions: Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) **DAMAGE BY ENEMY LAND OR SEA ATTACKS.**—Information on damage to military objectives in continental United States or possessions, including—

- Docks.
- Railroads.
- Airfields.
- Public utilities.
- Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: for information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) **ACTION AT SEA.**—Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters

is the Naval Office of Public Relations, Washington; for results of United States naval action against enemy vessels in or near American waters, the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(f) **ENEMY AIR ATTACK.**—Estimates of number of planes involved; number of bombs dropped; damage to—

- Fortifications.
- Docks.
- Railroads.
- Ships.
- Airfields.
- Public utilities.
- Industrial plants engaged in war work.

All other military objectives.

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course by stations OUTSIDE the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes countermeasures of defense, such as troop mobilization or movements, or the number and location of anti-aircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) **ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.**—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military au-

thority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) **PLANES**—

Air Units.—Military air units of the United States and the United Nations as to—

- Disposition.
- Missions.
- Movements.
- New characteristics.
- Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) **FORTIFICATIONS AND AIR INSTALLATIONS.**—Location and description of fortifications, including—

Coast Defense Emplacements.

Anti-aircraft guns and other air defense installations.

Defense Installation details of public airports used for military purposes.

Camouflaged objects.

Location of specially constructed bomb shelters.

Location of civilian defense communication control centers.

Information concerning installations by American military units outside the United States.

(j) **SABOTAGE.**—Specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives; any information indicating sabotage to them. In reporting accidents, no mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) **PRODUCTION.** (see also **SABOTAGE**)

—Roundups—Collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles or other munitions.

Secret designs—New or secret military weapons, designs, formulas or experiments connected with war production.

Plants—Floor plans or arrangement of war production plants; capacity of plants; actual or prospective progress of production, including revealing employment figures.

Statistics—Statistical information disclosing the amounts of strategic or criti-

cal materials produced, imported or in reserve—such as tin, rubber, aluminum, uranium, zinc, chromium, tantalum, manganese, magnesium, tungsten, silk, platinum, cork, quinine, copper, optical glass, mercury or high-octane gasoline.

Transportation—Movement or transportation of munitions within the United States.

Lend-Lease-Production. Method of delivery, destination, routes or transportation of Lend-lease war material.

(l) UNCONFIRMED REPORTS, RUMORS.—The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings, or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(m) COMBAT ZONE INTERVIEWS AND LETTERS.—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from service men in combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications).

(n) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens, or of persons moved to resettlement centers; locations or operations of war prisoner, or alien internment camps or resettlement projects; place of confinement of civilians convicted of treason, espionage or sabotage.

NOTE: The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry,

please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(o) MILITARY INTELLIGENCE.—Information concerning operations, methods or equipment of war intelligence or counter-intelligence of the United States or its allies; information concerning available or captured enemy codes or ciphers; or that gained from interception of enemy messages; or information concerning use of secret inks or chemicals or detection of these.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(p) WAR NEWS COMING INTO THE UNITED STATES.—War information originating outside United States territory may be broadcast if its origin is made plain.

In any case of vital security involvement, the Office of Censorship reserves the right to request broadcasters to censor such incoming material on the basis of the Code requests if it is apparent that the information has come on to the United States.

(q) GENERAL.—*Casualties.* Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans.

Art Objects, Historical Data.—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information.—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military, or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States; movements of other individuals or units on military or diplomatic missions.

Premature disclosure of diplomatic negotiations or conversations.

Forest Fires.—In reports of forest fires: descriptions of danger areas, weather conditions, activity or methods of saboteurs, organization or placement of special guards, damage or threat of damage to military objectives, or extent of smoke clouds.

II. PROGRAMS

The following suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(a) REQUEST PROGRAMS.—*Music*.—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

- Lost pets.
- “Swap” ads.
- Mass meetings.
- Personal messages.
- Club meetings.
- Club programs, etc.
- Vital statistics.

The same precaution should be observed in accepting “classified advertisements” for broadcasting.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

Exceptions: Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) QUIZ PROGRAMS.—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

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

(c) FORUMS AND INTERVIEWS.—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (m) Section I.)

(d) SPECIAL EVENT REPORTING (ad lib).—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

(See also Paragraph (a), Section I.)

(c) **SIMULATED AIR RAIDS, BLACKOUTS.**—In view of the provisions contained in Paragraph (j) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) **COMMERCIAL CONTINUITY.**—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) **PERSONNEL.**—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) **SCRIPTS.**—Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations). It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions, with their translations, should be kept on file at the station.

(c) **SUBMISSION OF SCRIPTS.**—From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(d) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone Executive 3800; Teletype WA-434.

THE OFFICE OF CENSORSHIP,
BYRON PRICE, *Director*.

February 1, 1943.

RADIO DAILY

Sixth Annual Poll of the Radio Editors and Critics for 1942-1943

Commercial Programs

| | |
|-------------------------------------|-----|
| PEPSODENT | 543 |
| Texaco Star Theater | 441 |
| Fibber McGee & Molly | 414 |
| Jack Benny | 402 |
| Kraft Music Hall | 372 |
| Information Please | 360 |
| Lux Radio Theater | 258 |
| Chase & Sanborn | 174 |
| The Aldrich Family | 159 |
| Andre Kostelanetz (Coca-Cola) | 123 |
| Red Skelton | 123 |

Entertainers

| | |
|----------------------------|-----|
| BOB HOPE | 627 |
| Fred Allen | 561 |
| Jack Benny | 537 |
| Bing Crosby | 492 |
| Fibber McGee & Molly | 351 |
| Edgar Bergen | 294 |
| Red Skelton | 237 |
| Kate Smith | 177 |
| Eddie Cantor | 174 |
| Ed Gardner | 168 |

Dramatic Shows

| | |
|-----------------------------|-----|
| LUX RADIO THEATER | 768 |
| Screen Guild Players | 315 |
| One Man's Family | 315 |
| Cavalcade of America | 198 |
| Aldrich Family | 159 |
| First Nighter | 114 |
| Mr. District Attorney | 108 |
| Inner Sanctum | 93 |
| Arch Oboler Plays | 90 |
| Radio Reader's Digest | 69 |

Educational Series

| | |
|---------------------------------|-----|
| CHICAGO ROUND TABLE | 462 |
| American Town Meeting | 423 |
| CBS School of the Air | 330 |
| American Forum of the Air | 147 |
| Information Please | 120 |
| People's Platform | 96 |
| Unlimited Horizons | 78 |
| Invitation to Learning | 63 |
| March of Time | 54 |
| Radio Reader's Digest | 54 |

RESULTS OF RADIO DAILY 1942 CRITICS POLL

Dance Bands (Sweet)

| | |
|------------------|-----|
| GUY LOMBARDO | 666 |
| Sammy Kaye | 297 |
| Fred Waring | 255 |
| Wayne King | 201 |
| Freddie Martin | 171 |
| Tommy Dorsey | 165 |
| Horace Heidt | 144 |
| Kay Kyser | 144 |
| Shep Fields | 75 |
| Claude Thornhill | 75 |

Comedians

| | |
|----------------------|-----|
| BOB HOPE | 737 |
| Fred Allen | 573 |
| Jack Benny | 558 |
| Fibber McGee & Molly | 558 |
| Edgar Bergen | 294 |
| Red Skelton | 282 |
| Eddie Cantor | 99 |
| Abbott & Costello | 69 |
| Fannie Brice | 60 |

News Commentators

| | |
|--------------------|-----|
| RAYMOND GRAM SWING | 585 |
| William Shirer | 423 |
| H. V. Kaltenborn | 315 |
| Fulton Lewis, Jr. | 228 |
| Cecil Brown | 189 |
| Raymond Clapper | 177 |
| Edward Murrow | 162 |
| John Vandercook | 153 |
| Earl Godwin | 135 |
| Gabriel Heatter | 129 |

Dramatic Serials

| | |
|-----------------------|-----|
| ONE MAN'S FAMILY | 552 |
| Aldrich Family | 300 |
| Vic & Sade | 189 |
| Easy Aces | 117 |
| Against the Storm | 84 |
| Ma Perkins | 81 |
| The Goldbergs | 78 |
| Parker Family | 69 |
| Those We Love | 69 |
| Pepper Young's Family | 45 |
| Young Dr. Malone | 45 |

Dance Bands (Swing)

| | |
|----------------|-----|
| HARRY JAMES | 573 |
| Benny Goodman | 357 |
| Tommy Dorsey | 312 |
| Glenn Miller | 216 |
| Gene Krupa | 150 |
| Kay Kyser | 108 |
| Duke Ellington | 102 |
| Sammy Kaye | 99 |
| Woody Herman | 87 |
| Jimmy Dorsey | 75 |

Quiz Shows

| | |
|---------------------------|-----|
| INFORMATION PLEASE | 704 |
| Take It or Leave It | 507 |
| Quiz Kids | 402 |
| Truth or Consequences | 291 |
| Dr. I. Q. | 255 |
| Double or Nothing | 204 |
| Mr. Adam and Eve | 114 |
| Bob Hawk | 105 |
| Vox Pop | 105 |
| Kay Kyser Musical College | 87 |

Sports Commentators

| | |
|---------------|-----|
| BILL STERN | 677 |
| Ted Husing | 660 |
| Red Barber | 282 |
| Mel Allen | 144 |
| Harry Wismer | 105 |
| Don Murphy | 78 |
| Bob Elson | 57 |
| Ken Carpenter | 51 |
| Tom Manning | 48 |

Children's Shows

| | |
|-------------------------|-----|
| LONE RANGER | 489 |
| Let's Pretend | 438 |
| Quiz Kids | 306 |
| Jack Armstrong | 174 |
| Coast to Coast On A Bus | 114 |
| Irene Wicker | 108 |
| Don Winslow of the Navy | 87 |
| Red Rider | 75 |
| Little Blue Playhouse | 75 |
| CBS School of the Air | 60 |

(Continued on Page 115)

THE FIRST WAR YEAR AT CBS...for the record

With the attack on Pearl Harbor the Columbia Broadcasting System dedicated itself to the single first task of making radio serve the cause of victory.

What CBS has achieved in this high purpose, as measured by the first full year of the war, is summarized concisely on the following three pages.

CBS believes that all who are interested in radio will honor this record.

DECEMBER 7, 1941... TO DECEMBER 7, 1942


In the first full year of America's participation in the war, the Columbia Broadcasting System devoted to the war effort...

**over 36% of its total
network operating hours...**

The Columbia Broadcasting System communicated to the American people...

**6,471 war programs
3,723 war announcements
4,158 war news broadcasts...**

These are striking totals. Yet the figures themselves give too little hint of the ingenuity, planning and labor that made these thousands of war-effort broadcasts pos-



sible. They cannot speak for the color, the variety, nor the way in which these broadcasts were keyed to 124 different formal war enterprises, as well as to countless less formal organizations or projects. Each of the 116 CBS stations played its individual—as well as its collective—part in this effort, with initiative and zeal becoming to a patriot.

Notable among these CBS war broadcasts were such distinguished and special war-enterprise programs as...

An American in England
Calling Pan-America
The Commandos
F. O. B. Detroit
Hello Americans
Hello from Hawaii
Man Behind the Gun
The Nature of the Enemy
Report to the Nation
Spirit of '42
Soldiers With Wings
They Live Forever
The 22nd Letter
Womanpower

On the next page there is evidence that others beside CBS have remarked what CBS has done (and will continue to do) to serve the cause of victory.

AWARDS, CITATIONS AND HONORS...1942

For Distinguished Service in the American War Effort

AMERICAN WAR HEROES FOUNDATION
Scroll to Ted Collins broadcasting on CBS.

BLUE STAR MOTHERS OF AMERICA Award of honorary life membership to Kate Smith broadcasting on CBS.

GEORGE FOSTER PEABODY AWARDS - 1942
To CBS for patriotic service. To Norman Corwin's *We Hold These Truths*.

MOTION PICTURE DAILY (57th Annual Poll of Radio Editors and Columnists) First News awards to CBS. Award to *Cheers from the Camps*.

NATIONAL ASSOCIATION OF BROADCASTERS (1st Annual Station Promotion Competition) William B. Lewis Award for "most effective inspiration of the radio audience to continued support of the war effort" to CBS station KMOX, St. Louis. Certificate of Award to CBS station WBBM, Chicago, special mention to CBS station WEEL, Boston.

NATIONAL HEADLINERS CLUB Silver plaque to Cecil Brown.

NEW YORK WORLD-TELEGRAM (12th Annual Poll of Radio Editors) Cecil Brown's description of the sinking of HMS *Repulse* and *Prince of Wales* voted "the outstanding single broadcast" of 1942.

OHIO STATE UNIVERSITY (Institute for Education by Radio) First general awards to CBS. Honorable mention for *People's Platform*.

OVERSEAS PRESS CLUB ANNUAL RADIO AWARD To Cecil Brown for radio reporting.
RADIO EXECUTIVES CLUB OF NEW YORK Plaque to Paul White, CBS Director of Public Affairs, for "outstanding work in securing news broadcasts from various war fronts."

VARIETY (10th Annual Showmanagement Survey) Plaque for "outstanding wartime service" and special award for "fostering racial goodwill and understanding" to five CBS stations. Special award to CBS affiliate WRVA, for "contributions to military-civilian understanding." Special commendation for contributions to war effort to individual staff members at WRVA, AVBT, KMBC, KOIN, and WHP. Special commendation for good ideas applied to the victory effort, to WBBM and WCKY.

VARIETY (Wartime Radio Showmanship Survey) Scrolls of honor awarded to five programs on CBS for their handling of war messages.

WOMAN'S PRESS CLUB OF NEW YORK Certificate of merit to CBS for *They Live Forever*.

WOMEN'S NATIONAL RADIO COMMITTEE Honorable mention to four CBS programs, among them *Elmer Davis and the News*.

YOUTHBUILDERS, INC. Scroll of honor to Norman Corwin for *This is War*.

This list represents only war-effort awards. 29 other awards were made to CBS in 1942.

COLUMBIA BROADCASTING SYSTEM, INC.



Symphony Conductor

| | |
|--------------------|-----|
| ARTURO TOSCANINI | 675 |
| Leopold Stokowski | 483 |
| Frank Black | 216 |
| Eugene Ormandy | 192 |
| Andre Kostelanetz | 177 |
| Artur Rodzinski | 156 |
| Alfred Wallenstein | 144 |
| Bruno Walter | 129 |
| Serge Koussevitzky | 117 |
| Howard Barlow | 72 |

Male Vocalists (Classical)

| | |
|---------------------|-----|
| RICHARD CROOKS | 591 |
| Nelson Eddy | 459 |
| Lawrence Tibbett | 432 |
| John Charles Thomas | 375 |
| James Melton | 339 |
| Jan Peerce | 147 |
| Frank Munn | 141 |
| Conrad Thibault | 129 |
| Lauritz Melchior | 87 |
| Paul Robeson | 78 |

Male Vocalists (Popular)

| | |
|---------------|-----|
| BING CROSBY | 736 |
| Dennis Day | 429 |
| Barry Wood | 249 |
| Kenny Baker | 222 |
| Lanny Ross | 216 |
| Frank Parker | 171 |
| Frank Munn | 153 |
| Frank Sinatra | 144 |
| Bob Eberly | 96 |
| Rudy Vallee | 78 |

Symphony Programs

| | |
|-------------------------|-----|
| N. Y. PHILHARMONIC | 750 |
| NBC Symphony | 490 |
| CBS Symphony (summer) | 219 |
| Coca-Cola (Kostelanetz) | 168 |
| Cleveland Symphony | 150 |
| Wallenstein Simfonietta | 96 |
| Boston Symphony | 96 |
| Telephone Hour | 84 |
| Metropolitan Opera | 78 |
| Radio City Symphony | 60 |

Female Vocalists (Classical)

| | |
|---------------------|-----|
| GLADYS SWARTHOUT | 543 |
| Lily Pons | 534 |
| Lucille Manners | 408 |
| Vivian Della Chiesa | 231 |
| Jessica Dragonette | 225 |
| Margaret Speaks | 225 |
| Marian Anderson | 186 |
| Eileen Farrell | 93 |
| Josephine Houston | 78 |
| Josephine Antoine | 72 |

Female Vocalists (Popular)

| | |
|------------------|-----|
| DINAH SHORE | 753 |
| Kate Smith | 567 |
| Ginny Simms | 414 |
| Connee Boswell | 294 |
| Diane Courtney | 258 |
| Mary Martin | 183 |
| Frances Langford | 168 |
| Helen O'Connell | 102 |
| Harriet Hilliard | 45 |
| Marian Hutton | 45 |

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

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

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

(Continued on Following Page)

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

(Pepsodent (Bob Hope) Program

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT. on NBC network. *Agency:* Lord & Thomas. *Cast:* Bob Hope, Jerry Colonna, Vera Vague, Frances Langford and guests. *Orchestra:* Skinnay Ennis.

Texaco Star Theater

Sponsored by the Texas Co.; Sundays, 9:30-10 p.m., EWT. on CBS network. *Agency:* Buchanan Co. *Cast:* Fred Allen, Portland Hoffa and guest stars. *Orchestra:* Al Goodman.

Fibber McGee & Molly

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

Jack Benny

Sponsored by General Foods Corp.; Sundays, 7-7:30 p.m., EWT. on NBC network. *Agency:* Young & Rubicam, Inc. *Cast:* Jack Benny, Mary Livingstone, Rochester, Dennis Day and Don Wilson. *Orchestra:* Phil Harris (to Dec. 6).

Kraft Music Hall

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

"Information Please"

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

Lux Radio Theater

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

Chase & Sanborn Hour

Sponsored by Standard Brands, Inc., for Chase & Sanborn Coffee; Sundays, 8-8:30 p.m., EWT. on NBC network. *Agency:* J. Walter Thompson Co. *Cast:* Edgar Bergen, "Charlie McCarthy," Don Ameche and guest stars. *Orchestra:* Ray Noble.

"The Aldrich Family"

Sponsored by General Foods Corp. on NBC network, Thursdays, 8:30-9 p.m., EWT. *Agency:* Young & Rubicam, Inc. *Cast:* Norman Tokar heads the troupe as Henry Aldrich; Katharine Raht, as Mrs. Aldrich; House Jameson, as Mr. Aldrich; Jackie Kelk, as Homer. *Orchestra:* Jack Miller.

Red Skelton

Sponsored by Brown & Williamson Tobacco Co. *Agency:* Russel M. Seeds Co., on NBC Tuesdays from 10:30-11 p.m., EWT. *Cast:* Red Skelton, Harriet Hilliard, Wonderful Smith and Ozzie Nelson. *Orchestra:* Ozzie Nelson.

THE PRODUCTION SIDE OF RADIO

Back Stage During 1942

RADIO'S writers, producers and directors, did not have to climb on any "bandwagon" when it became evident that the Government's program called for more and more use of broadcasting in every conceivable manner. On the contrary radio's backstage folk as well as those "out front" were already on the front line doing everything possible long before Pearl Harbor. Thus, unlike many other industries, radio was well in its stride when the Government needed it most, and proceeded to give its services to the Office of War Information, for instance, with no confusion, but with the maximum of efficiency. Foreign language producers and stations also, offered their services freely.

Production At All-Time High

Despite the prodigious amount of work accomplished for and in cooperation with the Government agencies, radio's backstage continued to expand its activities as is revealed by peak billings for the networks and numerous independent outlets and regionals.

While a considerable number of productions never saw the light of day due to transcription difficulties with the American Federation of Musicians, the majority of these were merely switched from the proposed musical productions to dramatic.

As to the average program itself, the war effort wielded considerable influence, as is to be expected, and yet, there remained more than enough of the usual type and brand new productions to take the listeners mind off the war, when such was deemed expedient. Lack of commodities and rationing did much to cut remaining one-hour shows to a half-hour; however such casualties were quickly met by the producers and new accounts, plus switches to more desirable time filled the breach and maintained certain network continuity of entertainment.

Television and FM

Television naturally bowed to the war-effort and simmered down to Civilian Defense shows and films in most outlets. With the FCC issuing an order permit-

ting these stations to reduce the amount of time televised weekly, production men vitally needed elsewhere were freed; conservation of materials in this case was another important factor.

Frequency Modulation hesitated for a moment, then put its best foot forward and decided to hold the fort. It was held that FM has become of age and efforts were redoubled to provide a steady stream of programs. During the year licensees who might have held off, took to the air. That the war prevented it from blossoming out strong, is of course generally conceded. There is no indication of a letdown during the year, for this type of broadcasting. It will not become a stepchild according to those in back of it.

International Aspects

Shortwave broadcasting was a lively baby during the year. Leasing of the outlets to the Government did not change production schedules too much. Rather a closer coordination and control for specific causes was the result and, the great responsibility of this powerful medium being properly directed was passed over to the Federal agencies. As in the past, 100 per cent cooperation between networks, other licensees and Government bureaus, is the byword.

Shows For Overseas Forces

As an indication of what producers in and out of the armed services have done and are doing, and the excellent spirit of cooperation which prevails, men in the service throughout the world receive a constant supply of point-to-point live talent programs not to mention nearly 1,000,000 transcribed shows of top-notch entertainment, already sent to every part of the world.

Between shortwave schedules and the recorded programs, there has been little lack of radio entertainment for the armed forces no matter where they are stationed. This is made possible by the skill of some of our best producers, artists and engineers who have worked and continue to work unceasingly "backstage" so that the production side at least does a job the best it knows how.

(For Complete Production Section Please Turn to Page 625)



FEDERAL



RADIO WAR AGENCIES

CIAA — ARMY — NAVY — OWI

WAR SAVINGS STAFF

Coordinator of Inter-American Affairs (Rockefeller Committee)

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Assistant Director of Radio Division John W. G. Ogilvie

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Head Radio Program Officer Wilfred S. Roberts
Head of Programming Dept. John White, Jr.
Head of Production Dept. Mucio Delgado
Head of Transcription Dept. George Vogel

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Head of Hollywood Office Jack W. Runyon

SAN FRANCISCO OFFICE

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Head of San Francisco Office Hobart Montee

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Office of Public Relations, Radio

Section

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Office of War Information Domestic Radio Bureau

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Railroad Retirement Bldg., Washington, D. C.
Phone, Republic 7500

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Montpelier, Vt.: Pavilion Hotel. Phone, Montpelier 1700; Evenings, Montpelier 37.

Nashville, Tenn.: 909 Stahlman Bldg. Phones, Nashville, 5-0671, Extension 22.

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Pittsburgh, Pa.: 411 Fulton Bldg. Phone Grant 2966. Harry Kodinsky.

Portland, Ore.: 713 Bedell Bldg. Phone, Broadway 6471. Ben Titus.

Raleigh, N. C.: 705 Capital Club Bldg. Phones, Raleigh 3-1903, Raleigh 3-1901.

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Salt Lake City, Utah: Atlas Bldg., 36 1/2 West Second St. Phone, Salt Lake City 5-7531. Ottis Peterson.

San Antonio, Texas: Majestic Bldg. Bess C. Woolford.

Seattle, Wash.: 440 Henry Bldg. Phone, Elliott 0200. Howard MacGowan.

Wichita, Kans.: 205 York Rite Bldg. Phone, Wichita 5-8661, Extension 11. Pliny Castanien.

War Department Bureau of Public Relations, Radio Branch

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Phone, Republic 6700, Extensions 4901, 3887
Chief Lieut. Col. E. M. Kirby
Executive Officer Captain Jack Harris
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403 Taft Bldg., Hollywood, Calif.
Phone, HEMPstead 4804
In Charge Robert C. Coleson
All initial correspondence should be directed to the Washington office address, rather than to individual personnel. Long distance telephone calls should be directed to the Executive Officer, unless previous contacts have been established. Inquiries and communications thus addressed will be routed more efficiently.

The New York office functions only in matters concerning "The Army Hour"; everything else should be referred to Washington.

War Savings Staff Radio Section Treasury Department

709 Twelfth St., N. W., Washington, D. C.
National 6400

PERSONNEL

Director of Radio & Press Vincent F. Callahan
Chief, Radio Section Marjorie L. Spriggs
Assistant Chief, Radio Section Emerson Waldman
Special Events Morton A. Milman
Station Relations Jules Alberti
Traffic Estelle Broderick
Transcriptions Everette G. Opie
Assistant Ruth Girard

BRANCH OFFICE

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Phone, Circle 61-3100
Executive-In-Charge William Rainey

FUNCTIONS

The Radio Section of the War Savings Staff of the Treasury Department handles all radio promotion for the sale of War Bonds and Stamps. Description of activities is to be found in "Radio in Defense" section in this volume.





THE BUSINESS SIDE *of* RADIO



Agency and Sponsor Network Billings

•

News Services

•

Station Representatives

•

Advertising Agencies

•

Research Firms

•

Federal Communications Commission

•

U. S. Census Data

•

"Shifting Populations"



N. C. A. C.

TALENT MANAGEMENT • BOOKING

REPRESENTING OVER THREE-HUNDRED
ARTISTS IN RADIO, CONCERT, THE THEATRE,
MOTION PICTURES AND ON THE LECTURE PLATFORM

NATIONAL CONCERT AND ARTISTS CORPORATION

711 FIFTH AVENUE, NEW YORK CITY PLaza 3-0820

ALFRED H. MORTON, PRESIDENT

DANIEL S. TUTHILL, *Vice-President in Charge of*
POPULAR DIVISION

CHICAGO HOLLYWOOD SAN FRANCISCO
MERCHANDISE MART SUNSET AT DOHENY 111 SUTTER STREET

AGENCY—SPONSOR NETWORK EXPENDITURES

Blue Network Co. 1942 Agency Gross Billings

| | |
|---|-------------|
| Blackett-Sample-Hummert, Inc. | \$2,151,298 |
| Young & Rubicam, Inc. | 1,123,288 |
| Wade Advertising Agency | 1,277,917 |
| J. Walter Thompson Company | 1,168,219 |
| Maxon, Inc. | 1,030,288 |
| Roche-Williams-Cunningham, Inc. | 1,015,598 |
| Ruthrauff & Ryan, Inc. | 866,045 |
| D'Arcy Advertising Company | 828,085 |
| Leunen & Mitchell, Inc. | 573,780 |
| J. Stirling Getchell, Inc. | 317,278 |
| Benton & Bowles, Inc. | 317,138 |
| Aubrey Moore & Wallace, Inc. | 305,511 |
| Pedlar & Ryan, Inc. | 289,097 |
| Buchanan & Company, Inc. | 281,658 |
| Gardner Advertising Company | 267,816 |
| Warwick & Legler, Inc. | 257,711 |
| Newell-Emmett Company | 212,130 |
| Small & Seifer, Inc. | 228,654 |
| Henri, Hurst & McDonald, Inc. | 225,337 |
| Critchfield & Company | 208,888 |
| Wm. Esty & Company, Inc. | 208,934 |
| Kenyon & Eckhardt, Inc. | 191,136 |
| Batten, Barton, Durstine & Osborn, Inc. | 124,901 |
| Glicksman Advertising Company, Inc. | 122,290 |
| McCann-Erickson, Inc. | 120,386 |
| Emil Mogul Company | 107,062 |
| Raymond Spector Company, Inc. | 103,016 |
| Walsh Advertising Company, Ltd. | 102,672 |
| Joseph Katz Company | 100,011 |
| H. W. Kastor & Sons Advertising Company, Inc. | 96,818 |
| Clements Company, Inc. (The) | 96,609 |
| Ted Bates, Inc. | 88,575 |
| Albert P. Hill Company, Inc. (The) | 73,107 |
| MacWilkins & Cole, Inc. | 61,656 |
| Walker & Downing | 60,687 |
| Duane Jones Company | 58,572 |
| Addison Lewis & Associates | 56,796 |
| Morse International, Inc. | 50,039 |
| J. M. Mathes, Inc. | 42,360 |
| Donahue & Coe, Inc. | 38,755 |
| J. D. Tarcher & Company | 35,226 |
| Russel M. Seeds Company, Inc. | 33,252 |
| Lord & Thomas | 29,300 |
| J. William Sheets | 21,814 |
| MacFarland-Aveyard & Company | 18,967 |
| Keeling & Company, Inc. | 13,614 |
| Direct | 8,254 |
| McCarty Company | 8,206 |

| | |
|---------------------------------------|---------------------|
| Pacific National Advertising Agency | 7,131 |
| E. M. Freystadt Associates, Inc. | 7,130 |
| Bauerlein, Inc. | 6,284 |
| Gray & Rogers | 5,676 |
| Leon Livingston Advertising Agency | 5,569 |
| Glasser-Gailey & Company | 4,801 |
| Mayers Company | 4,611 |
| William B. Remington, Inc. | 4,200 |
| Barton A. Stebbins Advertising Agency | 4,038 |
| Raymond R. Morgan Company | 4,101 |
| Peck Advertising Agency, Inc. | 3,338 |
| Horton-Noyes Company | 2,591 |
| Smith & Drum, Inc. | 1,364 |
| Schwab & Beatty, Inc. | 310 |
| Port & Co. | 165 |
| | \$15,752,909 |

Political:

| | |
|----------------------------|--------|
| Duane Jones Company | 15,200 |
| Wellman Advertising Agency | 10,154 |
| Direct | 2,596 |
| Leighton & Nelson | 956 |
| Halpern Advertising Agency | 678 |

\$29,584

GRAND TOTAL \$15,782,493

Columbia Broadcasting System 1942 Agency Gross Billings

| | |
|---|-------------|
| Young & Rubicam, Inc. | \$5,671,501 |
| Ruthrauff & Ryan, Inc. | 5,101,813 |
| J. Walter Thompson Co. | 3,206,386 |
| Blackett-Sample-Hummert | 3,202,711 |
| Ward Wheelock Co. | 2,426,578 |
| The Biow Co., Inc. | 1,950,838 |
| Compton Advertising, Inc. | 1,881,107 |
| Lord & Thomas | 1,813,186 |
| Arthur Meyerhoff & Co. | 1,801,957 |
| William Esty & Co., Inc. | 1,779,100 |
| Benton & Bowles, Inc. | 1,597,816 |
| Ted Bates, Inc. | 1,514,183 |
| Newell-Emmett Co. | 1,472,639 |
| McCann-Erickson, Inc. | 1,315,321 |
| Batten, Barton, Durstine & Osborn, Inc. | 1,033,111 |
| Buchanan & Co., Inc. | 939,149 |
| Pedlar & Ryan, Inc. | 898,181 |
| Gardner Advertising Co. | 877,013 |
| Knov Reeves Advertising, Inc. | 863,137 |
| Maxon, Inc. | 832,606 |
| Geyer, Cornell & Newell, Inc. | 663,846 |
| Sherman & Marquette, Inc. | 651,741 |
| D'Arcy Adv. Co., Inc. | 506,729 |

THE BUSINESS SIDE OF RADIO

By *Sylvia Weiss*
RADIO DAILY Staff

RADIO has gone beyond just withstanding the rigors of the first year of a modern, global war. It has enhanced and solidified its position as a medium of communication vitally aiding the Allied effort. During 1942 radio also has proved its business resourcefulness, and an ability to recover quickly from restrictions and operating obstacles. Radio, the commercial side of radio, revealed great flexibility and adaptability to a new order of advertising practice which came into being, in step with change the world over.

After one month of war, there were trepidations about radio's remaining a private enterprise and retaining its commercial aspects. The trade's initiative in selling the American public on an all-out war effort automatically filled its licensing requirements to an overflow and warded off Government seizure. With that fear somewhat allayed, radio set about adjusting itself to a new commercial aspect under war conditions.

It became evident, early, that there would be some advertising casualties. Radio sprung to the challenge, and more than ever before, started out to sell itself. The predicted evolution from a seller's market to a buyer's market was discernible. However, the withdrawal of advertisers whose facilities were turned over to complete war production, such as the automotive and radio manufacturing industries, was not as complete as had originally been feared.

What withdrawals there were were mitigated on several fronts. For every one which dropped out, radio found there were two others ready to move in, with the result that 1942 gained a healthy influx of new advertisers.

Post-War Factor

There were fewer withdrawals than at first expected because enterprise adopted a long term point of view. Following the national trend, these advertisers have not lost sight of the post-war while bending every effort to execute the war at hand. These advertisers have maintained local and national advertising campaigns to keep their names before the public—a short memored public.

A second group of institutional advertisers has indulged in selling its private prestige and the war effort at the same time. Here are firms, such as General Motors, which have no immediate product

to market, but which have been conditioning the public to associate the organization with home front and camp morale, and war production effort.

A third group of institutional advertisers brought on by the war consists of those who, often, have never used radio before, but who bought single radio spots to air a production award, or to stage an elaborate morale program such as Elgin Watch Co.

Easing early qualms about the possible loss of advertisers was the tendency of some of these clients to substitute spot advertising for network programming, rather than fold up entirely. Resorting to this change in distribution were organizations which had to use radio to do a direct selling job as an assistant to a greatly reduced staff of traveling salesmen.

Discount Plans

The innovation this year by all the networks, of a special discount plan to encourage full use of network hook-ups brought in great returns both for the networks and stations. Encouraging to advertising as a whole was the favorable attitude on the part of the Treasury and the Bureau of Internal Revenue in making allowances for advertising on income tax returns.

By the foregoing evidences of ingenuity, radio has not only held its ground, it has been able to show an average increase in grosses. Among the networks, Mutual, perhaps, enjoyed the largest percentage of gain for the year. The Blue, for its first year of operation independent of NBC, reported coming out in the black, an encouraging tone for the whole trade. Both NBC and CBS were able to chalk up increased gross revenues for the year.

These experiences of 1942 have given radio confidence in change. The year has demonstrated that many former practices and institutions have outlived their term, and that new forms are coming in. There are indications that the evolution is young, but that initiative, alertness and drive will enable radio to maintain its self-supporting respect. Together with the knowledge that technological developments in the field are making headway fast, these progressive qualities of the industry bid a fair future for radio.

| | |
|------------------------------------|----------------------|
| Arthur Kudner, Inc. | 166,707 |
| Campbell-Ewald Co., Inc. | 433,741 |
| C. L. Miller Co. | 387,359 |
| Duane Jones Adv. Agency | 315,691 |
| Raymond R. Morgan Co. | 237,985 |
| Sorensen & Co. | 211,412 |
| Aubrey, Moore & Wallace, Inc. | 180,773 |
| H. W. Kastor & Sons Adv. Co., Inc. | 172,166 |
| Joseph Katz Co. | 125,714 |
| Roche, Williams & Cunningham, Inc. | 121,911 |
| Sayre M. Ramsdell Associates | 111,060 |
| J. M. Mathes, Inc. | 102,012 |
| Erwin, Wasey & Co., Inc. | 71,108 |
| Cruttenger & Eger | 60,570 |
| Russel M. Seeds Co., Inc. | 51,009 |
| J. D. Tarcher & Co. | 49,082 |
| Smith & Drum, Inc. | 46,164 |
| Federal Advertising Agency | 14,716 |
| Westco Advertising Agency | 36,612 |
| Franklin Bruck Co. | 31,916 |
| Glasser-Gailey & Co. | 31,116 |
| Brooks Advertising Agency | 30,888 |
| Brisacher, Davis & Staff | 30,196 |
| Kenyon & Eckhardt, Inc. | 28,026 |
| Long Advertising Service | 15,560 |
| Temuschke-Elliott, Inc. | 15,273 |
| Marschalk & Pratt, Inc. | 13,620 |
| Morse International, Inc. | 12,827 |
| Badger & Browning & Hersey, Inc. | 12,361 |
| Gillham Advertising Agency | 10,920 |
| Lake-Spiro-Shurman Co. | 9,126 |
| H. M. Kiesewetter Adv. Agency | 7,683 |
| Cary-Ainsworth, Inc. | 5,865 |
| Walter K. Neill | 5,833 |
| The McCarty Co. | 5,275 |
| Atherton & Currier, Inc. | 4,198 |
| Joseph Aureoenechen Adv. Agency | 4,166 |
| Harry M. Frost Co., Inc. | 3,845 |
| Ewing C. Kelly, Advertising | 3,248 |
| John W. Queen | 2,490 |
| Milton Weinberg Adv. Co. | 4,914 |
| V. G. Freitag | 1,827 |
| W. L. Gleason & Co. | 1,624 |
| General Advertising Agency, Inc. | 1,490 |
| Leighton & Nelson | 1,178 |
| Arthur Cooksey | 812 |
| C. Brewer Smith Adv. Agency | 680 |
| R. H. Alber Co. | 106 |
| Dana Jones Co. | 106 |
| Eugene F. Rouse & Co. | 106 |
| Campaigns, Inc. | 305 |
| Lockwood-Shackelford Adv. Agency | 188 |
| GRAND TOTAL | \$845,593,125 |

Mutual Broadcasting System 1942 Agency Gross Billings

| | |
|------------------------------|----------------|
| Ivey & Ellington | \$1,305,503.97 |
| Blackett-Sample-Hummert | 1,195,822.73 |
| R. H. Alber Co. | 1,064,935.56 |
| Erwin, Wasey & Co., Inc. | 718,208.18 |
| D'Arcy Advertising Co., Inc. | 612,984.91 |

| | |
|--------------------------------------|-----------------------|
| Maxon, Inc. | 604,670.58 |
| J. Walter Thompson | 448,087.76 |
| William Esly & Co. | 417,057.26 |
| Knox Reeves Adv., Inc. | 300,421.95 |
| Jack Parker and Associates | 242,811.00 |
| Kelly, Zahradt & Kelly, Inc. | 175,936.16 |
| Kenyon & Eckhardt, Inc. | 171,865.00 |
| Campbell-Mithun, Inc. | 170,392.26 |
| G. C. Hoskin & Associates | 165,122.00 |
| Aircasters, Inc. | 128,076.30 |
| Roche, Williams & Cunningham, Inc. | 112,510.00 |
| William H. Weintraub & Co. | 111,666.77 |
| Aubrey, Moore & Wallace, Inc. | 95,751.80 |
| Birmingham, Castleman & Pierce, Inc. | 71,727.00 |
| Ruthrauff & Ryan, Inc. | 71,061.66 |
| Redfield-Johnstone, Inc. | 59,631.00 |
| Leo Burnett Company, Inc. | 57,028.06 |
| Hays-Macfarland & Co. | 10,108.20 |
| Duane Jones Company | 35,101.08 |
| M. H. Hackett, Inc. | 29,730.00 |
| Grady & Wagner Co. | 21,439.50 |
| Lord & Thomas | 19,326.31 |
| Young & Rubicam, Inc. | 13,674.38 |
| Weston-Barnett, Inc. | 9,386.25 |
| Marschalk & Pratt, Inc. | 7,368.19 |
| H. B. Humphrey Co. | 6,352.00 |
| Buchanan & Co., Inc. | 5,001.50 |
| Clarence Juneau Agencies | 2,961.00 |
| Sweeney & James Co. | 1,315.50 |
| Direct | 10,309.50 |
| Locally Sponsored | 764,729.63 |
| TOTAL | \$9,636,122.19 |

National Broadcasting Co. 1942 Agency Gross Billings

Not Available

Blue Network Co. 1942 Sponsor Expenditures

| | |
|-------------------------------------|-------------|
| Sterling Products, Inc. | \$1,710,654 |
| Good Will Hour | \$585,306 |
| Manhattan At Midnight | 338,800 |
| American Melody Hour | 78,110 |
| Monday Merry-Go-Round | 78,531 |
| Orphans Of Divorce & Second Husband | 315,252 |
| Amanda Of Honeymoon Hill | 311,352 |
| American Home Products, Inc. | 1,153,832 |
| Easy Aces | 411,997 |
| Just Plain Bill | 313,996 |
| John's Other Wife | 313,996 |
| Mr. Keen, Tracer Of Lost Persons | 410,813 |
| Miles Laboratories, Inc. | 1,277,917 |
| Ford Motor Company | 1,012,626 |
| General Mills, Inc. | 813,352 |
| Coca-Cola Company | 822,871 |
| Sun Oil Company | 786,928 |

| | |
|---|---------|
| Carter Products, Inc. | 578,191 |
| Andrew Jergens Company (The) | 511,188 |
| Swift & Company | 501,205 |
| Bristol-Myers Company | 405,805 |
| J. B. Williams Company | 351,036 |
| Socoony Vacuum Oil Company | 317,278 |
| General Foods Corporation | 317,138 |
| Williamson Candy Company | 305,514 |
| Ralston-Purina Company | 267,816 |
| Pepsi-Cola Company | 212,130 |
| Dr. Earle S. Sloan, Inc. | 217,311 |
| Wheeling Steel Corporation | 208,888 |
| R. J. Reynolds Tobacco Company | 203,786 |
| Standard Brands, Inc. | 191,136 |
| American Cigarette & Cigar Company | 192,012 |
| Time, Inc. | 181,232 |
| Hall Brothers, Inc. | 176,725 |
| Texas Company | 174,850 |
| P. Ballantine & Sons | 159,708 |
| Wander Company (The) | 157,111 |
| P. Lorillard Company | 131,592 |
| Adam Hat Stores, Inc. | 122,290 |
| Cream of Wheat Corporation | 111,622 |
| Pillsbury Flour Mills Company (The) | 111,216 |
| Trimount Clothing Company, Inc. | 107,062 |
| Serutan Company | 103,016 |
| Ontario Travel & Publicity Bureau | 102,672 |
| Kv-Lax, Inc. | 100,011 |
| Welch Grape Juice Company | 96,818 |
| Pan-American Coffee Bureau | 95,520 |
| Langendorf United Bakeries, Inc. | 88,697 |
| D. L. Clark Company | 73,107 |
| Mail Pouch Tobacco Company | 60,687 |
| Neighbors of Woodcraft | 61,656 |
| Minneapolis-Honeywell Regulator Company | 56,796 |
| Lance, Inc. | 50,039 |
| Aeme White Lead & Color Works | 48,612 |
| Modern Food Process Company | 48,597 |
| Hecker Products Corporation | 48,012 |
| C. F. Mueller Company | 46,821 |
| Canada Dry Ginger Ale, Inc. | 42,360 |
| Sherwin Williams Company (The) | 40,127 |
| Loew's Inc. | 38,755 |
| Smith Brothers | 35,226 |
| Mennen Company (The) | 33,252 |
| Political | 29,581 |
| Tidewater Associated Oil Company | 29,300 |
| Skinner & Eddy Corporation | 21,811 |
| Northwestern Yeast Company | 18,967 |
| Gillette Safety Razor Company | 17,662 |
| Paramount Pictures, Inc. | 11,288 |
| Wilson Milk Company | 13,611 |
| Joseph Tetley & Company, Inc. | 11,718 |
| A. S. Boyle Company | 10,182 |
| Council for Candy as Food in Wartime | 10,279 |
| Sales Builders, Inc. | 4,364 |
| Seaside Oil Company | 8,206 |
| A. Schraeder's Sons | 7,130 |
| Higgins Industries, Inc. | 6,281 |
| Seovill Mfg. Company | 6,170 |
| Autoear Company | 5,676 |
| Nestle's Milk Products, Inc. | 5,569 |
| Libby McNeill & Libby | 5,262 |
| White Motor Company | 5,211 |
| Paequin, Inc. | 5,118 |
| Bauer & Black | 4,908 |

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| Photo-Developing, Inc. | 4,614 |
| Fisher Flouring Mills, Inc. | 4,585 |
| Babcock & Wilcox Company | 4,373 |
| Independent Lock Company | 4,200 |
| Austin Studios | 4,117 |
| Kerr Glass Mfg. Corporation | 4,101 |
| Chlorine Solutions, Inc. | 4,038 |
| Gilbert & Barker Mfg. Company | 3,881 |
| Electric Boat Corporation | 3,338 |
| Jenkins Brothers | 2,591 |
| Washington Cooperative Egg & Poultry Association | 2,519 |
| Calavo Growers of California | 1,026 |
| L. B. Laboratories, Inc. | 681 |
| Doubleday, Doran & Company, Inc. | 310 |
| Cramerton Mills | 165 |
| TOTAL | \$15,782,193 |

Columbia Broadcasting System 1942 Sponsor Expenditures

| | |
|-------------------------------------|-------------|
| Lever Bros. Co. | \$1,226,550 |
| General Foods Corp. | 1,223,395 |
| Proctor & Gamble Co. | 3,087,531 |
| Campbell Soup Co. | 2,858,829 |
| Wm. Wrigley Jr. | 2,162,069 |
| R. J. Reynolds Tobacco Co. | 1,779,100 |
| Colgate-Palmolive-Peet Co. | 1,697,160 |
| Liggett & Myers Tob. Co. | 1,172,639 |
| Sterling Products, Inc. | 1,169,631 |
| American Products Corp. | 1,367,079 |
| Philip Morris & Co., Ltd., Inc. | 1,282,281 |
| General Mills, Inc. | 1,191,607 |
| American Tobacco Co. | 981,927 |
| Texas Co. | 809,812 |
| Pet Milk Sales Co. | 887,963 |
| Johns-Manville Corp. | 851,538 |
| General Electric Co. | 731,710 |
| Eversharp Co. | 668,557 |
| E. R. Squibb & Sons | 663,816 |
| Celanese Corp. | 610,116 |
| Emerson Drug Co. | 605,587 |
| Chrysler Corp. | 603,039 |
| Lady Esther Co. | 598,116 |
| Gulf Oil Corp. | 538,911 |
| Quaker Oats Co. | 516,105 |
| Chesebrough Mfg. Co. | 506,772 |
| Coca-Cola Co. | 506,729 |
| Continental Baking Co. | 502,961 |
| Pacific Coast Borax Co. | 500,175 |
| Prudential Insurance Co. of America | 489,119 |
| U. S. Tobacco Co. | 466,707 |
| California Fruit Growers Exchange | 457,223 |
| General Motors Corp. | 433,711 |
| P. Lorillard Co. | 406,599 |
| United Fruit Co. | 386,378 |
| Armstrong Cork Co. | 372,308 |
| B. T. Babbitt, Inc. | 323,799 |
| International Silver Co. | 250,318 |
| Johnson & Johnson | 215,313 |
| Parker Pen Co. | 213,723 |
| Bowey's, Inc. | 211,112 |

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|---|---------|
| Corn Products Refining Co. | 201,172 |
| Curtiss Candy Co. | 186,187 |
| Campana Sales Co. | 180,773 |
| Welch Grape Juice Co. | 172,166 |
| Ford Motor Co. | 160,370 |
| Pillsbury Flour Mills Co. | 110,931 |
| American Oil Co. | 125,711 |
| Lewis Howe Co. | 121,911 |
| Los Angeles Soap Co. | 118,129 |
| Phileo Corp. | 111,060 |
| Planters Nut & Choc. Co. | 101,181 |
| Magazine Repeating Razor Co. | 97,158 |
| International Cellulose Products Corp. | 72,861 |
| Armour & Co. | 65,931 |
| Continental Radio & Television Corp. | 60,570 |
| Union Oil Co. | 60,088 |
| Thomas J. Lipton, Inc. | 59,610 |
| Sunnyvale Packing Co. | 58,311 |
| Macfadden Publications | 55,818 |
| C. F. Mueller Corp. | 51,509 |
| Lockheed Aircraft Corp. | 51,972 |
| Elgin National Watch Co. | 18,212 |
| General Petroleum Co. | 16,161 |
| General Cigar Co. | 11,716 |
| Luxor, Ltd. | 11,506 |
| Richard Hudnut | 38,961 |
| California Packing Co. | 36,773 |
| Brown & Williamson Tobacco Corp. | 31,733 |
| Manhattan Soap Co. | 31,916 |
| Bekins Van & Storage Co. | 30,888 |
| McKesson & Robbins, Inc. | 29,976 |
| Peter Paul, Inc. | 29,588 |
| Gillette Safety Razor Co. | 29,321 |
| Soil-Off Mfg. Co. | 28,171 |
| Mennen Co. | 19,276 |
| Smith Bros. | 19,106 |
| Barbasol Co. | 18,590 |
| Colonial Dames, Inc. | 17,158 |
| J. A. Folger & Co. | 16,718 |
| Par Soap Co. | 15,273 |
| Tidevater Associated Oil Co. | 11,328 |
| Mode O'Day Corp. | 13,988 |
| Standard Oil Co. of N. J. | 13,620 |
| Vick Chemical Co. | 12,827 |
| California Prune & Apricot Growers Assn. | 12,761 |
| American Chicle Co. | 12,361 |
| Paramount Pictures, Inc. | 11,166 |
| Mentholatum Co. | 9,315 |
| Plough, Inc. | 9,126 |
| Golden State Co., Ltd. | 8,899 |
| Bathasweet Corp. | 7,683 |
| Northern Pump Co. | 6,709 |
| Republican State Committee, N. Y. | 6,018 |
| Chamberlain Laboratories | 5,865 |
| Nesbitt Fruit Products, Inc. | 5,833 |
| Seaside Oil Co. | 5,275 |
| Ludens, Inc. | 1,551 |
| J. C. Eno, Ltd. | 1,198 |
| California Federation of Labor | 1,166 |
| Committee Re-election of Gov. Olson | 3,218 |
| Gallenkamp Stores | 2,799 |
| Massachusetts Democratic State Committee | 2,571 |
| Olson for Governor | 1,911 |
| Independent Petroleum & Consumers Assn. | 1,827 |
| Massachusetts Republican State Committee | 1,820 |
| Comm. for Furtherance of Democratic Principles—Mass. | 1,800 |
| Citizens Rights Committee | 1,621 |
| Kenny for Attorney General | 1,621 |
| Eagle Oil & Refining Co. | 1,190 |
| Independent Citizens Comm., N. Y. | 1,178 |
| Gano Culwell for Gov. | 812 |

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| Seudder Food Products | 608 |
| Hollywood Dem. Comm. for Gov. Olson | 406 |
| Public Health League | 106 |
| Earl Warren Committee | 106 |
| Robt. Bushwell, Attorney General, Mass. | 370 |
| Warren for Gov. Comm. | 305 |
| Breakfast Club Coffee | 188 |
| Comm. for State Improvement—Mass. | 151 |

GRAND TOTAL \$15,593,125

Mutual Broadcasting System 1942 Sponsor Expenditures

| | |
|---------------------------------------|--------------|
| Bayuk Cigars, Inc. | \$973,072.13 |
| Gospel Broadcasting Ass'n. | 929,698.11 |
| Coca-Cola Co. | 612,981.91 |
| Gillette Safety Razor Co. | 601,670.58 |
| General Mills | 510,371.65 |
| Pharmaco, Inc. | 117,057.26 |
| General Cigar Co. | 118,087.76 |
| R. B. Sender, Inc. | 138,916.20 |
| Voice of Prophecy, Inc. | 108,236.00 |
| Anacin Co. | 333,738.20 |
| Whitehall Pharmaceutical Co. | 321,712.88 |
| Richfield Oil Corp. of N. Y. | 301,729.50 |
| The Wander Co. | 277,925.65 |
| Young People's Church of the Air | 275,561.26 |
| Lutheran Laymen's League | 175,936.16 |
| Standard Brands, Inc. | 171,865.00 |
| Land O'Lakes Creameries, Inc. | 170,392.26 |
| Zonite Products | 161,108.00 |
| Pilgrim Hour | 135,237.15 |
| Schenley Import Corp. | 111,666.77 |
| The Barbasol Co. | 117,883.96 |
| Studebaker Corp. | 112,510.00 |
| Detroit Bible Class | 100,010.61 |
| Campana Sales Co. | 95,751.80 |
| Conti Products Inc. | 71,727.00 |
| D. L. & W. Coal Co. | 61,368.66 |
| Howard Clothes, Inc. | 59,631.00 |
| People's Church, Inc. | 56,870.28 |
| Marrow's Inc. | 10,108.29 |
| Hecker Products Corp. | 39,597.00 |
| Benson & Hedges | 35,101.08 |
| Riggio Tobacco Corp. | 29,730.00 |
| Wesley Radio League | 28,065.66 |
| Gotham Silk Hosiery Co. | 21,139.50 |
| Pabst Sales Co. | 19,326.31 |
| Lumbermen's Mutual Casualty Co. | 17,131.06 |
| Iglehart Bros. | 13,671.38 |
| American Bird Products, Inc. | 9,386.25 |
| Standard Oil Co. of N. J. | 7,368.19 |
| Garrett & Co. | 6,696.00 |
| Pepperell Mfg. Co. | 6,352.00 |
| Chase Brass & Copper Co. | 5,387.50 |
| Paramount Pictures | 5,001.50 |
| Western Conference of Teamsters | 2,961.00 |
| The Bullard Co. | 2,697.50 |
| Worumbo Mfg. Co. | 1,972.50 |
| Diebold Safe & Lock Co. | 1,315.50 |
| Lansdowne Steel & Iron Co. | 252.00 |
| Locally Sponsored | 761,729.63 |

TOTAL \$9,636,122.10

National Broadcasting Co. 1942 Sponsor Expenditures

Not Available



**BROADCASTING
INDUSTRY IN 1942
GROSSED OVER
\$250,000,000 ...**

*DID YOU GET YOUR SHARE . . .
ARE YOU PLANNING TO
GET IT DURING 1943?*

Spot Sales, inc.

● **NEW YORK:** 400 Madison Ave., ELdorado 5-5040
*LOREN WATSON * PEGGY STONE*

● **CHICAGO:** 360 N. Michigan Ave., Franklin 8520
*PETERSON KURTZER * AILEEN PHILLIPS*

● **SAN FRANCISCO:** 3rd & Market St., Exbrook 3558
JOHN LIVINGSTON

★ RADIO STATION REPRESENTATIVES ★

JAMES L. ALEXANDER

Toronto—Concourse Bldg., James L. Alexander, Manager.....Adelaide 9594
Montreal—Drummond Bldg., M. Normandin, Manager.....Harbour 6448
Stations—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKTB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

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—Electric Railway Chambers, P. H. Gayner.....96-861
Vancouver—543 Seymour St., J. E. Baldwin.....Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, 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.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterboro, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlotte-town, P. E. I.; CHAD, Amos, Que.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKRN, Rouyn, Que.; CKVD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CJRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg.Belair 3325
 M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. Wilson, Sales Director; S. Vineberg, Program Director; B. Stewart, Script Director; B. Berlin, Talent Director; J. O. Denis, French Director; B. Całanna, French Scripts; J. Feldman, Recording Department; R. O. Stevson, Manager of Syndicated Transcription 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.
(Editor's Note: This firm is closed for the duration.)

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.

WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg.....Richmond 6184
 Walter Biddick, Manager; M. Cornell, Guy Mead, M. Thompson, R. Katz.
San Francisco—Monadnock Bldg., R. J. Bidwell, Manager.....
Stations—WSGN, Birmingham, Ala.; KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KTRB, Modesto, Calif.; KLS, Oakland, Calif.; KPRO, Riverside, 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.; KDNF, Casper, Wyo.; KPOW, Powell, Wyo.

R. J. BIDWELL COMPANY

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

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Avenue.....Superior 8660
 John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Blake Blair.
New York City—341 Madison Avenue.....Murray Hill 9-6084
 George Bolling, Vice-President; Richard Buckley, William Weldon, Thomas B. Coleman, Robert Hill Bolling.
Los Angeles—438 Chamber of Commerce Bldg., Carleton E. Coveny.....Prospect 3584
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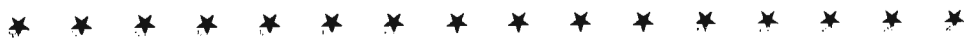
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Services Offered: Radio audience surveys;
air-checks of broadcast schedules; market
analyses; media coverage data.

*(Editor's Note: This firm is closed for the
duration.)*

BUREAU OF RESEARCH IN EDUCATION BY RADIO

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

Director.....A. L. Chapman
Secretary.....Nadine Wilson
Assistants.....Elizabeth Berg,
Helen Kelley, Jerry Barnes, Camille
Lyons, Janice Lyons.

Services Offered: Non-commercial re-
search service; research results utilized in
the planning, writing, production and evalua-
tion of educational radio programs; educa-
tional radio equipment studies; listening-
time studies; listener-effect surveys.

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 maps, economic maps,
charts, trade paper advertising, brochures,

dramatized sales presentation, complete pro-
motion plans, trade area counsel on FM
applications.

CALIFORNIA ASSOCIATES

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

President.....John B. Knight
Manager.....Geraldine Parker
Advertising Director.....Wade Crosby
Secretary.....Sylvia Clawson

Branch Office

300 Montgomery St., San Francisco, Calif.
Phone: Exbrook 0600

Services Offered: Public opinion surveys;
market analysis; business research.

CANADIAN FACTS

11 Jordan Street, Toronto, Ont., Canada
Phone Adelaide 2067

General Manager.....N. P. Colwell
Director of Field Personnel

Barbara Houston
Sales Manager.....John F. Graydon

Branch Offices

Operating branches in 130 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, opin-
ion studies, government work, market condi-
tion forecast and checks on effectiveness of
various media.

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.

COMMERCIAL SERVICES, INC.

2011 Park Avenue, Detroit, Mich.

Phone: RAndolph 1485

President-General Manager

Richard W. Oundersluys

Vice-President.....Keith G. Cone

Production Manager.....Margaret McMillan

Services Offered: Telephone surveys, roster recall surveys, consumer and dealer studies, copy testing, market investigations.

•

ROBERT S. CONLAN & ASSOCIATES

New York Life Bldg., Kansas City, Mo.

Phone Victor 1973

Principal.....Robert S. Conlan

Associates.....Edward I. Heaton,

Carrie J. Conlan, Gladys Zander

Branch Office

Republic Bank Bldg., Dallas, Texas

Phone: Central 6017

In Charge.....William L. Stout, Jr.

Services Offered: Listener surveys, market research.

•

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

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

Phone, LOngacre 3-1454

General Manager.....A. W. Lehman
Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); Robert B. Brown (Bristol-Myers Co.); L. D. H. Weld (McCann-Erickson); F. B. Ryan, Jr. (Ruthrauff & Ryan); John L. Bogert Standard Brands); A. W. Lehman, General Manager.

Services Offered: The Cooperative Analysis of Broadcasting, Inc., is a non-profit membership corporation. Its purposes are: collection, for information of its members, of information, statistics, and data related to advertising through the medium of radio broadcast; evaluation of the popularity of various radio broadcast programs in relation one to the other; studies of the habits of those who listen to radio broadcast programs and of the uses by such listeners of radio receiving instruments; and generally, the collection and dissemination of information, statistics and data applicable, directly or indirectly, to the use of wireless telegraphy for the transmission of messages or the entertainment or education of the listening public.

CROSSLEY, INC.

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

Phone BRyant 9-5462

President.....Archibald M. Crossley

Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

•

ELLIOTT-HAYNES, LTD.

(Radio Research Division)

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

President.....Walter E. Elliott

Vice-President.....W. Paul Haynes

Secretary-Treasurer.....Ernest Comte

Offices

Sun Life Bldg., Montreal, P. Q., Canada

(Also offices in Halifax, Winnipeg and Vancouver.)

Services Offered: Radio audience and listening surveys using, with permission, the C. F. Hooper, Inc., technique and formula (telephone co-incidental); reports are released fortnightly with the first report of the month carrying complete data on evening listening and the second report carrying complete data on daytime listening.

•

EVALUATION OF SCHOOL BROADCASTS PROJECT

Ohio State University, Columbus, Ohio

Phone, University 3148, Ext. 707

Director.....I. Keith Tyler

Associate Director.....Norman Woelfel

Research Associates.....R. R. Lowdermilk,

J. Robert Miles, Scerley 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 educators on planning and production of school broadcasts and children's programs. (This project has published 40 bulletins on a variety of problems relating to the educational use of radio; bulletins are available from the project at cost. Five books covering the executive field thoroughly and systematically are being published under the title "Radio In Education Series". The project, which will be completed this year, 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.

*(Editor's Note: This firm is closed for the
duration: Mr. Felix is a Captain in the
United States Army.)*

C. E. HOOPER, INC.

22 East 40th St., New York, N. Y.
Phone, LExington 2-3000

President.....C. E. Hooper
V-P & Manager, Station Audience Reports
Fred H. Kenkel
Manager, Radio Program Reports
Dorothy M. Behrens
Research Consultant....Dr. M. N. Chappell
Branch Office
1709 West 8th St., Los Angeles, Calif.
Phone: Federal 7777

Manager.....Ruth Arnold
Services Offered: Radio audience and list-
ening survey specialists, publishers of
monthly "Hooper Radio Reports"—(National
daytime programs, national evening pro-
grams, 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.....William L. Henry
Branch Offices
78 Offices Throughout
United States and Canada
Services Offered: Commercial research.

INDUSTRIAL SURVEYS CO., INC.

250 Park Ave., New York, N. Y.
Phone: PLaza 3-8176

President.....H. L. Churchill
Vice-President.....Jean Stewart
V-P & Secretary-Treasurer....H. C. Trainor
Research Director.....S. G. Barton
Branch Office
111 W. Jackson Blvd., Chicago, Ill.
Phone: Wabash 3363

Vice-President.....Stanley Womer
Services Offered: General marketing re-
search via interview or controlled mail;
radio coincidentals (permanent staff in 20
cities); studies of radio listening related to

product purchases of a national fixed panel
of 2,000 families: retail store audits; ma-
chine tabulating.

NATIONAL RADIO RECORDS

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

President.....N. Charles Rorabaugh
Executive Vice-President.....Fulton Dent
Services Offered: Monthly spot advertis-
ing reports; confidential statistics revealing
spot activity of national and regional adver-
tisers.

A. C. NIELSEN COMPANY

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

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, PFennsylvania 6-7126

Services Offered: Market research work
including the publication of indexes on the
drug, food, liquor, radio and British busi-
ness.

**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 effec-
tiveness of various media of communica-
tion; sociological and psychological com-
position of radio audiences; audience to
different types of programs; techniques of
measurement of coverage and effectiveness of
media of communication; techniques of
measuring likes and dislikes of programs.

**OFFICE OF RESEARCH—
RADIO DIVISION**

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

Director.....Dr. John G. Peatman
Services Offered: Psychological aspects of
market research; surveys and analyses for
the music industries and advertising agen-
cies; weekly Audience Coverage Index Re-
port; national survey of popular music
broadcast on national networks. ("Net-
work Song Favorites" published weekly in
RADIO DAILY).

THE PULSE OF NEW YORK, INC.

500 Fifth Ave., New York, N. Y.
Phone: LAckawanna 4-8035

Director.....Sydney Roslow

Services Offered: Measurement of radio audiences locally or combined for the Atlantic coast area; analysis of radio program audiences and the sales effectiveness of radio programs; studies of the relationship between radio listening and other related questions.

•

RADIO REPORTS, INC.

220 East 42nd St., New York, N. Y.
Phone: MURray Hill 2-3564

President.....Edward F. Loomis
Vice-President.....P. R. Richer
Secretary.....Elsie D. Shipman

Branch Office

617 S. Olive St., Los Angeles, Calif.
Phone: Van Dyke 4084

Manager.....Richard Wilkes

Services Offered: Daily and weekly digests of radio opinion; verbatim texts of radio addresses, comment, dramatization, news reports, etc., based on electrical recordings; verbatim texts of radio commercials.

•

REGAN SERVICE

1085 Monadnock Bldg., San Francisco, Calif.
Phone DOuglas 4475

Owner-Manager.....James L. Regan

Services Offered: Personnel surveys in stores, hotels, restaurants, banks, transportation systems; purchase tests; comparison shopping.

•

ELMO ROPER

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-7164

Executives.....Elmo Roper, Arthur B. Chivvis, Carolyn W. Crusius, 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
Denmore A. Ross
Vice-President-General Sales Manager
Clifford B. Ross
Secretary.....Frank X. Miske

Branch Offices

59 E. Van Buren St., Chicago, Ill.
642 Book Bldg., Detroit, Mich.
872 Hanna Bldg., Cleveland, Ohio
913-915 Berger Bldg., Pittsburgh, Pa.
606 West Wisconsin Ave., Milwaukee, Wisc.
740 Union Trust Bldg., Cincinnati, Ohio
320 N. Meridian St., Indianapolis, Ind.
817-18 Metropolitan Bldg., Boston, Mass.
17 Court St., Buffalo, N. Y.
Market St. National Bank Bldg., Philadel-
phia, 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.
1051-53 Monadnock Bldg., San Francisco,
Calif.
1904 Third Ave., Seattle, Wash.
Tower Petroleum Bldg., Dallas, Texas
903 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.
207-208 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, con-
sumer and dealer studies, radio studies, sales
planning and testing.

•

GREGORY GUY WILLIAMS

1137 Board of Trade Bldg., Kansas City, Mo.
Phone: Victor 0553

Owner.....G. G. Williams

Services Offered: Grain statistical studies; market surveys; wheat, rye, corn and grain market forecasts.

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.....William J. Kelly
Business and Sales Manager.....Walter E. Moss

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

President.....Herbert Moore

Reuters

New York—50 Rockefeller Plaza.....Circle 6-3960

Executives

Manager.....D. Kimpton Rogers
News Editor.....Robert Vivian
Accountant.....Douglas Rowley

Transradio Press Service, Inc.

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

Executives

President.....Herbert Moore
Vice-President-Editor.....Dixon Stewart

United Press Associations

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

Executives

President.....Hugh Baillie
Vice-President & General Business Manager..E. M. Williams
Radio News Manager.....Phil Newsom
Radio Sales Manager.....A. F. Harrison

AMP

MUSIC · LICENSE

**ESSENTIAL · TO
FINE · PROGRAM · BUILDING**

ASSOCIATED · MUSIC · PUBLISHERS · INC
25 WEST · 45TH STREET · NEW · YORK · CITY

ADVERTISING ★ AGENCIES ★

The following listing includes agencies placing network and important spot business during 1941 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

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

AARON & BROWN

1411 Walnut St., Philadelphia, Pa.
 Phone LOcust 2282
 ANPA
Officers

President.....M. W. Aaron
 Vice-President.....E. L. Brown
 Secretary-Treasurer.....Lon Jourdet
 Radio Director.....E. L. Brown

ADVERTISERS BROADCASTING CO., INC.

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

President.....Z. H. Rubinstein
 Treasurer.....M. Keilson
 Radio Director.....Sholom Rubinstein
 Producer.....Jacob F. Keilson
 Musical Director.....Harry Lubin
 Script Writer.....Jacob I. Freedman
Radio Accounts Placed—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee, Grape-Nuts Wheat-Meal); Horowitz-Margareten; I. Rokeach & Sons; Lever Bros. (Spry); R. B. Davis Co. (Cocomalt, Davis

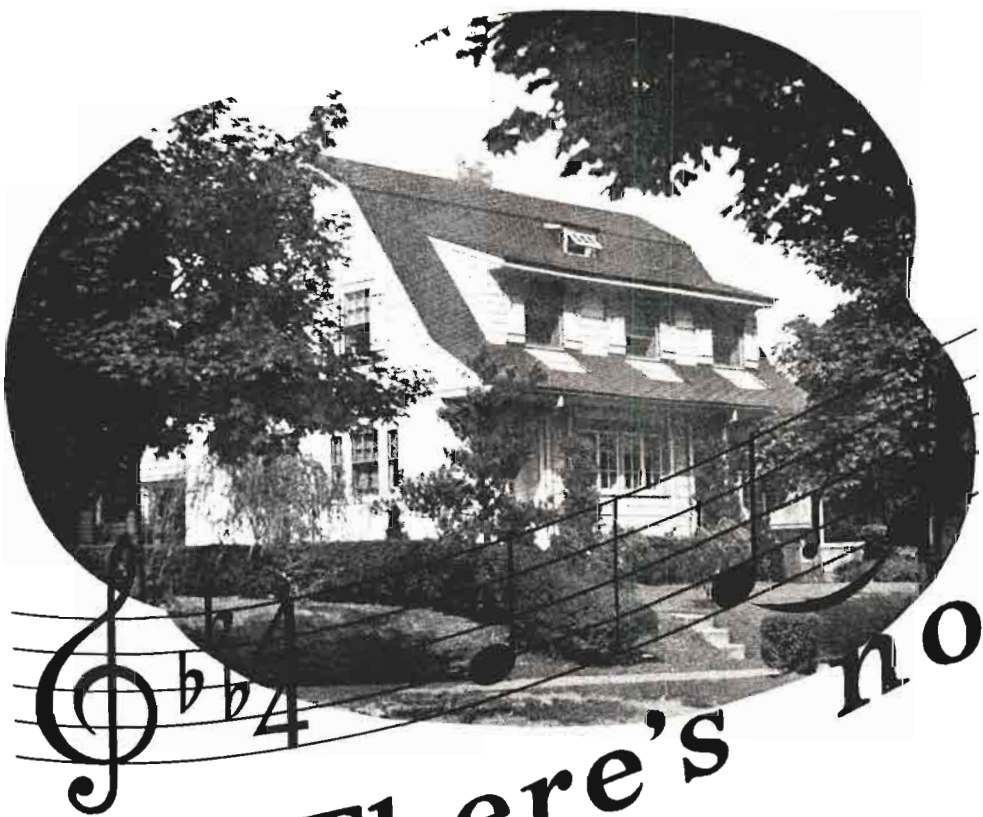
Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co. (Bab-O); International Cellucotton Prod. Co.; Francis H. Leggett Co. (Premier Food Products); The Sun-Rayed Co. (Kemp's Sun-Rayed Tomato Juice); Charles Hansen Laboratory, Inc. (Junket); American Home Products (Anacin, Kolynos Tooth Powder); Best Foods Co. (Heckers' Cream Farina, H-O Oats); Ralston Purina Co. (Ralston, Instant Ralston, Ry-Krisp); Grocery Store Products (Cream of Rice); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine) Pepsodent Co. (Pepsodent Tooth Brushes); Ex-Lax, Inc. (Ex-Lax, Jest).

ADVERTISING, INC.

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

*First Advertising Agency Group
 Officers*

President.....J. Lynn Miller
 Vice-President.....M. T. Miller
 Secretary-Radio Director..Alicia G. Smithers



There's no

One of the 20 best radio advertisements of 1942, selected by H. M. Heberer, Professor of Radio Advertising, Kansas State College of Agriculture and Applied Science. The advertisement appeared in November and December trade journals.

ACCEPTANCE
IS
THE YANKEE
NETWORK'S
FOUNDATION

THE YANKEE

Member of the Mutual

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS



place like home;
for Selling
by RADIO!

The first requisite is to get your messages in the home—not now and then, but every day! Not as a casual visitor, but on stations that are welcomed as long established friends and neighbors.

Unless you are a native born New Englander, unless you know their characteristics, habits and qualities of loyalty you can't appreciate how important this is.

Yankee Network hometown stations are "friends" of years standing, known and preferred in the 21 key markets they have faithfully served.

The consistent success attained by scores of leading national advertisers is the most significant and convincing evidence that the sales-way to New England is through Yankee Network's "accepted" stations.

NETWORK, INC.

Broadcasting System

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

Art Director.....M. F. Riggs
 Production Manager.....Aubrey F. Watson
 Office Manager.....Mildred Mahoney
Radio Accounts Placed—Southern Dairies,
 R. F. & P. Railroad, Richmond Maid Mfg.
 Co., Henry R. Haase Furs, The Young Men's
 Shop.

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
 Philadelphia, Pa.
 Phone Rittenhouse 7810
 AAAA — ABC — NOAB — ABP — ANPA
 APA — PPA

Officers
 Senior Partner-Radio Director..H. H. Kynett
 PartnerA. K. Aitkin
 PartnerM. E. Goldman
Radio Accounts Placed—Stephano Bros.;
 Phillips Packing Co.

ALLEN & REYNOLDS, INC.

833 Insurance Bldg.
 Omaha, Nebr.
 Phone Atlantic 4445
 ANPA—APA

Officers
 President-TreasurerEarl Allen
 Executive-Vice-President-Secretary.....
 Milton H. Reynolds
 Vice-President.....Harold Roll
 Vice-President.....Robert Savage
 Vice-President-Radio Director
 Harry Bromberg

ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York, N. Y.
 Phone Columbus 5-4868
 PPA — ANPA

Officers
 President.....T. H. Anderson, Jr.
 Vice-President.....H. H. Smith
 Secretary-Treasurer.....Lewis G. Van Akin

Branch Office
 821 15th St., N.W., Washington, D. C.
 Phone NA 7142
Radio Accounts Placed—Alexander Smith
 & Sons Carpet Co. (National spot, F.
 Schumacher & Co. (national spot), Dry Dock
 Savings Institution (local).

**ANFENGER ADVERTISING
 AGENCY, INC.**

1706 Olive St., St. Louis, Mo.
 Phone Chestnut 6380
 AAAA—ABP—ANPA—PPA

Radio Director.....Vernon L. Morelock
 Asst. Radio Director.....Lynn Westbury

Branch Office
 1014 Canal Bldg., New Orleans, La.
 Phone RAYmond 0845
 Manager.....Walter Winius
Radio Accounts Placed—Falls City Brew-
 ing Co., Jackson Brewing Co., Seven-Up
 Bottling Co., Jefferson Hotel, St. Louis Dairy
 Council, Reardon Co., Lion Oil Refining Co.

ANIOL & AULD

Smith Young Tower, San Antonio, Tex.
 Phone Fannin 9147

Officers
 President.....Claude B. Aniol

**ASSOCIATED ADVERTISING
 AGENCY, INC.**

Florida Natl. Bank Bldg., Jacksonville, Fla.
 Phone 3-1253
 ABP—SNPA—APA

Officers
 President.....M. Thayer Newman
 Executive Vice-President (in charge of radio)
 Hunter Lynde

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.
 Phone MOhawk 4-8795
 ABP—ANPA—PPA

Officers
 President.....J. W. Atherton
 Vice-President.....G. M. Spencer
 Secretary.....W. T. Tieman
 Treasurer.....H. P. Francis
 Time Buyer.....Wm. T. Tieman
 Asst. Time Buyer.....N. Rothstein

Branch Office
 100 Adelaide St., Toronto, Ont., Canada
Radio Accounts Placed — Cuticura,
 Humphreys. Eno. North American Dye Corp.

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.
 Phone Randolph 0830
 ANPA — ABP — PPA — APA

Officers
 PresidentJames T. Aubrey
 Vice-PresidentsJohn C. Moore,
 L. T. Wallace, John J. Finlay, L. O.
 Wilson, John H. Dunham.

Radio Time Buyer-Production..John H. North
Radio Accounts Placed—Campana Sales
 Co., Chicago Motor Club, Chicago Solvay
 Coke Co., International Harvester Co.,
 The Hub, Henry C. Lytten & Sons, McIlhenny
 Co., McKenzie Milling Co., Old Colony
 Beverages, Orange-Crush Co., Williamson
 Candy Co.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia, Pa
 Phone Lombard 0100
 ANPA — PPA — ABP

Officers
 PresidentH. A. Batten
 Executive Vice-President..Gerold M. Lauck,
 Clarence L. Jordan

• • • **ADVERTISING AGENCIES** • • •

Vice-President In Charge of Radio,
H. L. McClinton
Assistants.....H. C. Sanford.
Max Wylie
Business Manager.....Robert Collins
Chief Time Buyer.....T. J. McDermott
Talent.....R. A. Mortensen
Copy Chief.....James E. Hanna
Program Promotion.....Russell E. Pierce

Branch Offices

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-0200
Vice-President.....Edward R. Dunning
Vice-President in Charge of Radio,
H. L. McClinton
Statler Office Bldg., Boston, Mass.
Phone Hubbard 4970
Manager.....E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Vice-President.....Sterling E. Peacock
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2534
Vice-President.....Carl J. Eastman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 3800
Vice-President.....T. L. Barnard

Radio Accounts Placed—American Export Lines, Atlantic Refining Co., Bell Telephone System, Paul F. Beich Co., Berlitz School of Languages, Clicquot Club Co., DeBeers Consolidated Mines, Ltd., J. B. Ford Co., Granat Bros., Goodyear Tire & Rubber Co., Hawaiian Pineapple Co., Dr. Hess & Clark, Inc., Hill Bros. Coffee, Inc., Illinois Bell Telephone Co., International Correspondence Schools, Kerr Chickeries, Michigan Bell Telephone Co., Polk-Miller Products Corp., Price Flavoring Extract Co., Sheffield Farms Co., Steinway & Sons, Supplee-Wills-Jones Co., Webster-Eisenlohr, Inc.

**BADGER AND BROWNING
& HERSEY, INC.**

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-3720
ANPA — PPA — ABP

Officers

President.....R. W. Hersey
Chairman of Board.....J. L. Badger
Treasurer.....F. S. Browning
Radio Director.....Mrs. Marjorie de Mott
Time Buyer.....H. W. Mallinson, Jr.

Affiliated Agency

Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364

Radio Account Placed—American Chicle Co., Denver Chemical Mfg. Co.

BALDWIN & STRACHAN, INC.

374 Delaware Ave., Buffalo, N. Y.
Phone Washington 6854
ABP—ANPA—PPA

Radio Director.....J. F. Higgins
Radio Accounts Placed—Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co.

**BARLOW ADVERTISING AGENCY,
INC.**

309 Syracuse-Kemper Bldg., Syracuse, N. Y.
Phone 3-0131
APA — PPA — ABP

Officers

President.....E. S. Barlow
Vice-President.....E. S. Crawford
Vice-President.....H. H. Goodhart
Secretary.....E. V. Cole
Production Manager.....F. B. Tompkins
Copy Chief.....J. J. Hines
Art Director.....H. C. Millard
Radio Manager.....J. R. Coleman
Radio Accounts Placed—Dairymen's League Co-operative Association, Inc., Haberle Congress Brewing Co.

BARNES CHASE COMPANY

530 Broadway, San Diego, Calif.
Phone Franklin 7771
ABP—ANPA

Owner.....Norman R. Barnes
Production Manager.....Wm. M. Price
Radio Director.....Ruth F. Almstedt

Branch Office

1121 South Hill St., Los Angeles, Calif.
Phone PRospect 4118

Manager.....E. W. Rutledge

BARRONS ADVERTISING CO.

1737 McGee St., Kansas City, Mo.
Phone HArrison 7730-1
ABP—ANPA—PPA—SNPA—APA

Officers

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
Secretary.....A. W. Durrin
Radio Dept. Heads.....Frank H. Little,
William Rubin

Radio Accounts Placed—Zerbst Pharmacal Co., Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, The Sodiphene Co., Pla-Mor Amusement Co., Kansas City Public Service Co., Glendale Beverage Co., C. H. Stein-Mans Mfg. Co., National Protective Insurance Co., Nourse Oil Co., Sweeney Trade Schools, Inc.

TED BATES, INC.

630 Fifth Avenue, New York, N. Y.
Phone Circle 6-9700

AAAA—ANPA—PPA—
NAOB—ABC—APA—ABP

Officers

President-Treasurer.....Theodore L. Bates
Executive Vice-President.....Joseph R. Busk
Vice President-Secretary...Thomas J. Carnese
Vice-President.....Thomas Buchner
Director of Media-

Asst. Secretary.....Edgar Small
Vice-President and Director of Radio

Tom Revere
Time & Space Buyer.....William C. Dekker
Assistant Treasurer.....Carlos Justiz

Radio Accounts Placed—Colgate-Palmolive-
Peet Co. (Colgate Dental Cream, Octagon
Soap Products, Palmolive Brushless and
Lather Shave Cream, Crystal White Soap
Products); Continental Baking Co., Standard
Brands, Inc. (Royal Gelatin, Royal Puddings,
Royal Baking Powder); Carter Products, Inc.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York, N. Y.
Phone Eldorado 5-5800

AAAA—APA—ANPA—PPA—ABP—
ABC—NOAB—SNPA

Officers

Chairman of Board.....William H. Johns
President.....Bruce Barton
Chairman of Executive Committee-

Treasurer.....F. R. Feland
Executive Vice-President.....Alex F. Osborn
Vice-President for Western Offices

John C. Cornelius
Vice-President-Director of Radio,
Arthur Pryor, Jr.

Associate Directors of Radio

(Eastern Office).....Carroll P. Newton
(Western Office).....Wayne Tiss

Radio Producers and Writers,

Homer Flickett, David White, Kenneth
Webb, Kay Winn, Edwin Marshall, Wal-
ter Tibbals, Robert Presnell, Norris
Houghton

Business Manager,

Radio Dept.....Frank Silvernail

Time Buyers.....G. C. Slaybaugh,
Gertrude Scanlan, Ninette Joseph, Gladys
Franklin

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
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Vice-President.....R. B. Barton

Rand Bldg., Buffalo, N. Y.
Phone Cleveland 7915

Vice-President.....Stanley P. Irwin

Grant Bldg., Pittsburgh, Pa.

Phone Grant 8060

Vice-President.....Leon D. Hansen
178 Tremont St., Boston, Mass.

Phone Hubbard 0430

Vice-President.....Francis W. Hatch
Northwestern Bank Bldg., Minneapolis, Minn.
Phone Bridgeport 8881

Vice-President.....H. H. Haupt

Vice-President.....John C. Cornelius
1515 Terminal Tower, Cleveland, Ohio
Phone Prospect 3621

Vice-President.....C. L. Davis
1680 N. Vine St., Hollywood, Calif.

Phone Hollywood 7337

Manager.....Jack Smalley
Radio Director.....Wayne Tiss

Russ Bldg., San Francisco, Calif.

Phone Garfield 1017

Manager.....Charles H. McDougall
Pacific Mutual Bldg., Los Angeles, Calif.

Manager.....W. B. Geissinger

Radio Accounts Placed—American Cran-
berry Exchange; Armstrong Cork Co.; Boston
Edison Co.; The Boston Globe; Corning
Glass Works; Consolidated Edison; The Cur-
tis Publishing Co.; Cream of Wheat Corp.;
E. I. du Pont de Nemours & Co.; Fenn Bros.;
Fort Pitt Brewing Co.; Gamble Stores;
General Baking Co.; General Electric
Co.; B. F. Goodrich Co.; Hoffman Bev-
erage Co.; Household Finance Corp.; Lever
Bros. Co.; Liberty Mutual Insurance Co.;
Lyon Van & Storage Co.; M. J. B. Co.;
Marine Midland Trust Co.; Minneapolis
Brewing Co.; Mount Royal Importers; Mut-
ual Savings Bank Assn. of Mass.; Murine
Co.; Nehi Corp.; North American Co.; North-
ern Pump Co.; N. Y. Telephone Co.; Pen-
nick & Ford, Ltd.; Reader's Digest Assn.;
Sader Sales, Inc.; Saturday Evening Post;
F. & M. Schaefer Brewing Co.; Southern New
England Telephone Co.; Spirella Co., Inc.;
Standard Oil Co. of Calif.; Tennessee Coal,
Iron & R. R. Co.; William Underwood Co.;
United Fruit Co.; U. S. Steel Corp.; Wildroot
Co.

BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston, Mass.
Phone Kenmore 3820

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Treasurer.....Royal W. Leith
Secretary.....Dorothy Dodge

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

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Radio Dept. Business Mgr.....Walter Craig
 Production Head, Radio Programs,

Kirby Hawkes

Branch Offices

Equitable Bldg., Hollywood, Calif.

Phone Hillside 9151

Production Head.....Mann Holiner
 Radio Time Buyer.....Franklin Owens

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

BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York, N. Y.

Phone Lexington 2-7550

ABP—ANPA—PPA—NOAB—APA—

AAAA—PPA

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 Executive Vice-President.....Stewart Wark
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Radio Accounts Placed—Griffin Manufacturing Co., Inc.; O'Sullivan Rubber Co.; E. Fougere & Co.; Delephanty Institute; Chasers, Inc.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-9300

ANPA — PPA — ABP

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 Secretary.....Anna Hauptman
 Radio & Station Relations Manager

Bernard Procter

Executive Radio Producer.....Vick Knight
 Dramatic Radio Director.....Charles Martin
 Time Buyer.....Richard Lewis
 Radio Research.....Edith Oliver

Branch Office

6111 Sunset Boulevard, Hollywood, Calif.

Officers

Manager.....John Rider
 Executive Radio Producer.....Vick Knight

Radio Accounts Placed — Bulova Watch Co., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches, Eversharp, Inc., Procter & Gamble Co. (Lava Soap), Hills Bros., San-Nap-Pak Co.

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Phone Dearborn 0900

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Branch Office

247 Park Ave., New York, N. Y.

Phone Wickersham 2-2700

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 Vice-Presidents.....Anne Hummert,
 Maurice H. Bent, George G. Tormey
 Vice-President and Radio Time Buyer

Robert A. McNell

Manager, Media Department..E. W. Federer

Radio Accounts Placed—Affiliated Products, Inc., Anacin Co., Axton-Fisher Tobacco Co., Bayer Co., Bi-So-Dol Co., A. S. Boyle Co., Florida Citrus Commission, General Mills, Inc., Knowlton Danderine Co., Kolynos Co., Midway Chemical Co., Mystic Laboratories, 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., Falstaff Brewing Corp.

THE BLACKSTONE COMPANY

221 W. 57th St., New York, N. Y.

Phone Circle 7-7888

Officers

Radio Department.....Jack Steiner,
 Milton Blackstone

THE BLAINE THOMPSON CO.

234 West 44th St., New York, N. Y.

Phone BRyant 9-2480

ANPA — PPA

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 Radio Director.....Marlo Lewis

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Phone Court 6565

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Secretary-Treasurer.....A. A. Logan
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GARDNER**

115 SW 4th, Portland, Oregon
Phone Atwater 9541

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Branch Offices

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

Vice-President.....C. P. Constantine
350 Russ Bldg., San Francisco, Cal.
Phone Eakbrook 7565

Vice-President.....Stanley G. Swanberg
323 Petroleum Bldg.,
Los Angeles, Cal.
Phone Prospect 0206

Manager.....Hassel W. Smith

**STANLEY G. BOYNTON-NATIONAL
RADIO NETWORKS**

424 New Center Bldg., Detroit, Mich.
Phone TRinity J-2552

ABP--ANPA--PPA

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Vice-President.....L. C. Boynton
Secretary-Treasurer.....J. Burbank
Radio Accounts Placed — Detroit Bible
Class, Wesley Radio League, Blake Orange
Growers, Berca Tabernacle, Brennem Mem-
orial, Rainbow Hour, My Old Kentucky
Home.

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ADVERTISING AGENCY**

Post Building, Salisbury, N. C.
Phone 900

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Treasurer.....Albert Monroe
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Radio Accounts Placed—Stanback Co., R. J.
Reynolds Tobacco Co. (Brown's Mule Plug
Tobacco), Duke Power Co.

BRESNICK & SOLOMONT

120 Boylston St., Boston, Mass.

Phone Liberty 4732

ABP--ANPA--PPA

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Principal.....Chester L. Solomont
Account Executives.....Joseph Blue,
George J. M. Riseman

Radio Accounts Placed—Federal Savings &
Loan Assn. of New England, Dawson's
Brewery, Inc.

BRISACHER, DAVIS & VAN NORDEN

310 Crocker Bldg., San Francisco, Calif.
Phone Garfield 0276

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Account Executive.....Charles H. Gabriel

Branch Offices

Petroleum Bldg., Los Angeles, Cal.
Phone Prospect 9368

Robert J. Davis, Louise Ludke,
250 Park Ave., New York, N. Y.

Phone, Plaza 8-1634

Vice-President.....R. T. Van Norden

Radio Accounts Placed—Acme Breweries,
West Coast Soap Co., Peter Paul, Inc., Dairy
Belle Farms, Macey Jewelry Co., Inc., Mooris
Clothing Co., Par Soap Co., Shane Diagnostic
Foundation, The Shasta Water Co., Standard
Beverages, Sunset Magazine, Westland Life
Insurance Co.

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

82 Hancock Ave., East, Detroit, Mich.
Phone Columbia 0860

317 Madison Ave., New York, N. Y.
Phone Murray Hill 6-1800

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Williams, Walter C. Ayers, Blount Slade
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Production Managers.....Fred P. Zick,
William Miller

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.

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416 W. 8th St., Los Angeles, Calif.
Phone TRinity 0558
ANPA

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Space and Time Buyer.....A. R. Brooks
Radio Accounts Placed—Bekins Van & Storage Co., Bekins Moving & Storage, Golden West Food Products.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
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Secretary.....E. M. Reitz
Radio Time Buyer.....C. Georgi, Jr.
Radio Account Placed—Oldsmobile Division of General Motors Sales Corp.

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone Circle 7-7661
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Secretary and Radio Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman
Radio Time Buyer.....Rac Elbroch
Radio Traffic.....Milton Turin
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., Fashion Frocks.

BUCHANAN & COMPANY, INC.

1501 Broadway, New York, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA

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Secretary-Treasurer.....L. J. Seeger
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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. Goodrich Co., Bendix Aviation Corp., Flamingo Sales Co., Rainier Brewing Co.

BUCHANAN-THOMAS ADVERTISING CO.

412 So. 19th St., Omaha, Nebraska
Phone AT 2125
ABP—ANPA—PPA

Officers

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Partner.....L. H. Thomas
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LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.
Phone Central 5959
AAAA — ANPA — PPA — APA

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Executive Vice-President.....R. N. Heath
Secretary-Treasurer.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....John Olson
Director of Radio.....Burke C. Herrick
Radio Accounts Placed—Network: Pure Oil Co.; National Spot: Lumbermen's Mutual Casualty Co.; Brown Shoe Co.; Pure Oil 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

HAROLD CABOT & CO., INC.

24 Milk St., Boston, Mass.
Phone HANcock 7690
AAAA—ANPA—APA

Officers

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

CAHN-MILLER, INC.

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

Officers

PresidentLouis 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.

CALKINS & HOLDEN

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6900

AAAA—ABP—ANPA—PPA—
PRB—SAAA—SNPA

Officers

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Radio Dept. Manager.....J. J. Griffin
Asst. Manager.....H. W. Barley

Branch Office

333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn
Radio Accounts Placed—Van Camp's, Inc.,
Oakite Products, Inc.

CAMPBELL-EWALD CO., INC.

(Eastern Division)

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

AAAA — ABP — ANPA — PPA
NOAB — ABC

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Blodgett, J. L. Spencer
Time Buyer.....E. A. Elliott

Branch Offices

1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670
Manager.....Emmett Deady

CAMPBELL-EWALD CO.

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

AAAA — ANPA — ABP — PPA

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Vice President-Media Director.J. J. Hartigan
Radio Executive.....G. C. Packard

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230 N. Michigan Ave.,
Central 1946
Chicago, Ill.
Manager.....E. W. Clements

THE CAPLES COMPANY

230 Park Ave., New York, N. Y.
Phone MURray Hill 6-6500
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225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President-Secretary-Treasurer,
R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107

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

Manager.....Arthur Caron
Radio Accounts Placed — American Ex-
press; Union Pacific Railroad; Chicago &
North Western Railway; Railway Express
Illinois Central.

CARY-AINSWORTH, INC.

908-10 Liberty Bldg., Des Moines, Iowa
Phone 4-0375

ABP—ANPA—PPA—APA

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Vice-President.....David Ainsworth
Secretary.....Evoenne Kordick
Time Buyers.....R. H. Cary,
Evoenne Kordick
Production Manager.....Harold Wierwill
Radio Accounts Placed—Chamberlain Sales
Corp., Celweyn Chemical Co., Geppert
Studios.

C. P. CLARK, INC.

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

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

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THE CLEMENTS COMPANY, INC.

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

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Director of Radio.....Alice Clements
Radio Accounts Placed—Network: Modern
Food Process Co., Hecker Products Corp.,
F. G. Voght & Sons.

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Land Bank Building, Kansas City, Mo.
Phone HArrison 3964

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

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New Program Manager.....Hal James
Casting Director.....Isabel Olmstead
Publicity Director.....Joan Geddes
Radio Time Buyers.....William Mallefert,
Frank B. Kemp, Walter Mayer
Program Supervisors.....Robert Wanboldt,
Corlis Wilber, Ted Bell

Branch Offices

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Manager.....L. O. Holmberg
New Center Bldg., Detroit, Mich.
Manager.....R. W. Heizer
Bryant Bldg., Kansas City, Mo.
Manager.....Merrell Boyce
Radio Account Placed—Procter & Gamble
Co. (Ivory Soap, Ivory Flakes, Crisco, P. &
C. Naptha Soap, Fluffo, Barsalou Soap, Duz),
Wheatena Corp., William S. Scull Co. (Boschl
Coffee and Minute-Man Soups), Socony-
Vacuum Oil Co., Kolynos Tooth Powder,
Kelly Springfield Tires, Allis Chalmers Co.

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia.
Phone 2-0221

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COWAN & DENGLE, INC.

527 Fifth Ave., New York, N. Y.
Phone MURray Hill 2-0940

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Officers

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Media Director-Time Buyer...Helen F. Bond

Office Manager.....William Erichs
Radio Accounts Placed—Burry Biscuit
Corp., AA Quality Products, Inc., National
Motor Boat Show.

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee, Wisc.
Phone Daly 3500

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Secretary.....F. Aumueller
Treasurer.....P. A. Schmidt
Director of Media.....L. H. Ness
Asst. Director of Radio.....Loretta Mahar
Radio Accounts Placed—Plankinton Pack-
ing Co., Sperry Candy Co., McConnon & Co.,
Patek Bros., Inc., Phelan-Faust Paint Mfg.
Co., Motor Products Corp. (Deep-freeze Divi-
sion), Dr. L. D. LeGear Medicine Co., Luick
Ice Cream Co.

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago, Ill.
Phone Superior 3061

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Radio Director.....M. E. Blackburn
Radio Accounts Placed—Wheeling Steel
Corp.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis, Mo.
Phone Central 6700

AAAA-ANPA-PPA-ABP-PRB-
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Branch Offices

515 Madison Ave., New York City
Phone Eldorado 5-5435

Vice-President in Charge of
Radio.....Alfred N. Steele
Radio Dept.....Paul Dudley,
Robert Salter, Yasha Frank, Henry Klein,
Wallace Pflueger

Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158

Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608

J. H. Kinsella

90 Broadview Ave., Toronto, Canada

Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791
ABP—PPA

Officers

President-Time Buyer.....James M. Daugherty
Service Director.....Joseph E. Schmitt
Radio Accounts Placed—Pepsi-Cola Bot-
tlers of St. Louis, Meyer Bros. Drug Co.,
Pick's Dog Food Minerals, St. Louis Dairy
Co.

**DOE-ANDERSON ADVERTISING
AGENCY**

308 Martin Brown Bldg., Louisville, Ky.
Phone Wabash 3193

Officers

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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 Sixth Ave., New York, N. Y.
Phone Columbus 5-4252

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Secretary.....O. A. Kingsbury
Radio Director.....Bert D. Prager
Time Buyer.....Richard Dunkel

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager.....H. L. Morrill, Jr.
Radio Accounts Placed—Scholl Mfg. Co.,
Metro-Goldwyn-Mayer, Atlantic Beer, Rialto
Theatre, Radio City Music Hall.

JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.
Phone Hubbard 8050

Officers

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Executive Vice-President.....E. D. Parent

EASTERN ADVERTISERS' SERVICE

6305 Yucca St., Los Angeles, Calif.
Phone HI 3137

Manager.....Paul F. Adler

SHERMAN K. ELLIS & CO.

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

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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.,
Pennsylvania Salt Co., Standard Brands, Inc.,
S. B. Thomas, Inc., Piel Bros.

ERWIN, WASEY & CO.

Graybar Bldg., 420 Lexington Ave.,
New York, N. Y.

Phone MOhawk 4-8700

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Treasurer.....A. G. Van Utt
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Copy Chief.....Wm. B. Griffin
Asst. Radio Director.....M. D. Wickett
Radio Production.....Joe Brattain,
Bailey Axton
Time Buyer.....Joe Lincoln

Branch Offices

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230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952

Vice-President.....L. R. Northrup
Erwin Wasey & Co. of Minnesota
Rand Tower, 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., Seck & Kade, S. C. Johnson &
Son, Inc., Humphreys Medicine Co.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York, N. Y.
Phone Caledonia 5-1900

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Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Assistant Radio Director.....Harry Holcombe
Time Buyer.....Tom Lynch
Radio Producers.....Jack Meakin,
Helen Phillips, Bernard Dougall, Hilde-

• • • **ADVERTISING AGENCIES** • • •

garde Dixon, William R. Moore, Harry Holcombe

Radio Accounts Placed—R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Baume Bengue, Pharmaco, Inc.

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400
AAAA — ANPA — PPA — ABP

Officers

President Robert Tinsman
Vice-Presidents..... James O'Brien,
Jules B. Singer, Joseph Beck, Kenneth Plumb, C. G. Wright, Donald Parsons, Gilbert Williams, Macgregor Armiston
Treasurer George Dietrich
General Manager-Secretary..... George Dietrich
Radio Director..... J. S. Davidson
Time Buyer..... Penelope Simmons
Publicity Director..... P. Macy

Radio Accounts Placed—American Safety Razor Corp., Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. J. Trommer Co., General Cigar Co., National Biscuit Co. (for Nabisco Shredded Wheat, Shreddies), Rockwood & Co., Durkee Famous Foods (Durkee's Dressing).

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623
ANPA — PPA

Officers

President..... Harry Feigenbaum
Radio Dept. Manager..... David Wermen

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City, Mo.
Phone Harrison 4890
AAAA — ABP — ANPA — PPA

Officers

President..... C. P. Hanly
Vice-Presidents..... Bruce B. Brewer,
H. M. Montgomery, C. L. Collette, M. G. Pierce
Secretary-Treasurer..... O. P. Luther

New York Office

500 Fifth Ave., New York, N. Y.
Phone LOngacre 5-5000
Manager..... H. M. Montgomery

Chicago Office

111 W. Monroe St., Chicago, Ill.
Phone Central 8333

Manager..... C. L. Collette
Radio Accounts Placed—Skinner Mfg. Co., Nutrena Mills, Inc., Faultless Starch Co., Johnson & Johnson (TEK toothbrushes), Spark-O-Life Co.

LAWRENCE FERTIG & CO., INC.

119 Madison Ave., New York, N. Y.
Phone MURray Hill 4-3300
ABP—ANPA—PPA

Officers

Radio Director..... Henry Bretzfeld
Radio Accounts Placed — Smith-Douglass Co., Inc.

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
AAAA
Officers

Manager..... Jack L. Fisher
Radio Director..... Jack L. Fisher, Jr.
Radio Accounts Placed—Democratic National Committee of New York.

**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
Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse, N. Y.
Phone 2-3129
ABP — ANPA — PPA — APA

Officers

Owner..... John B. Flack
Radio Account Executive

Richard H. Wickham

Radio Accounts Placed—Netherland Dairy, Central New York Independent Super-Markets, Keepsake Diamond Rings, Procino-Rossi Corp.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland, Ohio
Phone Cherry 1490

ANPA
Officers

President.....Robert B. Foley
Radio Director.....Frank J. Cockery
Space Buyer.....Helen M. Little
Radio Accounts Placed—I. J. Fox, Inc.,
The Bing Co., Ohio Floor Covering Co.,
Perry Auto Stores.

FOOTE, CONE & BELDING

(Formerly Lord & Thomas)

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800

AAAA — ANPA — ABP — PPA
Officers

Chairman of the Board.....Don Belding
President.....Emerson Foote
Chairman, Executive Committee

Fairfax Cone

Executive Vice-President...E. I. Harrington
Secretary-Treasurer.....William R. Sachse
Radio Production Manager...Lee Strahorn
Radio Time Buyer.....G. Lemper

Branch Offices

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6600

President.....Emerson Foote
Radio Manager.....E. L. Cashman
Radio Time Buyer.....J. D. Hymes
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651

Chairman of Board.....Don Belding
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355

Executive Vice-President

Eugene I. Harrington

6117 Sunset Blvd., Hollywood, Calif.
Phone Hollywood 6265

Radio Production Manager..Norman Morrell,
James D. Fonda, Arnold Maguire
Assistant Radio Production Managers—
William Gay, T. C. Sawyer, Eugene
Duckwall

Radio Accounts Placed — Albers Milling
Company, All Year Club of Southern Cali-
fornia, American Dairy Association, Ameri-
can President Lines, The American Tobacco
Company, Armour & Company, Beatrice
Creamery Company, Bechtel, McCone & Par-
sons, The Blue Network, Bourjois-Chanel-
Barbara Gould, California Fruit Growers Ex-
change, Californians, Inc., Carnation Com-
pany (Fresh Milk & Ice Cream Division),
Cities Service Company, Commercial Invest-
ment Trust, Inc.

Commercial National Bank & Trust Co. of
New York, Commonwealth Edison Company,
Del Monte Properties Company, Frigidaire
Division, General Motors; Hartwell Aviation
Supply Company, International Cellucotton
Products Company, Jell Well Dessert Com-
pany, Kimberly-Clark Corporation, Lindsay
Ripe Olive Company, Lockheed Aircraft Cor-

poration, Menasco Manufacturing Company,
Milk Industry of San Francisco, Montgomery
Ward & Company, National Broadcasting
Company, New York Central.

Pacific Mutual Life Insurance Company,
People's Gas, Light & Coke Co.; The Pepsodent
Company, Prune Proration Zone No. 1,
Public Service Corporation of Northern Illi-
nois, Purex Corporation, Ltd., RKO Pictures,
Inc., RKO Theatres, Roos Bros., Safeway
Stores, Inc., Schenley Distillers Corp., Secu-
rity First National Bank of Los Angeles,
Southern Pacific Company, Stagg-Finch Dis-
tillers Corp., Sun-Maid Raisin Growers Asso-
ciation, Sunnyside Packing Company, Tide
Water Associate Oil Company, Associated
Division; Union Oil Company, Vega Aircraft
Corporation, Western United Gas & Electric
Company.

FORT & COMPANY

Wilder Bldg., Charlotte, N. C.

Phone 5877
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.

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone Cortlandt 7-5060
ANPA — PPA — ABP — NOAB

Officers

Chairman of the Board...Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer

Victor J. Cevaseo

Vice-President & Secretary..Harold E. Maples
Radio Department.....Richard A. Cullinan

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

HARRY M. FROST CO., INC.

260 Tremont St., Boston, Mass.
Phone Liberty 0813
ANPA—PPA

President.....Karl M. Frost
Treasurer.....Harry M. Frost
Production Manager.....Harold E. Bessom
Secretary.....Harvey P. Newcomb
Radio Director & Time Buyer

Harvey P. Newcomb

Branch Offices

Lynn, Mass.; Worcester, Mass.

Radio Accounts Placed — Durkee-Mower,

• • • **ADVERTISING AGENCIES** • • •

Inc., Celect Baking Co., Cold Spring Brewing Co., Eastern Racing Assn., Eldred & Barbo, National Bakers' Service, Shubert Theatres, Supreme Wine Co., Whipple Co.

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—NOAB

Officers

President (Cleveland).....A. L. Billingsley
 Vice President-Manager.....J. E. Wiley
 Secretary-Treasurer (Cleveland)
 C. C. Reidenbaugh
 Radio Director.....Lee Williams

GANDY ADVERTISING AGENCY

Texas Bank 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.....E. A. W. Schulenburg
 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.

SIDNEY GARFINKEL ADVERTISING AGENCY

26 O'Farrell St., San Francisco, Calif.
 Phone Exbrook 3420
 ABP—NOAB

Officers

President.....Sidney Garfinkel
 Director of Radio.....Walter Guild
Radio Accounts Placed — Skippy Peanut
 Butter, Chemicals, Inc., Hoskins Bros. & Co.,
 Remo Bakery, El Dorado Oil Works, Good
 Foods, Inc., Euclid Candy Co., Valley Church
 of the Air, Kay Jewelry, Mutual Benefit
 Insurance Co.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago, Ill.
 Phone Superior 8191
 ABP — ANPA — PPA

Officers

President.....W. W. Garrison
 Time Buyer.....G. P. Schill
Radio Accounts Placed—Chicago-Milwaukee
 Steamship Line, W. A. Sheaffer Pen Co.
 (foreign).

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York, N. Y.
 Phone Wickersham 2-5400
 AAAA — PPA — ANPA

Officers

PresidentBertram 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.....H. M. Hemstead
 14250 Plymouth Rd., Detroit, Mich.
 Phone Hogarth 5520

Manager.....J. L. McQuigg
Radio Accounts Placed—E. R. Squibb &
 Sons.

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
 Salt Lake City, Utah
 Phone 4-5516
 ANPA — APA — ABP

Officers

President & Treasurer.....M. C. Nelson
 Vice-Presidents.....J. Y. Tipton,
 Lon Richardson
 Secretary.....Virginia Murray
 Space Buyer & Production Manager,
 J. Robert Furner
 Radio Director.....Victor V. Bell

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., First Federal Savings &
 Loan Assn.

GLASER-GOTTSCHALDT, INC.

Statler Bldg., Boston, Mass.
 Phone Liberty 6044
 AAAA — ABP — ANPA — PPA — APA

Officers

President.....Louis Glaser
 Radio Director.....M. Bonanns

Production Manager Thomas F. Eccleston, Jr.
Radio Accounts Placed—Consolidated Rendering Co., Henley-Kimball Co., Gould Negative Ion Co., New England Coke Co., Rose-Derry Co.

RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City, Okla.
Phone 3-5439
ABP—ANPA—SAAA—SNPA

Officers

President.....Ray K. Glenn
Vice-Presidents (Dallas Office) Lowe Runkle,
T. A. Workman
Radio Director.....Lowe Runkle

Branch Offices

1342 Liberty Bank Bldg., Dallas, Texas
Phone CEntral 3334
Manager.....T. A. Workman
1212 Fort Worth Natl. Bank Bldg.,
Fort Worth, Texas
Phone 2-2575

Radio Accounts Placed—The Frito Co.,
Globe Laboratories, Bewley Mills.

GLICKSMAN ADVERTISING CO.

400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716
ABP — ANPA — PPA

Officers

President.....Joseph Glicksman
Vice-President-Secretary.....William Glicksman
Treasurer.....David Glicksman
Radio Director.....Gerald Bruce
Radio Accounts Placed—Adam Hats, Portis
Bros. Hat Co.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747
AAAA—ANPA—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.....Garriek M. Taylor
Space Buyer.....Florence A. Neighbors

Radio Accounts Placed—Service Stores,
Inc., Planters Nut & Chocolate Co., Goldenrod
Ice Cream Co., Planters Edible Oil Co.,
Tatman, Inc., Straus Securities Co., Wyler &
Co.

GOTHAM ADVERTISING COMPANY

2 West 46th St., New York, N. Y.
Phone LOngaere 5-2616
ABP—ANPA—PPA

Officers

Radio Director.....Arthur A. Kron
Radio Accounts Placed—Belgian Information
Bureau, McCann Pure Food Hour, Chi-
chester Chemical Co., Morris Plan Bank.

GRANT ADVERTISING, INC.

1313 Gulf States Bldg., Dallas, Texas
Phone RIVERSide 8121
ABP—ANPA—PPA—PRB—SNPA

Officers

President.....Will C. Grant
Vice-Presidents.....Claude R. Miller,
Pearle Duffey, George C. Bayna, Eugene
W. Cooper

Radio Director.....L. G. Harris
Asst. Radio Director.....Perry Dickey

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone SUPERior 9052
Time Buyer.....George C. Bayne
Radio Dept.....Jimmy McClain,
Allen C. Anthony, Baker Ostrin
30 Rockefeller Plaza, New York, N. Y.
Phone Circle 5-4485

Radio Dept.....John C. Morrow,
Paul de Fur
Edif. Guardiola, Mexico City, Mexico
Phone Eric 14-63-93

Padre Mier 474, Monterrey, Mexico
Radio Accounts Placed—Vick Chemical
Co. (Vitamins Plus), Mars, Inc., Gudahy
Packing Co., American Chief Co. (Bee-
man's).

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.....Harold Lebow
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 43900
ABP — ANPA — PPA — NOAB — APA

Officers

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Talent Buyer.....Maria La Grua
Time Buyer.....Maria J. White
Radio Accounts Placed—William Demuth
& Co. (Hesson Guard-Milano Pipes).

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland, Ohio
Phone MAin 7626
AAAA

Officers

Radio Director.....Earl R. Preble
Radio Accounts Placed Fleetwing Corp.

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179 and 7-7170

Officers

Owner.....Julian Gross
Radio Director.....Geraldine K. Ray
Account Executives.....M. Gold.
William Glicksman

I. R. GWIRTZ

480 Lexington Ave., New York, N. Y.
Phone PLaza 3-7070

Officers

Talent Buyer.....I. R. Gwirtz
Production Director.....I. Gwirtz
Time Buyer.....B. Wise
Radio Accounts Placed—Ben Schwartzman, Larry's Men Clothier, Miller's Furniture Market.

M. H. HACKETT, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1950

ABP — ANPA — PPA — NOAB

Officers

President-Treasurer & Radio Director,
Montague H. Hackett
Vice-President.....Crawford W. Hawkins
Vice-President.....Bernard Pagenstecher
Art Director.....Clifford C. Lozell
Production Manager.....Henry Beinbridge
Time Buyer.....Aida Stearns
Copy Chief.....Allan Legg
Radio Accounts Placed—Riggio Tobacco Corp., V. LaRosa & Sons, Chatham Mfg. Co.

HAMMER ADVERTISING AGENCY

983 Main St., Hartford, Conn.
Phone 5-4883

Officers

Production.....Louis Barlow.
Helen Zimmerman
Account Executive.....M. H. Hammer

HART-CONWAY CO., INC.

15 Exchange St., 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

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. Starek Co., Sawyer Biscuit Co.

THE HEFFELFINGER AGENCY

522 Fifth Ave., New York, N. Y.
Phone VAnDerbilt 6-2450

Officers

President.....Totten Peavey Heffelfinger
General Manager & Radio Director
C. H. Pearson
Publicity and Public Relations Director,
Capt. C. W. Wildrick
Director of Sports Service,
Walter W. Heffelfinger
Branch Office
Chamber of Commerce, 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

ANPA—PPA

Officers

President.....W. B. Henri
Secretary.....W. D. McDonald
Treasurer.....J. F. Hurst
Space Buyer.....Louis C. Paul
Radio Director.....W. Ward Dorrell
Radio Accounts Placed—Network: Hall Bros., Inc., Skelly Oil Co., John Morrell & Co., National Spot: John Morrell & Co., Ballard & Ballard Co., Carolene Products Co., Elatz Brewing Co., Acme White Lead & Color Works.

HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.
Phone Vandike 5111

Officers

President.....David S. Hillman
Vice-President.....Donald A. Breyer
Radio Director.....Donald Breyer
Publicity Director.....J. DeGarmo

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio
Phone MAin 3450

Officers

Owner.....William F. Holland
Copy Chief.....Don Lyons
Art Director.....B. S. Bankhardt
Research Director.....E. S. Fee
Publicity Chief.....Jeff Dickerson
Merchandising Director.....C. J. Schuck

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.....Everett W. Hoyt
Secretary.....C. B. Donovan
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 Gulden,
Inc., American Molasses Co., Merck & Co.,
Burnham & Morrill, Snider Packing Corp.,
E. L. Knowles Co.

THE H S G ADVERTISING AGENCY

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

Officers

President-Treasurer.....H. S. Goodman
Secretary.....H. Knuth
Vice-Presidents.....Everett F. Goodman,
A. D. Parker

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.....Herbert T. Hondji
Account Executives...Herbert T. Hand, Jr.,
Frank Christian

Production Manager.....G. L. Leonard
Secretary.....Francis S. Moulton
Radio Accounts Placed—Rumford Chemi-
cal Works.

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester, N. Y.
Phone Main 3528

APA — ANPA — PPA — ABP

Officers

President.....M. S. Hutchins
Treasurer.....F. I. Hutchins
Secretary.....F. R. Hutchins
Vice-President & Director of Radio
F. A. Hutchins
Vice-Presidents.....J. P. McCarthy,
R. P. Weis

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 3-5680

Vice-President.....Thomas M. Keresey
Radio Accounts Placed—Bayuk Cigars Inc.,
General Baking Co., Packers Tar Soap Inc.,
Young People's Church of the Air.

JOSEPH JACOBS JEWISH MARKET ORGANIZATION

6 E. 46th Street, New York, N. Y.
Phone MUrray Hill 2-6995

President and Director.....Joseph Jacobs
General Manager.....Morris Unger
Time Buyer.....Joseph Jacobs
Talent Buyer and Program Manager

M. Keilson

Production Director.....Sholom Rubinstein
Research, Script and Radio Publicity

David M. Hausdorff, J. J. Freedman

Radio Accounts Placed—Maxwell House
Coffee, Diamond Crystal Salt, Bab-O, R. B.
Davis Co., My-T-Fine Desserts, Cream of
Rice, Premier Food Products, Ralston-Purina
Co., Sanka Coffee, Grape-Nuts Wheat-Meal,
Kemp's Tomato Juice, Colgate Dental Cream,
International Cellucotton Products Co., Koly-
nos Tooth Powder, Hecker Products Corp.,
Anacin, "Junket" Rennet Products.

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.....Philip Meek
Radio Accounts Placed—Dow Drug Co.,
Kroger Grocery & Baking Co., Carter Coal
Co., Miami Margarine, Ten-B-Low.

• • • **ADVERTISING AGENCIES** • • •

**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..... Herman W. Kastor
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.....
Radio Producers & Continuity Writers,
Gordon Gross, Nat C. Wildman, Leslie
Katz

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

Homcr Bldg., Washington, D. C.
Phone District 7400
ANPA—APA—ABP—PA—NAAN

Officers

Owner..... Henry J. Kaufman
Radio Director..... Jeffery A. Abel
Copy Chief..... William F. Sigmund
Art Director..... Eugene Hoover
Space Buyer..... Betty D. Gwyer
Production Director..... Christine Kempton

KAYTON-SPIERO CO., INC.

230 W. 41st St., New York, N. Y.
Phone LOngacre 5-5090
AAAA—ABP—ANPA—PPA—PRB

Officers

President..... Gerald B. Spiero
Vice-President..... Morris Kinzler

Secretary-Treasurer..... Alvin J. Kayton
Time Buyers..... Herman Jacobs,
Philip Scott
Account Executives..... Lawrence Weiner,
Herman Jacobs
Radio Accounts Placed — Twentieth-Cen-
tury Fox Film Corp.

KELLY, ZAHNRDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis, Mo.
Phone Garfield 0777

Officers

President..... C. F. Kelly, Jr.
Vice-Pres. and Treasurer.... W. W. Zahnrndt
Vice-Pres. and Secretary..... V. A. Kelly
Director of Radio..... C. F. Kelly, Jr.
Assistant Director..... W. W. Zahnrndt
Radio Producers..... C. F. Kelly, Jr.,
V. A. Kelly
Radio Continuity Writers.... C. F. Kelly, Jr.,
V. A. Kelly

Radio Accounts Placed — Lutheran Lay-
men's League, Pine Balm Co., Sayman Pro-
ducts Co., Trems, Inc., Democratic Campaign
Committee, Vis-it St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Avenue, New York, N. Y.
Phone PLaza 3-0700
AAAA — ANPA — PPA — ABP — APA

Officers

Chairman of Board..... Otis Allen Kenyon
President..... Thomas D'Arcy Brophy
Treasurer..... Charles Vasoll
Secretary..... Joseph A. Vessey
Director of Radio..... Dwight Mills
Radio Dept..... Robert D. Wolf,
Cynthia Drew, Fritz Blocki

Radio Accounts Placed—Network: Charles
B. Knox Gelatine Co., Standard Brands
(Fleischman's Foil Yeast), Richard Hudnut,
Wesson Oil & Snowdrift, Rock City, Bosco,
Spool Cotton, Kellogg Co. (All-Bran, Gro-
Pup, 40% Bran, Pep, Raisen 40% Bran).

**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
Radio Dept. Manager..... Samm S. Baker
Radio Time Buyer..... Rhoda Kane Powers

Radio Accounts Placed—Penn Tobacco Co.,
Bathasweet Corp., Lorr Laboratories, The
Mennen Co.

KIRCHER, LYTLE, HELTON & COLLETT, INC.

321 West First St., Dayton, Ohio
Phone 2151
ABP — BPA

Officers

President J. Horace Lytle
Vice-President..... R. C. Kircher
Treasurer..... C. B. Helton
Secretary..... Robert Collett
Art Director..... Gustave Sigritz
Production Manager..... Otto Diemer

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. H. 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
Branch Office

925 Chanin Bldg., New York, N. Y.
Phone MUrray Hill 4-3982

625 Market St., San Francisco, Calif.
Phone SUtter 6744

Vice President..... R. W. Stafford
Radio Production Manager... Hal Burdick
Radio Time Buyer..... Walter A. Johnson
Radio Account Placed — General Mills,
Inc.

MERRILL KREMER, INC.

1711 Exchange Building, Memphis, Tenn.
Phone 5-4343
ABP — SNPA — APA — PANK — NAAN

Officers

President..... Merrill Kremer
Secretary and Treasurer..... Ernest Lee
Account Executive..... Warren Billingsley

Production Director..... Homer Gentry
Time Buyer..... Polly J. Cohen

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
Script Buyer..... Alan Ward
Time Buyer..... Ida Sideman
Commercial Continuity... Rowena Runnette
Production..... G. Bennett Larson

Branch Offices

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

Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

Radio Accounts Placed—Network: U. S.
Tobacco Co.; National Spot: True Story
Magazine; U. S. Tobacco Co.; Savarin Coffee;
Standard Brands.

J. R. KUPSICK ADVERTISING AGENCY, INC.

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

Officers

President..... J. R. Kupsick
Vice President..... Saul Kampf
Radio Director..... Frank Powderly
Space Buyer..... E. M. Fordsman

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis, Tenn.
Phone 5-1571
ABP ANPA PPA SNRA

Officers

President..... Avron Spiro
Secretary-Treasurer..... M. M. Shurman
Radio Director..... Clark R. Brown
Radio Accounts Placed—Plough, Inc., The
Piso Co.

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
General Manager..... Frank Mace
Radio Accounts Placed—Lambert Phar-
macal Co.; Prophylactic Brush Co.; Phillips
Petroleum Co.

• • • **ADVERTISING AGENCIES** • • •

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland, Ohio
Phone Main 6579
ABP — PPA

Officers

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer.....Fred P. Stashower
Production Manager.....George DeWitt
Radio Accounts Placed—Brewing Corp. of America, Texas Distributing Co., Yellow Cab, Cleveland Cooperative Store Co., World Publishing Co.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago, Ill.
Phone Superior 0738
ABP — ANPA — PPA

Officers

President.....A. M. Salomon
Account Executive.....Wendell Walker

LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York, N. Y.
Phone STuyvesant 9-1742
PPA

Officers

President-Radio Director.....David D. Lee
Treasurer.....W. C. Hoyt
Radio Account Placed—Remington-Rand, Inc., American Writing Machine Co.

LEIGHTON & NELSON

202 State St., Schenectady, N. Y.
Phone 6-4202
ABP — PPA — ANPA

Officers

Partners.....Winslow P. Leighton and George R. Nelson
Radio Director.....George R. Nelson
Asst. Radio Directors.....Robert S. Cragin, Mary Croninger
Radio Continuity Writers.....R. S. Cragin, M. L. Croninger, L. S. Gethine
Radio Accounts Placed—New York State Democratic Committee, The Hudson Coal Co., Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Breslaw Bros Furniture, Massachusetts Indemnity Insurance Co., D'Jimas Furs.

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
Vice President-Treasurer.....Robert W. Orr
Secretary.....Arthur L. Lynn

Director of Radio.....S. James Andrews
Radio Producer.....Blayne Butcher
Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Tide Water Associated Oil Co., Parfums Schiaparelli, Inc., Lehn & Fink.

TED LEVY ADVERTISING AGENCY

204 Temple Court Bldg., Denver, Colorado
Phone CHerry 4521
ABP — ANPA — APA

Officers

Owner.....Ted Levy
Production Manager.....William Robertson
Copy Director.....Barbara Aiton

ADDISON LEWIS & ASSOCIATES

1114 Foshay Tower, Minneapolis, Minn.
Phone AT 6235
ABP — ANPA — PPA — PRB

Officers

Owner.....Addison Lewis
Account Executives.....Edward Grubb, Harvey Kruse, J. A. Quint
Radio Accounts Placed—Minneapolis-Honeywell.

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
AAAA — ABP — ANPA — PPA — NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Space Buyer.....B. B. Biederman
Radio Accounts Placed—Langendorf United Bakeries, Nestle's Milk Products, Inc., Italian Swiss Colony, Haas Bros.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone CREle 5-8800
ABP — ANPA — PPA — NOAB

Officers

President.....Laurence M. Lloyd
Vice-President.....Charles M. Pietsch
Production Manager.....William T. Kaleb
Media Director.....John J. Hagan
Radio Director.....Robert S. Hutz

THE W. E. LONG COMPANY

155 North Clark St., Chicago, Ill.
Phone RANDolph 4606

Officers

Vice-President.....W. D. Warrick
Director of Radio.....E. J. Sperry

Assistant Director of Radio...Robert Struble
 Scripts.....Mikki Kaye
Branch Offices
 C. P. MacGregor Studios, 729 S. Western Ave.,
 Hollywood, Calif.

Producer.....Ted Jordan
 Musical Producer.....Charles W. Hamp
 Chief Announcer.....Ted Meyers
Radio Accounts Placed—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a syndicated basis.

EARLE LUDGIN, INC.

121 West Wacker Drive, Chicago, Ill.
 Phone Franklin 1762
 ANPA — ABP — PPA — APA

Officers

President-Treasurer.....Earle Ludgin
 Secretary.....A. Ludgin
 Vice-Presidents.....V. R. Bliss, J. H. Caro,
 J. H. Willmarth

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
 Phone 7197
 ANPA — ABP — APA

Officers

President.....J. F. Fellay
 Treasurer.....Jay J. Keith
 Vice-President.....Robert J. Rice
 Radio Specialist.....Frank A. South
Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

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. Dicus,
 O. A. Feldon, Harry M. Coleman
 Radio Director-Time Buyer.....Evelyn Stark
 Production Manager.....Edwin C. Frank
 Space Buyer.....Madge C. Drake
 Publicity Director.....Harry M. Coleman
Radio Accounts Placed—Network: Northwestern Yeast Co., National Spot: Omar, Inc., Burma-Vita Co.

**MacLAREN ADVERTISING CO.
 LTD.**

372 Bay St., Toronto, Ont., Canada
 Phone Elgin 0321-2551
 CAAA — CDNA — CWNA

Officers

President-General Manager..J. A. MacLaren
 Vice President-Assistant General
 Manager.....E. V. Rechnitzer
 Vice-President-Treasurer.....I. E. Reynolds

Secretary.....G. T. Scroggie
 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
 224 Curry Bldg., Winnipeg, Man., Canada
 Phone 26-622

Manager.....W. R. W. Henderson
 47 Canada Life Bldg., Calgary, Alta., Canada
 Manager.....E. P. Thompson
 305 Province Bldg., Vancouver, B. C., Can.
 Phone Marine 6268

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

Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers. National Spot: Bulova Watch Co., Ltd., General Motors Corp., Dalglish Co., Ltd., People's Credit Jewelers, Tuckett, Ltd.

**MALCOLM-HOWARD ADVERTISING
 AGENCY**

20 East Jackson Blvd., Chicago, Ill.
 Phone Webster 2110
 ABP — APA — ANPA

Officers

Owner-Time Buyer.....Arthur M. Holland
 Radio Account Executive...Max G. Holland
 Radio Director.....Maury Cliffer
 Radio Writers.....Hal Tate,
 Nikki Kaye, Ray Freedman

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Washington Auto Sales, Alert Laundry, Holland Jewelers, Newart 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

President.....David Malkiel
 Secretary.....Martha Brest
 Account Executives.....Harry Weinbaum
 Alfred Black, Martin Kadis

Radio Accounts Placed—I. J. Fox Co., Ace Vacuum Cleaners, Blueway Bus Lines, Drive-In Theaters, Inc., Gordon Mfg. Co., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Beachcomber, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Mansion Inn, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's Totem Pole Ballroom.

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Avenue, Minneapolis, Minn.
Phone GENEVA 9619
ABP — PPA — PRB — APA

Officers

Time Buyer.....D. P. Nathanson
Account Executives.....Meyer Gold,
Jean Hadley
Radio Accounts Placed—Marine Electrolysis, Snyder's Drug Stores.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York, N. Y.
Phone VANDERBILT 6-2022
ANPA — PPA — ABP — APA — ABC —
AAAA — NOAB

Officers

Partners.....Harry C. Marschalk,
G. A. Poetschke, S. H. Giellerup, S. L.
Meulendyke
Director of Radio.....Curt Peterson
Radio Continuity Writers...G. W. Freeman,
Bennett Kolb, E. T. Clark
Radio Accounts Placed—National Spot:
Standard Oil Co. of N. J., 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
Secretary.....Carle 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., Bleachette, Pure Foods (Herbax),
Pan-American Coffee Bureau, Burlington
Mills.

JOSEPH MAXFIELD COMPANY

36 Exchange Place, Providence, R. I.
Phone GASPEE 4456
ABP — ANPA

Officers

President.....Joseph M. Finkle
Vice-President.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Executive Secretary.....Anne E. WOLED
Time Buyer.....Joseph M. Finkle
Radio Director.....Dorothy M. Taipe
Radio Accounts Placed—Old Monastery

Wine Co., Eclipse Food Products, Corp., Ger-
ber Jewelers, Jack & Harry's Auto Stores,
Candy Mart Stores.

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone FITZROY 5710
ANPA — PPA — APA

Officers

Chairman of Board.....Lou R. Maxon
President.....T. K. Quinn
Vice-President.....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio Department.....Ed Wilhelm,
Louis Dean

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone ELDERADO 5-2930
Vice-President In Charge....W. Ray Baker
955 Main St., 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., General Electric Co., Ford Motor
Co., Pfeiffer Brewing Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York, N. Y.
Phone CIRCLE 5-7000
AAAA — ANPA — PPA — ABP

Officers

President.....H. K. McCann
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. Poscy,
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.....F. Willard Butler
Radio Directors.....Dorothy B. McCann,
C. Halstead Cottingham

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
Vice President-Manager.....R. T. Hanks
Penobscot Bldg., Detroit, Mich.
Phone RANDOLPH 9710
Vice-President and Manager. Donald C. Hight
448 S. Hill St., Los Angeles, Calif.
Phone MICHIGAN 4049

Co-Managers.....August Bruhn,
Burt Cochran
Hodgson Bldg., Minneapolis, Minn.
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
Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Pacific Northwest Manager..R. O. Calkins

Radio Accounts Placed—New York: American Industries Salvage Comm., Chesebrough Mfg. Co., Consolidated Edison Co., Axton-Fisher Tobacco Co., Humble Oil Co., Stromberg Carlson Telephone Mfg. Co., Gruen Watch Co., Manufacturers' Trust Co., National Biscuit Co., Pacific Coast Borax Co., Stanco, Roma Wine Co., Crowell-Collier Publishing Co.

San Francisco: California Packing Corp., California Walnut Growers, Dwight Edwards Co., W. P. Fuller & Co., General Brewing Corp., Associated Dental Supply Co., American Power & Light Subsidiaries, Pacific Gas & Electric Co., Los Angeles and Suburban Gas Companies, Roma Wine Co.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co of Indiana, Milk Foundation, Inc.

Denver: California Co., Great Western Sugar Co.

Cleveland: Perfection Stove Co., Richman Bros., Standard Oil Co. of Ohio, Tappan Stove Co.

Minneapolis: First National Bank, Glueck Brewing Co., Pillsbury Flour Mills, Twin City Federal Saving & Loan Assn.

Detroit: Altes Brewing Co.

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

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.....T. L. B. Campbell
Radio Time Buyer.....Edith M. Knutsen

Radio Accounts Placed—W. H. Barber Co., Conrad Fur Co., Central Cooperative Live-stock Assn., Furniture Exposition Mart, The Hilex Co., Chocolate Products Co., Goodman Bros., Jewelers, Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Griggs, Cooper & Co., Milk Foundation of Minneapolis, American Benefit Assn., Boutill's, Minnesota Farm Bureau Service, Anaconda Sales Co., Sanitary Food Mfg. Co.

McJUNKIN ADVERTISING CO.

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

Officers

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., Carey Salt Co., Florsheim Shoe Co., Chef Boiardi Food Products Co., Brenner Bros., Carson, Pirie, Scott & Co., Jewel Food Stores, Andes Candies.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA — PPA

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
Producer.....Richard Mack
Time Buyer.....E. R. Walmsley

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
Secretary-Treasurer.....J. B. Stephens
Directors.....W. T. Brace,
J. J. Gallagher, D. E. Longmore, A. N. McIntosh, J. W. Thain, H. R. McDougal

• • • **ADVERTISING AGENCIES** • • •

Branch Offices

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

Manager.....D. E. Longmore
Radio Director.....D. L. Bassett
Electric Railway Bldg., Winnipeg, Man.,
Canada
Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Manager.....H. S. Watson
376 Strand, W. C. 2, London, England
Manager.....H. Suffell

•
ARTHUR MEYERHOFF CO.

Wrigley Bldg., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA — APA

Officers

President.....Arthur E. Meyerhoff
Director of Radio.....Nelson A. Shawn
Branch Office
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager.....George Grabin
Radio Account Placed—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., Keeley Brew-
ing Co., Cooter Brokerage Co., Gordon Bak-
ing Co.

•
DAN B. MINER CO.

1151 So. Broadway
Los Angeles, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP — NOAB
CAN — APA

Officers

President.....Dan B. Miner
Vice President.....John C. Morse
Secretary-Treasurer.....M. R. Sweeney
Vice-President In Charge of Radio,
John Guedel
Assistant Time Buyer.....Anne Garvey
Branch Offices
(Affiliated with Continental Agency Network)
Radio Accounts Placed—Network: Weber's
Bread, Forest Lawn Memorial Park, Bill Hay
Reads the Bible (66 station cooperative
show), National Spot: Roman Meal Bread.

Western Auto, Los Angeles Newspaper Pub-
lishers Assn., IVC Wineries.

•
EMIL MOGUL CO., INC.

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

Officers

Radio Director.....Emil Mogul
Copy Chief.....Alfred Berger
Radio Time Buyer.....Helen Munroe
Radio Accounts Placed—Network: Tri-
mount Clipper Craft Clothes, National Spot:
Barney's Clothes, San Gabriel Wine Co., National
Shoe Stores.

•
THE CHESTER C. MORELAND CO.

Times-Star Bldg., Cincinnati, Ohio
PPA — ABP — ANPA

Officers

President-Treasurer....Chester C. Moreland
Vice-Presidents.....Robert N. Gorman,
Robert H. Ames
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.

•
MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York, N. Y.
Phone LExington 2-6727

Officers

President.....Carl J. Balliett
Vice-Presidents.....Shaw Newton,
J. P. Sawyer
Secretary and Treasurer....Laura K. Long
Radio Director.....Richard Nicholls
Branch Offices
205 Johnston Bldg., Charlotte, N. C.
Radio Accounts Placed—Network: Vick
Chemical Co., Vitamin Plus, Inc. National
Spot: Vick Chemical Co., Lance, Inc.

•
MOSER & COTINS, INC.

10 Hopper St., Utica, N. Y.
Phone Utica 4-6141
ABP — ANPA — PPA — NOAB

Officers

President.....T. E. Moser
Vice President-Treasurer.....A. S. Cotins
Secretary.....Mrs. M. B. Blair
Radio Accounts Placed—West End Brewing

Co., Oswego Candy Works, Inc., Saratoga Springs Authority.

MOSS ASSOCIATES

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

Officers

President.....Joseph H. Moskowitz
Radio Director.....Hines Hachette

NEEDHAM, LOUIS & BRORBY, INC.

135 S. La Salle St., Chicago, Ill.
Phone State 5151

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

Officers

President.....Maurice H. Needham
Secretary-Treasurer.....Otto R. Stadelman
Vice-Presidents.....John J. Louis,
Melvin Brorby, Harry Phelps, W. Ray
Fowler, Jr.

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. National
Spot: Swift & Co. (Sunbrite Cleaner).

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone CLeRe 7-4231

Officers

President.....Walter J. Neff
Vice-President.....William Rogow
Radio Accounts Placed—Bond Stores, Inc.,
Melville Shoe Corp., Sears Roebuck & Co.,
Joseph Martinson & Co.

NEWELL-EMMETT COMPANY

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

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

Officers

Directors.....Clarence D. Newell,
William Reyder, John P. Cunningham,
Frank Donshea, C. S. Walsh, R. L. Stro-
bridge

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

O'DEA, SHELDON & CANADAY, INC.

400 Madison Ave., New York City
Phone PLaza 3-1670

AAAA

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OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis, Mo.
Phone CENTral 8380

ABP — ANPA

Officers

Owner.....Irwin A. Olian
Radio Director.....David A. Ward
Time Buyer.....Virginia Loeb
Radio Continuity.....James L. Spencer
Radio Accounts Placed—National Waste
Paper Conservation Campaign.

MERRITT OWENS ADVERTISING AGENCY

412 Commercial National Bank Bldg.
Kansas City, Kans.

Phone Dr. 7250

Radio Accounts Placed—Fairfax Aviation
Schools, Inc., Weevil-Fume Corp., Bita-Life
Company.

PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone CAledonia 5-9840

ANPA — ABP — PPA

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

Radio Time Buyer.....A. C. De Pierro
Radio Account Placed—National Spot: The
Great Atlantic & Pacific Tea Co. (Coffee
Division), The Atlantic Commission Co.,
Spratts Dog Food.

PECK ADVERTISING AGENCY, INC.

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

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Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers.....James Lawrence,
Muriel Post, Ray White

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250 Park Ave., New York, N. Y.
Phone PLaza 5-1500

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Clifford, J. P. Hardie, A. E. McElfresh
Radio Dept. Manger.....E. G. Sisson, Jr.
Radio Copy Chief.....John A. Carter
Asst. Radio Copy Chief.....Cyril J. Mullen
Script Editor.....John Taylor
West Coast Program Manager
William L. Lawrence

ADVERTISING AGENCIES

Time Buyer.....Howard Gardner
 Radio Talent.....E. G. Sisson, Jr.,
 Chester MacCracken
 Radio Writing Staff.....Cyril J. Mullen
 Jack Finney, Margaret Walsh, Beth Jud-
 son

Radio Accounts Placed—Network: Bristol-Myers Co. (Vitalis, Mum), 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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 Secretary.....Lee Wood
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386 Fourth Ave., New York City
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 Vice-President.....John Monsarrat
 Secretary.....W. S. Walker
 Space Buyer & Prod. Manager...T. O'Donnell
 Account Executives...W. W. Constantine, Jr.,
 G. Frank Sweet

Branch Office

75 Pearl St., Hartford, Conn.
 Phone Hartford 7-9017

Radio Accounts Placed—Peter Paul, Inc.,
 Oxo, Ltd.

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City, Mo.
 Phone Victor 4433

APA — NOAB — ANPA — PPA
Officers

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 F. F. B. Houston, C. C. Tucker
 Secretary-Treasurer.....Jerry McKee
 Radio Dept. Manager....Morris H. Straight
 Account Executives.....Ralph Page
 E. A. Warner, W. B. Hill, C. L. Robinson,
 John M. Farrell

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
 Secretary.....G. F. Magill
 Treasurer.....E. T. Chester
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Union Bank Bldg., Davenport, Iowa
 Phone 3-1889

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 President & Treasurer.....L. W. Ramsey
 Secretary.....E. G. Naeckel
 Vice-President.....A. C. Naeckel
 Production Manager.....A. M. Walgren

Branch Office

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

Vice-President.....F. L. Eason
 Vice-Presidents.....N. B. Langworthy,
 L. H. Copeland
 Production Manager.....Vito M. Volino
Radio Accounts Placed—F. W. Fitch Co.

THE RANDALL CO.

75 Pearl St., Hartford, Conn.
 Phone 7-2828

CHAS. DALLAS REACH CO.

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

AAAA — ANPA — PPA — ABP — APA

Officers

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 Chas. Dallas Reach
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 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, Admiracion Labora-
 tories, L. E. Waterman Co., Dugan Bros. of
 New Jersey, Inc.

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York, N. Y.
 Phone PLaza 3-6121

ANPA — PPA — ABP

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 Radio Director.....N. S. Livingston
 Radio Publicity Writer.....B. Mabry

Branch Office

1421 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 8375

Vice-President In Charge.....J. J. McNevin
Radio Accounts Placed—Network: Howard
Clothes, Inc. National Spot: Stera-Kleen,
Flem-O-Lyn, Poslam, Allenru, Merritt Pow-
der.

**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., Music for Fun, Inc.,
Standard Beverages, Roland Reed.

REISS ADVERTISING

30 Rockefeller Plaza, New York, N. Y.
Phone COLUMBUS 5-7733
ANPA — ABP — PPA — APA

Officers

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

RESNIK-MILLER AGENCY

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

Officers

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Secretary-Treasurer.....Harry D. Resnik
Radio Dept. Manager.....H. M. Norman

Branch Offices

904 Main Street, Hartford, Conn.
Phone 5-1576

Manager.....Alfred Horn
77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223

Manager.....Isabelle Whitaker
232 Taber Ave., Providence, R. I.
Phone PLANTATIONS 6784

Manager.....Bettina Jones

C. E. RICKERD, INC.

5462 Second Blvd., Detroit, Michigan
Phone Temple 1-3636

Officers

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C. E. Rickerd
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Production.....Royal Cressy

**ROCHE, WILLIAMS &
CUNNYNGHAM, INC.**

310 S. Michigan Ave., Chicago, Ill.
Phone Harrison 8490
ANPA — APA — PPA

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Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
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Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio.....N. J. Cavanagh

Branch Offices

225 S. 15th St., Philadelphia, Pa.
Phone PENNYPACKER 2766

In Charge.....Guy C. Pierce
400 Madison Ave., New York, N. Y.
Phone PLaza 3-7444

In Charge.....R. A. Porter

Radio Accounts Placed—Network: Lewis-
Howe Co., Schutter Candy Co., Sun Oil Co.
National Spot: Chicago, Milwaukee, St. Paul
& Pacific RR., Domestic Finance Co., Dr.
Peter Fahrney & Sons Co., Holland Furnace
Co., Kenton Pharmacal Co., Inc., National
Toilet Co., John Puhl Products Co., Port-
land Cement Assn., Sempray Joyenay Co.,
The Studebaker Corp.

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York, N. Y.
Phone CHICKERING 4-4420
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Research Director.....Walter Alwyn-Schmidt
Copy & Plans.....Harrison J. Cowan,
H. B. Sadler, S. M. Kootz

CHARLES L. RUMRILL & CO.

364 East Ave., Rochester, N. Y.
Phone Stone 592
ABP

Officers

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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

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V.P. & Secretary.....Ralph Van Buren
Director of Media.....Daniel M. Gord
V.P. & Director of Radio.....Donald D. Stauffer
V.P. & Associate Director.....S. Heagan Bayles
Business Manager.....Charles T. Ayres
Production Directors.....John Bates,
Bob Byron, Lee Cooley, Marguerite
Dougherty, Knowles Entrikin, Thomas

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 Commercial Writers.....Regina Morgan,
 Robert Mann, Florence Miles, Vivian
 Washburn, Dorothy Haller, Meil O'Brien,
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 Time Buyer.....T. C. Fisher
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Branch Offices

360 N. Michigan Ave., Chicago, Ill.
 Phone Randolph 2625

Executive Vice-President.....Paul Watson
 Vice-President-Director of Radio,

Ros Metzger

Assistant Radio Director.....Arthur Trask
 Executive-In-Charge of Production,

Warren Johnson

Executive-In-Charge of Scripts,

Catherine Haynic

Writers.....Irene Small,

M. Crutcher, 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

Manager.....Oscar A. Zahner
 1630 N. Vine St., Hollywood, Calif.

Phone Hillside 7593

Radio Director.....Nate Tufts
 Production Directors.....Murray Bolen,

Don Clark, Dick Gibson, Sam Pierce

712 Main St., Houston, Texas

Phone, Charter 4-1741

Manager.....W. Van A. Combs
 235 Montgomery St., San Francisco, Calif.

Phone Douglas 5822

Manager.....R. W. Watson
 1216 Third Ave., Seattle, Wash.

Phone Main 6727

Manager.....F. S. Mullins
 80 Richmond St., Toronto, Ont.

Canada

Phone, Adelaide 4096

Manager.....Douglas Philpott
 Radio Production.....Alan Savage

Radio Accounts Placed—American Tobacco
 Co., Canadian Ironized Yeast Co., Chrysler
 Corp., Delaware, Lackawanna & Western
 Coal Co., Dodge Motor Corp., H. Fendrich,
 Inc., Ironized Yeast Co., Lever Bros. Co.,
 Lever Bros., Ltd., Noxema Chemical Co.,
 Oshkosh B'Gosh, Inc., Quaker Oats Co.,
 Sterling Brewery, Inc., Emerson Drug Co.,
 Jacob Ruppert Brewery, Binyon Optical Co.,
 Garrett & Co., Gilmore Oil Co., Golden State
 Co. Ltd., Griesedieck Bros. Brewery Co.,
 Johnson, Stephens & Shinkle Shoe Co., Krim-
 ko Company, Lambert Pharnacaol Co., Lan-
 gendorf United Bakeries, Inc., Southwestern
 Drug Co.

ST. GEORGES & KEYES, INC.

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

Phone, PLaza 3-6920

ABP—ANPA—PPA

Officers

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Vice President.....Stanley J. Keyes, Jr.

Radio Director.....Victor van der Linde



SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.

Phone Michigan 2396

Officers

Owner.....William G. Scholts

Radio Director.....Fred Montgomery



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

Time Buyer.....John Davies

Radio Accounts Placed—Peter Fox Brew
 Co., Hirsch Clothing Co., National Tea Co.,
 Salerno-Megowen Biscuit Co., Mission Bell
 Wines, Studebaker Sales Co. of Chicago,
 Rudolph Wurlitzer Co., Thomas J. Webb
 Coffee Co., Walgreen Drug Co., Congress
 Cigar Co., Coronet Magazine.



RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago, Ill.

Phone, Delaware 1045

ANPA—ABP—SNPA—PPA

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John Kettlewell, George Bayard, A. D.

Keyes, Tom Wallace, Harry Maus, John

Guedel

Radio Director.....Tom Wallace

Assistant Radio Director..Watson Humphrey

Time Buyer.....June Rollinson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.

Phone Market 1395

Vice-President.....Paul Richey

Treasurer.....Jack Harding

Taft Bldg., Hollywood, Calif.

Phone, Hillside 7256

Manager.....John Guedel

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 Laboratories, Inc.

THEODORE H. SEGALL ADVERTISING AGENCY

544 Market St., San Francisco, Calif.
Phone SUtter 6557

NCBA
Officers

General Manager.....T. H. Segall

SHERMAN & MARQUETTE, INC.

Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000

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

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Vice-President and Treasurer.

Arthur Marquette
Vice-President.....J. Allen Barnett
Radio Director.....Herbert Polesie
Time Buyer.....C. E. Bonnesen
Radio Department Business Manager,
Kelso M. Taeger

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, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs. Sante, Pape's Cold Compound, Fitger Brewing Co., Blackstone Aspirin, Tasty Lax.

SMITH & DRUM, INC.

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

ABP — ANPA — PPA — PRB — SNAP

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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 Poolton
Radio Accounts Placed—Network: General Petroleum Corp.

SORENSEN & CO.

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

ABP — ANPA — PPA — SNPA

Officers

President.....Roy A. Sorensen
Radio Director.....Muriel Wageman
Radio Accounts Placed—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc.

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester, Mass.
Phone: 3-4789, 3-4780

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Asst. Treasurer.....M. Murray
Secretary.....H. H. Hartwell

RAYMOND SPECTOR COMPANY, INC.

32 East 57th St., New York, N. Y.
Phone ELdorado 5-1270

ANPA — PPA — ABP — NOAB

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Treasurer.....F. Bowen
Vice-President-Copy Chief.....Leonard Leonard
Time Buyer.....Hal Winter
Radio Research.....Bernard Cerlin
Radio Accounts Placed—Network: Serutan Co. National Spot: Serutan Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Purity Products Co., Beverly Hills Memorial Park, The Lone Ranger, Inc., Macfadden Publications (True Story Magazine), National Nutrition Society, Noxon, Inc., Three Squires Tobacco, True Story, Book League of America.

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
Phone BArcley 7-3030

ABP — ANPA — PPA

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Secretary.....Frances C. Costello
Treasurer.....Samuel S. Sternfield
Account Executive.....Philip Scheft

STODEL ADVERTISING CO.

411 W. Seventh St., Los Angeles, Calif.
Phone, TRinity 8577

Officers

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Time Buyer.....Selma Schonfeld
Radio Accounts Placed—Warner Bros. Pictures, Brooks Clothing Co., Eastern-Columbia Department Stores, Beneficial Casualty Insurance Co.

STRAUCHEN & McKIM ADVERTISING

810 Chamber of Commerce Bldg.,
Cincinnati, Ohio
Phone, MAin 2245

Officers

Partners.....Edmund R. Strauchen,
Gordon F. McKim, Jr.
Radio Director.....Louis Schaefer
Art Director.....Russell N. Withenbury
Radio Accounts Placed—George Wiedemann Brewing Co., Inc.

STREET & FINNEY, INC.

330 West 42nd St., New York, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

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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.....Howard Miller
Radio Accounts Placed—National Spot:
Foster-Milburn Co. (Doan's Pills), Raladam
Co. (Marmola), G. T. Fulford Co. (Baby's
Own Tablets, Children's Own Tablets, Dr.
William's Pink Pills).

**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.....Leigh Crosby
Time Buyer.....Arthur W. Gudelman
Radio Accounts Placed—Signal Oil Co.

SWAFFORD & KOEHL, INC.

341 Madison Ave., New York, N. Y.
Phone, MUrray Hill 6-8860
ABP — ANPA — PPA

Officers

President.....Albert E. Koehl
Vice Presidents.....John R. Landan,
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SWEENEY & JAMES CO.

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

Officers

President.....John F. Sweeney
Vice-President.....Frank G. James
Radio Time Buyer.....W. B. Watterson
Radio Account Placed—Network: Fire-
stone 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 Treasurer-Secretary

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son, Henry M. Stevens, S. Hunter Richey,
William Resor, Walter R. Hine, Thayer
Jaccari, William G. Palmer, Samuel W.
Meek, Philip Richardson, Elwood Whitney,
Robert T. Colwell, O'Neill Ryan, Jr., An-
son Lowitz, Lew A. Greene.

Director of Media and Research

Arno H. Johnson
Vice-President in Charge of Radio,

John U. Reber
Radio Time Buyer.....Linnea 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.....Norman Blackburn

410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303

Vice-President and General Manager,
Henry T. Stanton

Vice-Presidents: Merton V. Wieland, Willard
F. Lochridge, 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

Radio Time Buyer.....Lowell Mainland
612 South Hope St., Los Angeles, Calif.

Phone Trinity 2591

General Manager.....Norton W. Mogge
821 Second Ave., Seattle, Wash.

Phone Seneca 0655

General Manager.....Frank P. Denney

Radio Accounts Placed— P. Ballantine &
Sons, Block Drug Company (Gold Medal
Capsules and Dentu-Grip), Bowman Dairy
Co., Brewing Industry Foundation, Carter
Products, Inc. (Superin), H. C. Cole Milling
Co., Elgin National Watch Co., General Cigar
Co., Johns-Manville Corp., Kellogg Co.,
Kraft Cheese Co., Lamont P. Corliss & Co.,
P. Lorillard Co. (Old Gold Cigarettes),
Lever Bros. Co. (Lux Flakes & Lux Toilet
Soap), Libby, McNeil & Libby, Mentholatum
Co., Northau Warren Corp., Northern Trust
Co., Peniek & Ford, Ltd., Planters Nut &
Chocolate Co. (Planters Peanuts), 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 Ad-
visory Board, William Wrigley, Jr. Co.

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St., Oakland, Calif.
Phone Glencourt 4941
NOAB — APA

Officers

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Vice President.....Bruce W. Elliott
Secretary.....William M. Maxfield
Radio Accounts Placed—Cardinet Candy Co., Par Soap Co., Downtown Merchants Association, Key System, East Bay Transit Co., Frozen Food Distributors, Inc.

TRACY, KENT & CO., INC.

515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404
ANPA — PPA — NOAB

Officers

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President.....Frank S. Kent
Treasurer.....George M. Pease
Vice-President.....Hugh Donnell
Account Executives.....F. W. Hobbs,
J. F. Donovan
Copy Chief.....K. H. Thompson
Radio Accounts Placed—Wilbert Products Co., Rapinwax Paper Co., Mission Garden Co., John Opitz, Inc., 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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Vice-President.....Manfred Darmstadter
Vice-President.....Joe Scheideler
Treasurer.....G. A. Mitten
Secretary.....H. E. Hendrick
Radio Director.....Bill Rose
Radio Time Buyer.....H. E. Hendrick

Dallas

Office Personnel

Executive Vice-President.....Raymond P. Locke
Asst. Sec'y-Treasurer.....Monty Mann
Radio Department.....Raymond P. Locke,
Jerry Moffett, Erle Racey, Jack Taylor,
Glenn G. Addington, J. J. Jeffries
Radio Time Buyer.....Monty Mann
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., Dallas Rupe & Son, Reserve Loan Life Insurance Co., Dr. Pepper Co.

VANGUARD ADVERTISING

21 W. 45th St., New York, N. Y.
Phone, LOngaere 3-5363
ABP

Officers

Owner.....J. M. Russakoff
Account Executives.....G. A. Wilson,
W. E. Tracy, J. Wootton
Production Manager.....J. Brookman

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,
H. K. Dugdale
Vice-President-Copy Director...J. P. Daiger
Vice-President.....R. E. Daiger
Secretary.....R. L. Malambre
Asst. Treasurer-Accountant...N. B. Iardella
Production Manager.....C. D. Carr
Space Buyer.....G. M. Talbot
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. Kurlde Co., Baltimore Transit Co., Public Bank of Maryland.

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.....Edward Simmons,
P. C. Lund, Jeff Wade, Riley Jackson
Radio Continuity Writers.....R. E. Dwyer,
L. W. Davidson, Margot O'Flaherty

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

WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.
Phone Grant 1900
ANPA — ABP — PPA

Officers

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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.,

Pittsburgh Coal Co., Allegheny County Milk Exchange, Allegheny-Ludlum Steel Corp., Clearfield Taxidery Co., Joseph Horne Company, Mail Pouch Tobacco Co., Meadow Gold Dairies, Inc., Sterling Oil Division of Quaker State Refining 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. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson.
Secretary-Treasurer.....Robert H. Hughes
Radio Accounts Placed—The Wm. R. Warner Co., Larus & Bro. Company, The Sherwin-Williams Company.

NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone. CAledonia 5-7430
ABP — PPA — NOAB

Officers

President.....Norman D. Waters
Vice-President.....Charles M. Whitebrook
Treasurer.....E. L. Waters
General Manager.....Louis Landesman
Art Director.....Milton L. Klein
Time Buyer.....Louis Landesman

WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio
Phone: 3-4311
PPA—ABP—APA

Officers

President-Treasurer....Albert M. Wearstler
Secretary.....Linnea J. Soderberg

LUTHER WEAVER & ASSOCIATES

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

APA

Officers

PresidentLuther Weaver
AssociateDonald Gardner
Director of Radio.....Elizabeth Watkins
Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Seaboard Finance Corp., Minnesota State Optometric Assn., Rice & Burnham.

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—Caffers & Sattler, Hollywood Pantages Theater, Hollywood Turf Club, May Co., Pep Boys of California, Sontag Cut Rate Drug Stores, Foreman & Clark, Grayson's, K's Beverages, Lyman's Restaurants, Kelley Kar Co., Zukor's, 42 Products, Inc., National Schools, Hollywood Film Studios.

WILLIAM H. WEINTRAUB & CO., INC.

30 Rockefeller Plaza, New York, N. Y.
Phone, Circle 7-4282
ANPA — PPA

Officers

President.....William H. Weintraub
Executive Vice President & Secretary
Elkin S. Kaufman
Vice President.....Paul Rand
Treasurer.....William Gallow
Radio Director.....Arthur J. Daly
Talent & Research.....Vera A. Lea
Time Buyer.....William Gallow
Research & Copy.....William Bernbach
Radio Accounts Placed—Cresta Blanca Wine Co.

WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.
Phone Rittenhouse 6576

Officers

Owner-Radio Director.....F. A. Wellman
Space Buyer.....Frank T. Kessler
Copy.....Joseph V. Breen
Dramatics.....Judith Powell
Radio Accounts Placed—Crawford Furs, M. London, Kahn & Rosenau, Moss Bros. Nut Co., Wilen Bros., Select Fashions, Dr. David V. Bush, Waldman Coal & Fuel Co.

WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone, 766
ABP — ANPA — PPA

Officers

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
SecretaryPhillips 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 Remedy Co., Vinton Hybrid Corn Co.

• • • **ADVERTISING AGENCIES** • • •

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia, Pa.
Phone Rittenhouse 7500
ANPA—PPA—APA

Officers

President.....Arthur A. Bailey
Vice-President.....R. K. Strassman
Secretary-Treasurer.....H. E. Fauser

Branch Offices

444 Madison Ave., New York, N. Y.
Phone, PLaza 3-7120

Vice-President.....R. K. Strassman
311 Equitable Bldg., Hollywood, Calif.
Phone, Hillside 0191

Radio Account Placed—Campbell Soup Co.

WOOD, BROWN & WOOD, INC.

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

Officers

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

WORTMAN, BARTON & GOOLD, INC.

345 Madison Ave., New York, N. Y.
Phone MURray Hill 4-2757
ABP—ANPA—PPA

Officers

President.....E. B. M. Wortman
Vice-Presidents.....R. S. Conahay,
James Gorton
Secretary.....Gilbert Goold
Treasurer.....D. Wortman
Radio Time Buyer.....Hortense Essler

YOUNG & RUBICAM, INC.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400
ANPA — PPA — APA — AAAA —
NOAB — ABC — ABP

Officers

Chairman of Executive Committee,
Raymond Rubicam
Chairman of Board.....Chester LaRoche
President.....Sigurd S. Larmon
Vice-President-Chairman Plans
Board.....Charles L. Whittier
Vice-President-Director of Media &
Gen. Production...A. V. B. Geoghegan
Exec. Vice-Presidents.....Arthur Andrews,

Donald Payne, Edward Barnes, John E. Grimm, Jr., Louis N. Brockway, Gordon Cates

V-P & Manager of Contact....John F. Reeder
V-P & Merchandising Director..Samuel Cherr
V-P & Copy Director.....H. S. Ward
V-P & Director of Research...George Gallup
V-P & Art Director.....Walter K. Nield
Vice-Presidents.....John E. Grimm, Jr.,
Louis N. Brockway, Curtis G. Pratt,
Bryan Houston
Secretary-Treasurer.....J. H. Geise
V-P & Director of Radio,

Thomas F. Harrington
Manager, Radio Time Buying Bureau
Carlos Franco

Manager of Talent
Bureau.....Hubbell Robinson, Jr.
Manager, Commercial Couy

Bureau.....Joseph A. Moran
Radio Business Manager
Frederic W. Wile, Jr.

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

Radio Business Manager...Carroll O'Meara
Account Executive.....Wm. A. Bles
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

Vice Pres. & Manager.....George Davis
Account Executive.....Ken Jones
235 Montgomery St., San Francisco, Calif.
Phone Exbrook 6685

Manager.....Robbins Milbank
Vice-President-Manager.....George Davis
660 St. Catherine Street, West, Montreal, Que.
Phone Plateau 4691

Vice-President-Canadian
Manager.....Lorimer B. Slocum
Director of Media, Contact..L. C. Arbuthnot
80 King St., West, Toronto, Ont.
Phone Elgin 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, Cummer Products (Energine, 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, Touthay); Rath Packing Co., Time, Inc.

RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1, 1943)



The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Sixth 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**
Birmingham Post: **Miriam Rosenbloum**
Chambers County News (Lanett): **Vernie Teel**
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): **Ernie Douglas**
Arizona Record (Globe): **Ralph Herron**
Arizona Republic (Phoenix): **Frank Ross**
Arizona Silver Belt (Miami): **Sam Kiamy**
Clifton Copper Era: **W. V. Olin**
Graham County Guardian (Safford):
V. P. Richards
Arizona Weekly (Phoenix): **Cleo Smith**
Phoenix Gazette: **C. G. Nuckolls**
Phoenix Republic: **Frank Ross**
Somerton Star (Yuma): **Joe Gorman**
Tucson Star: **Al Wilke, W. R. Matthews**
Yuma Daily Sun: **Karl E. Allen**

ARKANSAS

Arkansas Gazette (Little Rock): **Grace Wood**
Fort Smith Tribune: **E. R. Guthridge**
Greenwood Democrat: **Earl Dodd**
N. W. Arkansas Times (Fayetteville):
Jim Bohart
Siloam Springs Herald & Democrat:
A. W. Perrine
Texarkana Gazette-News: **Al Weeks**

CALIFORNIA

Anaheim Bulletin: **Lotus Loudon**
Aviation News (Los Angeles): **Doug Crane**
Berkeley Daily Gazette: **Howard Sipe, Sylvia Wall**
Calexico Chronicle: **Al Haworth**
Chico Enterprise: **Goldie Hulen**
Chico Record: **Ralph Gordon**
El Centro Post-Press: **S. Fitzhugh**
Fan Fare Magazine (San Francisco):
Helene Peters
Fresno Bee: **Art Welter**
Fresno Guide: **Ray Garman**
Fullerton News Tribune: **Ed Elfstrom**
Hanford Sentinel: **W. I. Christie**
Hollywood Citizen: **Zuma Palmer**
Hollywood Shopping News: **John Kemp**
Holtville Tribune: **B. Odets**
Humboldt Standard (Eureka): **Don O'Kane**
Imperial Valley Democrat (Brawley):
T. Greer
Long Beach Independent: **John Dennis**
Los Angeles Examiner, Times, News,
Herald: **Jack Holmes**
Twentieth Century News Syndicate (Los
Angeles): **Barney Glazer**
Marysville Appeal-Democrat: **Earl
Brownlee**
Mission Merchants News (San Fran-
cisco): **Alfred Jones**
Oakland Post-Enquirer: **Janet Stencer**
Oakland Tribune: **Louise Phillips**
Orange Daily News: **William Hart**
Pasadena Independent: **Bill Bird**
Pasadena Star & News, Post: **Mrs. Ruth
Pryor, Reginald Warren**
Riverside Press-Enterprise: **H. A. Powell**
Sacramento Bee: **Howard Bailey**
San Diego Tribune Sun, Union: **Fred
Gongora**

San Francisco Call-Bulletin: **Rene Caze-
neva, Charles Mulcahy**
San Francisco Chronicle: **Stanley Merrill**
San Francisco Examiner: **Edward Mur-
phy**
San Francisco News: **Louise Weich**
San Francisco Shopping News: **Tom
Foster, Tom Tyrell**
Santa Barbara News Press: **Jess Jones**
Santa Rosa Republican, Press Democrat:
Mike Pardee
Seal Beach Post: **Phyllis Arrington**
Stockton Record: **Earl Edmiston**
Universal Radio Features Syndicate (La-
guna Beach): **Tom Danson**
Vallejo Times Herald, Evening Chronicle:
Norman Montellier
Watsonville Register Pajaronion: **Frank
Orr, Fred H. Jenkins**
Westmoreland Mail: **Mr. Powell**

COLORADO

Colorado Springs Gazette & Telegraph:
G. B. Sampson
Denver Monitor: **Carter Kaanta**
Denver Post: **Betty Craig**
Ft. Collins Express Courier: **Edith M.
Bjornstad**
Pueblo Chieftain, Star Journal: **Frank
Hoag**
Rocky Mountain News (Denver): **Althea
McClelland**

CONNECTICUT

Bridgeport Post & Telegram: **Rocky
Clark**
Bridgeport Sunday Herald: **Leo Miller**
Bristol Press: **Clarkson S. Barnes**
Danbury News-Times: **Frank P. Rollins**
Greenwich Time: **Mr. Fisher**
Hartford Courant: **Mary Ann Smith,
Maurice Cronin, M. Oakley Cristoph**
Hartford Times: **Harold Waldo, A. B.
McGincey, Carl Lindstrom**
Manchester Herald: **Thomas S. Ferguson**
Meriden Journal: **Walter Allen**
Meriden Record: **Thomas H. Warnock**
Middletown Press: **Fred N. Smith**
Naugatuck News: **E. J. Ahern**
New Britain Herald: **Johnstone Vance,
Charles Sikora**
New Haven Journal-Courier: **Arthur J.
Sloane**
New Haven Register: **Roger A. Connolly**
New London Day: **George E. Clapp**
Norwalk Hour: **Sidney A. Bedient**
South Norwalk Sentinel: **LeRoy D.
Downs, Mr. Bridge**
Stamford Advocate: **Martin T. Kane,
Leonard S. Massell**
Stonington Mirror: **Mr. Anderson**
The Sub (Groton): **Roy Perry**
Torrington Register: **J. H. Thompson**
Waterbury American: **E. Christy Erk**

Waterbury Democrat: **Cornelius Maloney**
Waterbury Republican: **R. J. Fanning**
Willimantic Chronicle: **R. W. Downer**
Winsted Citizen: **T. A. Haggerty**

WASHINGTON, D. C.

Washington Daily News: **Frances Kim-
ball**
Washington Post: **Ernie Schier**
Washington Star: **John Steppe**
Washington Times-Herald: **Dwight Mar-
tin, George Titus**

FLORIDA

Bradenton Herald: **Brack Cheatham**
Gainesville Daily Sun: **Ash Wing**
Lakeland Ledger: **J. D. Simms**
Miami Daily News: **Frank Mallants**
Miami Herald: **Jack Anderson**
Ocala Evening Star: **Bert Dosh**
Ocala Morning Banner: **Harris Powers**
Orlando Evening Reporter Star: **Robert
Haskell, Rosalind Boggs**
Orlando Morning Sentinel: **Frank Glass,
Rosalind Boggs**
Orlando Times: **Wm. Glenn**
Panama City News-Herald: **Toni Veverka**
Pensacola News & Journal: **Mrs. Gladys
Hobbs**
St. Petersburg Independent: **Bill Dunlap**
St. Petersburg Times: **Virginia Percival**
Sanford Herald: **Nina Dean**
Sarasota Herald Tribune: **Bill Coe**
Tampa Daily Times: **Ruth G. Price**

GEORGIA

Albany Herald: **John Herring, Mildred
Cain**
Albany Journal: **Ben Wills**
Atlanta Constitution: **Paul Jones**
Atlanta Journal: **Ernie Rogers**
Augusta Chronicle: **Frank Hawkins**
Augusta Herald: **Sam Moss**
Blackshear Times: **Kirk Sutlive**
Cordell Dispatch: **Peyton Bishop**
Gainsville Eagle: **Carolyn Ramsey**
Gainesville News: **Virginia Brown**
La Grange News: **Hal David**
Macon Telegraph, News: **Mrs. McDonald**
Savannah Evening Press: **John Sutlive**
Savannah Morning News: **Percy Miller**
Toceoa Record: **Robert Graves**
Waycross Journal-Herald: **Jack Wil-
liams, Jr.**

IDAHO

Idaho Daily Statesman, Idaho Evening
Statesman (Boise): **Jas Brown**
Coeur d'Alene Press: **Louise N. Shaddock**
Kellogg Daily Reminder: **F. Blackwell**
Lewiston Morning Tribune: **Claude Bas-
kett**

Lewiston Shopping News: **Howard Wallace**
 Moscow News-Review Publishing Co.:
Louis A. Boas
 Mullen News: **Hall Saupe**
 Wallace Miner: **Tom McCabe**
 Wallace Press Times: **Wes Leib**

•
ILLINOIS

Alton Evening Telegraph: **Mr. A. R. Schmidt**
 Belleville Daily Advocate: **Harry Le Mertha**
 Belleville News Democrat: **Joe Adam**
 Champaign News-Gazette: **Harold Holmes**
 Chicago Daily News: **Bob Himley, John Smith**
 Chicago Herald-American: **Harry Munzel, Walter Hecht**
 Chicago Sun: **Betty Burns**
 Chicago Times: **Don Foster, Bill Irwin**
 Chicago Tribune: **Larry Wolters, Nicholas A. Veronico**
 Davenport Daily Times: **Terry Bates**
 Davenport Democrat: **Ina Wickham**
 Decatur Daily Review: **Mrs. C. E. Sutherland**
 Decatur Herald: **Dorothy Kuhns**
 East St. Louis Journal: **Pauline Clausen**
 Freeport Journal-Standard: **Grace Leone Barnett**
 Harrisburg Daily Register: **Alta Given**
 Jacksonville Courier-Journal: **Erland Erickson**
 Marion Daily Republican: **Homer Butler**
 Molins Dispatch: **Jim Dix**
 Peoria Journal Transcript: **R. M. Shepherdson**
 Peoria Star: **Chi Gamle**
 Rockford Register-Republic, Morning Star: **Wm. R. Traum**
 Rock Island Argus: **Don Wright, M. E. Emery**
 Urbana Courier: **Robert Sink**
 Urbana Illini: **K. E. Herron**

•
INDIANA

Anderson Herald: **Wm. Lover**
 Bryan Democrat: **Case Cullas**
 Ft. Wayne Journal Gazette: **Chester Brouwer**
 Ft. Wayne News-Sentinel: **Cliff Ward**
 Goshen News-Democrat: **Herb Swartz**
 Hammond Times: **Paul Damai**
 Indianapolis News: **Herbert Kenney, Jr.**
 Indianapolis Star: **Cleo Kern**
 Indianapolis Times: **Frank Widner**
 Saturday Spectator (Terre Haute): **N. C. Williams**
 The Truth (Elkhart): **Dan Albright**
 Vincennes Sun-Commercial: **Ross Garrigus**

IOWA

Burlington Hawkeye Gazette: **Edna Gibson, Janet Distelhorst**
 Cedar Rapids Gazette: **Nadine Subotnik**
 Daily Iowan (Iowa City): **Loren Dickerson**
 Davenport Daily Times: **Rose Tart, Terry Bates**
 Davenport Democrat: **Ina B. Wickam**
 Decorah Journal: **Karlton Rosholt**
 Decorah Public Opinion: **M. Love**
 Des Moines Register & Tribune: **Mary Little**
 Iowa Daily Student (Ames): **Mary Logan**
 Newton Daily News: **E. J. Van Nostrand**
 Ottumwa Courier: **Jeanette B. Stein**
 Shenandoah Evening Sentinel: **R. K. Tindall**
 Sioux City Journal: **Willis Forbes**
 Waterloo Courier: **Marion Mayes**

•
KENTUCKY

Paducah Sun Democrat: **Joe Lagore**

•
LOUISIANA

Alexandria Daily Town Talk: **Hunter Jarreau**
 New Orleans Item: **Clarence Daigle**
 Shreveport Journal: **Doug Attaway, Jr.**
 Shreveport Times: **Pat White**
 Times-Picayune-States (New Orleans):
Marcia Mateu

•
MAINE

Le Messenger (Lewiston): **Miss Landry, Val Couture**
 Lewiston Sun-Journal: **Miss Mitchell**

•
MARYLAND

Baltimore Evening Sun: **G. H. Stuart**
 Baltimore Morning Sun: **Edward T. Mitchell**
 Baltimore News-Post, Sunday American:
J. Hammond Brown
 Baltimore Sunday Sun: **Helen Cadwaller, Alexander Rose**
 Baltimore-Where To Go: **Frances McCutcheon**
 Hagerstown Independent: **Mr. Douglas**
 Salisbury Advertiser: **S. King White**
 Salisbury Times: **Oscar L. Morris**

•
MASSACHUSETTS

Attleboro Sun: **C. B. Hovey, Mary E. Cain**
 Barnstable Patriot (Hyannis): **P. F. Williams**
 Berkshire Evening Eagle (Pittsfield):
K. R. Fall
 Boston American: **Newcomb Thompson, Joseph Anderson**

Boston Globe: Elizabeth L. Sullivan
 Boston Herald, Traveler: Alice Quinlan
 Boston Post: Howard Fitzpatrick
 Boston Record: Edward Holland, Joseph Anderson
 Christian Science Monitor (Boston): Albert D. Hughes, Mabelle Joyce
 Daily Hampshire Gazette (Northampton): A. J. Frederick
 Fitchburg Sentinel: Sumner Keane
 Harwich Independent: Harry Albro
 Haverhill Gazette: John T. Russ
 Holyoke Transcript-Telegram: Alvin King
 Lawrence Bee: John McAuliffe
 Lawrence Daily Eagle, Evening Tribune: Sebastian Bartolotta, William Noble
 Lowell Sun: Elizabeth Sullivan
 New Bedford Standard-Times: William Clough
 North Attleboro Chronicle: Charles Martin
 Springfield Republican & News: Richard C. Ferrald, Carey Haywood
 Springfield Union: Henry P. Lewis, Mrs. Violet Tiffany
 Worcester Telegram, Evening Gazette, Sunday Telegram: Frederick L. Rushton

MICHIGAN

Bay City Times: Margaret Carroll
 Detroit Free Press: Stephanie Putt
 Detroit News: Herschel Hart
 Detroit Times: Jack Koehler, Jack Lewin, James Munroe
 Michigan State News (East Lansing): Sheldon Moyer
 Muskegon Chronicle: Paul Elliott
 Pontiac Daily Press: Miss Seder
 Royal Oak Daily Tribune: L. Miller
 Saginaw News: Stuart Gross
 State Journal (Lansing): Joe Parks
 Traverse City Record Eagle: Jay Smith

MINNESOTA

Duluth Herald & News Tribune: Nathan Cohen
 Hibbing Tribune: George M. Fisher
 Mankato Free Press: Andy Bowe
 Minneapolis Star Journal Tribune: Florence Murphy, Mavis Anderson
 Minneapolis Times: Doris Heazlitt, Carl Carlson
 Radio Shopper (Moorhead): Mr. Eastman
 Range Facts (Virginia): Jack Bone
 St. Cloud Daily Times: Harold Schoelkopf
 St. Paul Dispatch-Pioneer Press: Jules Steele, Oakes Miller, Carl Langland
 St. Paul Sunday Pioneer Press: Richard Gilfillan
 Superior Evening Telegram: Seegar Swanson

MISSISSIPPI

Birmingham News: Turner Jordon
 Bolivar Commercial (Cleveland): Clifton Langford
 Columbus Commercial Dispatch: Roger Bryant
 Delta Democrat Times (Greenville): Edwin Vincent

MISSOURI

Columbia Missourian: E. A. Soderstrom
 Hannibal Courier Post: Stanley Raymond
 Joplin Globe: Everette Smart
 Joplin News Herald: Don Walker
 Kansas City Call: Rube Benson
 Kansas City Star: Dean Fitzer, V. S. Batten
 St. Joseph Journal: C. E. Lemon
 St. Joseph News Press: A. V. Burrowes
 St. Louis Globe Democrat: Harry LeMertha
 St. Louis Post Dispatch: Jim Spencer, Audrey Driscoll
 St. Louis Star Times: Vera Carle, Harry K. Renfro
 Springfield News & Leader: James Billings

MONTANA

Bozeman Courier: John Lyman
 Missoula County Times: C. J. Doherty
 Western News (Hamilton): Niles Romney, Jr.

NEBRASKA

Combined Sunday Journal & Star (Lincoln): Winn Nelson
 Kearney Daily Hub: Dwight King
 Norfolk Daily News: Art Thomas, Joann Emerson
 Omaha World Herald: Keith Wilson

NEVADA

Las Vegas Age: C. P. Squires

NEW HAMPSHIRE

Manchester Union-Leader: Robert M. Blood

NEW JERSEY

Asbury Park Press: H. Canning
 Atlantic City Press-Union: Nancy McGurk
 Fort Monmouth Message (Signal Corps): Sgt. Tom de Huff
 Long Branch Daily Record: Houston Brown, Marion Tophan
 Newark Evening News: T. Brown, Joe Storch
 Newark Sunday Call: Neal Cocchia

NEW MEXICO

Eddy County News (Carlsbad): Marcus Griffin
 Las Vegas Daily Optic: Walter Vivian
 Radio Waves (Santa Fe): J. F. Pichler

NEW YORK

Associated Press (New York): Charles Butterfield
 Batavia News: J. E. Brown
 Billboard (New York): Eugene Burr
 Binghamton Press: Don Smith
 Binghamton Sun: Jennie Mallette
 Brooklyn Eagle (New York): William Juengst
 Bronx Home News (New York): James Niklad
 Buffalo Evening News: Helen King
 Jamestown Post-Journal: William Price
 Kingston County News: I. V. D. Warren
 Kingston Freeman: R. O. Gruver
 Kingston Leader: N. G. Markson
 Look (New York): Isabella T. Miller
 Malverne Herald: Sally Lambert
 Middletown Star Eagle: Leigh Hawley
 Middletown Times-Herald: Ray Dulye
 Movie-Radio Guide (New York): Ethel Kirschner
 Musical Courier (New York): Leonard Liebling
 Newburgh News: Doug Clark
 Newsweek Magazine (New York): Niles W. von Wettberg
 New York Daily Mirror: Nick Kenny
 New York Daily News: Ben Gross
 New York Herald Tribune: Betty Colclough
 New York Journal-American: Don Short
 New York Times: John Hutchens
 New York World Telegram: Harriet Van Horne
 Niagara Falls Gazette: Bill Boles
 Olean Times Herald: Arthur Wakelee
 People's Voice (New York): Joe Bostie
 Plattsburgh Press-Republican: William Lynch
 PM (New York): Judy Dupuy, Jerry Franken
 Radio-Craft (New York): Karl E. Schubel
 Rochester Daily Record: E. Willis Straton, Jr.
 Rochester Times Union, Democrat & Chronicle: Don Yerger
 Rosendale News: R. C. O'Brien
 Saugerties Post: J. W. Frankel
 Schenectady Gazette: John Hume
 Schenectady Union Star: Al Dorn
 Syracuse Post-Standard: M. Woodside, Jack Bahn
 Syracuse Press: Wallace M. Hughes
 Utica Observer-Dispatch: Raymond Pryde
 Watertown Daily Times: Dominic Pepp

NORTH CAROLINA

Asheville Advertiser: W. H. Goan
 Beaufort County Record (Washington): J. C. Johnston
 Burlington Times-News: Harold White
 Durham Morning Herald: Fred Haney
 Durham Sun: Wyatt Dixon
 Gastonia Daily Gazette: J. W. Atkins
 Goldsboro Record: Jos. E. Brown
 Greenville Daily Reflector: Dave Whicard
 Greenville News Leader: Dave Mosier
 Hickory Daily Record: Mrs. Mary Willis
 New Bern Times: H. I. Crumpler
 News & Views (Jacksonville): Billy Arthur
 Raleigh News & Observer: Herbert O'Keefe
 Raleigh Times: I. M. Cheek
 Twin City Daily Times (Morehead): H. B. Utley
 Washington Daily News: C. F. Thompson
 Wilmington Post, Hollyridge Barrage: R. G. Carroll
 Wilmington Star, News: R. B. Page, C. E. Webb
 Wilson Daily Times: John G. Thomas
 Winston-Salem Journal: Mary Garber

NORTH DAKOTA

Bismarck Capital: Gaylord Conrad
 Bismarck Tribune: Wm. Muller
 Fargo Forum: Gifford Herron
 Jamestown Daily Reminder: Fred Orr
 Jamestown Sun: Arnold Chamberlain
 North Dakota Union Farmer (Jamestown): Harold Knight
 Stutsman Co. Record (Jamestown): Eva Plunkett
 Valley City Times Record: Phil Mark

OHIO

Akron Beacon Journal: Dorothy Doran
 Ashtabula Star Beacon: Ed. March
 Bucyrus Telegraph Forum: Rowland Peters
 Canton Repository: Elaine Schoenleb
 Cincinnati Enquirer: Bob Bentley
 Cincinnati Post: Frank Koester, Frank Aston
 Cincinnati Times-Star: France Raine
 Cleveland Plain Dealer: Robert Stephan
 Cleveland Press: Norman Siegal
 Cleveland News: Elmore Bacon
 Columbus Citizen: Norman Nadel, H. J. Kissel
 Columbus Dispatch: Richard A. Mohr
 Conneaut News Herald: Jim Mohan
 Dayton Daily News: Blanche Gouffaut

Dayton Herald, Journal: **Gordon Graham**
 Delaware Gazette: **W. D. Thomson**
 Findlay Republican Courier: **Margaret
 Dennison**
 Kenton Daily Democrat: **C. D. Flanagan**
 Marion Star: **Annette Boyd**
 Martins Ferry Times: **George Betts**
 Marysville Tribune: **J. M. Huber**
 Ohio State Journal (Columbus): **Harrold
 Eckert**
 Ohio State Lantern (Columbus): **Peggy
 Miller**
 Painesville Telegraph: **Dave Bollinger**
 Portsmouth Times: **Harry Martin**
 Prospect Monitor: **Fred Keller Dix**
 Springfield News: **Phyllis Spencer**
 Springfield Sun: **Robert Wheeler**
 Steubenville Herald Star: **Ed Worstel**
 The Canton Repository: **Mrs. Edwin
 Schoenleb**
 Toledo Blade: **Eleanor Moran**
 Toledo Times: **Marie Hartough, Marie
 Cochrane**
 Upper Sandusky Daily Chief Union:
L. M. Newcomer
 Youngstown Vindicator: **Virginia Glover**

OKLAHOMA

Ada Bulletin: **Mr. Smith**
 Ada News: **Roy McKeown**
 Carter News: **J. B. Miller**
 Daily Ardmoreite (Ardmore): **Sam Block-
 burn**
 Elk City Shopper: **W. G. Smith**
 Ellis County Capital (Arnett): **Red
 Seward**
 Enid Daily Eagle: **A. J. Strauss**
 Enid Morning News: **J. Allen Thomas**
 Muskogee Daily Phoenix, Times-Demo-
 crat: **Paul A. Bruner**
 Tulsa Daily World: **John Booker, Lee
 Earhart, Edward Burke**
 Tulsa Tribune: **Lee Earhart, Harmon
 Phillips**
 Washita Valley Enterprise (Corn): **J. E.
 Heinrich**

OREGON

Albany Democrat Herald: **Walter Coover**
 Coos Bay Times (Marshfield): **Harrison
 P. Hornish**
 East Oregonian (Pendleton): **Edna Storey**
 Eugene Register Guard: **Horace Burnett**
 Lebanon Express: **Robert Hayden**
 Oregonian (Portland): **Bill Moyes**
 Oregon Journal (Portland): **Larry Gil-
 bertson, Jean Yount, Herbert Adler**
 Oregon Statesman (Salem): **Maxine
 Buren**
 Roseburg News-Review: **Charles Stanton**

PENNSYLVANIA

Dubois Courier-Express Daily: **Les Ryder**
 Erie Daily Times: **Charles Wells**
 Erie Dispatch Herald: **A. J. White**

Erie Lake Shore Visitor: **Father Franklin**
 Homestead Messenger: **Ida Ahlberg**
 Johnstown Democrat: **J. C. Sheridan**
 Johnstown Tribune: **Ben Coll**
 Philadelphia Bulletin: **Elmer Cull**
 Philadelphia Daily News: **Sid Gathrid**
 Philadelphia Inquirer: **Frank Rosen**
 Philadelphia Record: **George Lilley**
 Pittsburgh Post Gazette: **Vincent John-
 son**
 Pittsburgh Press: **Sy Steinhauer**
 Pittsburgh Sun-Telegraph: **Sam Kennedy**
 Scrantonian (Scranton): **Alex Thompson**
 Scranton Times: **Thomas Murphy, A. J.
 O'Malley**
 Scranton Tribune: **B. B. Powell**
 Sharon Herald: **Evelyn Keller, Kenneth
 Mills**
 Sunburg Daily News: **Homer Smith**
 Wilkes-Barre Sunday Independent: **Tom
 Heffernan, Jr., Paul J. Walter**

RHODE ISLAND

Newport Daily News: **H. S. Van Brocklyn**
 Pawtucket Times: **Arthur Brennan**
 Providence Journal & Bulletin: **Ben Kap-
 lan**
 Woonsocket Call: **John H. Luttrell**

SOUTH CAROLINA

Anderson Independent: **G. Paul Browne**
 Charleston Evening Post: **Manning J.
 Rubin**
 Charleston News & Courier: **Fred Min-
 shall**
 Columbia Record: **V. H. Ingle, Henry
 Cauthen**
 Greenville News, Piedmont: **Loren L.
 Watson, Jr., E. N. Smith, Bob
 Waldrep**
 The Observer (Greenville): **D. W. Hiott**
 The State (Columbia): **John Montgom-
 ery, Murray D. Bennoit**

SOUTH DAKOTA

Rapid City Daily Journal: **Redford Dibble**
 Sioux Falls Daily Argus Leader: **Wilmer
 Simmons**

TENNESSEE

Bristol Herald Courier: **Marjorie Freels**
 Chattanooga News Free Press: **Ralph
 Sanders**
 Chattanooga Times: **Warner Ray, Mr.
 Turner**
 Jackson Sun: **Harry Miller**
 Johnson City Press-Chronicle: **Carl
 Jones, Jr.**
 Johnson City Times: **James Quillen**
 Kingsport Times: **Eilene Crawford**
 Knoxville Journal: **Frank Larkin**
 Knoxville News-Sentinel: **Bill Cledsch**
 Leaf Chronicle (Clarksville): **Stanley
 Gower**

Memphis Commercial Appeal: Robert Gray
 Memphis Press-Scimitar: Robert Johnson
 Nashville Banner: Milton Randolph
 Nashville Tennessean: Susan Brandau

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TEXAS

Abilene Reporter News: Prexy Anderson, W. H. Bedicheck
 Amarillo News and Globe: Wes Izzard
 Austin American: Bill Weege, Ruth Lewis
 Austin Statesman: Ruth Lewis
 Austin Tribune: Ray Brown, Stanley Gunn
 Beaumont Enterprise: Merita Mills
 Beaumont Journal: Mrs. Q. William
 Big Spring Herald: Robert Whipkey
 Brownsville Herald: Jack Rutledge
 Daily Brownwood Bulletin: Curtiss Petrey
 Daily Texan (Austin): Ellen Gibson
 Dallas News: John Rosenfield
 Dallas Times Herald: Douglas Hawley
 El Paso Herald-Post: H. A. Jichael
 El Paso Times: Ray Stover, Mrs. Clara Webster
 Fort Worth Press: Peg Lilly
 Fort Worth Star Telegram: Bill Potts
 Galveston News, Tribune: Silas Ragsdale
 Houston Chronicle: Mildred Stockard
 Houston Post: Dorothy Meitzen
 Houston Press: Anthony Triolo
 Pampa News: Tex DeWeese
 Paris News: W. N. Furey
 San Antonio Evening News: A. W. Walliser
 San Antonio Express: Ed Spill, Mr. Grant
 San Antonio Light: Frank Ragsdale
 San Benito Light: Mark Miller
 South Texas Citizen (Laredo): E. G. Clingenpeel
 Valley Morning Star (Harlingen): Van R. Wiggins
 Wichita Falls Daily Times: W. L. Underwood, Louis T. Hamlett
 Wichita Falls Record News: H. R. Hamlette

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UTAH

Deseret News (Salt Lake City): Wilby Durham
 Ogden Standard Examiner: Ethel G. Clark, L. G. Diehl
 Salt Lake Tribune, Telegram: Ray Simmona

•
VERMONT

Burlington Daily News: Charles Weaver
 St. Albans Daily Messenger: Walter Murtagh

VIRGINIA

Lynchburg Daily Advance: Dave Wright
 Lynchburg News: Mrs. Johnson
 Martinsville Daily Bulletin: Kay Thompson
 Newport News Daily Press: Lewis T. Jester
 Newport News Times-Herald: William H. Harrison
 Norfolk Ledger Dispatch: Charles Hoofnagle
 Petersburg Progress-Index: Curtis Lyons
 Richmond News Leader: John Stratton
 Richmond Times Dispatch: Mary Louise Daw
 Roanoke Leader: A. R. Powers
 Roanoke Times: Carl Andrews, W. A. Atkinson
 Roanoke World News: C. B. Thornton, A. G. Smith
 Suffolk News Herald: Lyrus Barrett, Ann Brunk
 Virginian Pilot (Norfolk): Warner Twiford

•
WASHINGTON

Aberdeen World: Harold Weatherby
 Associated Country Newspapers (Spokane): Mrs. Margaret Porter, H. L. Thorson
 Bremerton News Searchlight: Bonny Olsen
 Metropolitan Record (Spokane): Leo Seccord
 Olympian (Olympia): Marsh Hunt
 Olympia News: Chet Nye
 Seattle Post-Intelligencer: Barbara Richardson, Robert Burandt
 Seattle Star: Elfrieda Schmidt, Vivien Andrews
 Seattle Times: Betty Cornelius, Richard Hayes
 Spokane Chronicle: Jane Allen
 Spokesman-Review (Spokane): A. Libby, Byron Johnsrud
 Walla Walla Union-Bulletin: Sherman Mitchell

•
WEST VIRGINIA

Brooke News (Brooke County): Richard Jennings
 Charleston Daily Mail: Sol Padlibsky
 Charleston Gazette: Jeanne Sprague, Frank Knight
 Clarksburg News: Davis Grubb
 Fairmont Times: Martha Donehew
 Huntington Advertiser: C. B. Enslow, Jim Wallen
 Huntington Herald Dispatch: Gene Brown
 Moundsville Echo: Sam Shaw
 Welch Daily News: Fred Pendelton

WISCONSIN

Commonwealth Reporter (Fond du Lac):
C. H. Keyser
 Janesville Gazette: **Ann Tenny**
 Marshfield News-Herald: **Ed Heller**
 Milwaukee Journal: **Richard Bellamy**
 Milwaukee Sentinel: **Buck Herzog, Roy Wiker**
 Racine Journal-Times: **Don Mac Murray**
 Stevens Point Daily Journal: **James W. Hull, Francis Strand**
 Superior Evening Telegram: **Norris Swanson**
 Wisconsin Rapids Tribune: **James Felker**
 Wisconsin State Journal (Madison): **William Doudna**

WYOMING

Sheridan Press: **Ralph Blackledge**
 Wyoming Eagle (Cheyenne): **Al McCollough**
 Wyoming State Tribune (Cheyenne):
Lewis Bates

TERRITORY OF HAWAII

Filipino News (Lihue, Kauai): **Abraham A. Albayalde**
 Garden Island News (Lihue, Kauai):
Clarice B. Taylor, Charles Fern
 Honolulu Star-Bulletin: **Paul Findeison**
 Honolulu Advertiser: **Robert Trumbull**
 Hilo Tribune-Herald: **Kenneth Byerly**
 Maui News: **Charles Young**

ALBERTA

Edmonton Bulletin: **Don Killips, Jack Deprose**
 Edmonton Journal: **George Mac Intyre**
 Grande - Prairie Herald - Tribune: **Art Jackson**
 Lethbridge Herald: **George Yackulic**

BRITISH COLUMBIA

Ashcroft Journal, Armstrong Advertiser,
 Kamloops Sentinel, Merritt Herald,
 Salmon Arm Observer: **Ian Clark**
 Nelson News: **Hume Lethbridge**
 Trail Times: **Jack Lunney**
 Vancouver Daily Province: **Miss Walls, Margaret Fosness**
 Vancouver News-Herald: **Cromar Bruce**
 Vancouver Sun: **L. Price, Ozzie Odium**
 Victoria Daily Colonist: **Bob Willett**

NEW BRUNSWICK

Campbellton Graphic: **Al Anslow**
 Campbellton Tribune: **Harold Crockett**
 St. John Telegraph-Journal & Evening
 Times-Globe: **Mrs. C. W. Fewings**

NOVA SCOTIA

Antigonish Casket: **Charles MacGillivray**
 Halifax Chronicle: **H. Hoganson, C. F. Fraser**
 Halifax Herald: **Robert Rankin**
 Sydney Post-Record: **Don MacKenzie**

ONTARIO

Brockville Recorder & Times: **B. Amond**
 Hamilton Spectator: **Mabel Bruce**
 Hamilton Review: **Archie MacMillan**
 Kingston Whig Standard: **Robert Owens**
 Le Droit (Ottawa): **Mr. Berriault**
 London Free Press: **L. N. Bronson**
 Ottawa Citizen: **Mr. Hammerstrom**
 Ottawa Journal: **Mr. Taschereau**
 Owen Sound Daily Sun Times: **Stanley Latham**
 Timmins Daily Press: **Ed Copps, Harrison Flint**
 Toronto Daily Star: **Edna Hardy, Miss E. Quin**
 Toronto Evening Telegram: **Jim Hunter, Barbara Joyce**
 Toronto Globe & Mail: **C. H. Jenkins**

PRINCE EDWARD ISLAND

Charlottetown Patriot: **N. Mathieson**
 New Glasgow Evening News: **James Tibbetts**

QUEBEC

La Patrie (Montreal): **R. Carbonneau**
 La Press (Montreal): **Romeo LeBlanc, Jean Descheneau**
 Le Canada (Montreal): **Jean Vallerand, M. Leblanc**
 Le Devoir (Montreal): **Lucien Desbiens**
 L'Illustration (Montreal): **Jos. Bourdon**
 Montreal Gazette: **Herbert Whittaker, T. Archer**
 Montreal Herald: **D. P. Davis**
 Montreal Standard: **E. Gannon**
 Montreal Star: **R. Havilland**
 St. Maurice Valley Chronicle (Trois Rivieres): **Bob Clark**
 Val D'Or Star: **R. Duff**

SASKATCHEWAN

Calgary Herald: **Denny Brown**
 Moose Jaw Times-Herald: **Ron Brownridge**
 Regina Leader Post: **Gee Johnson, Miss M. Jones**
 Saskatchewan Farmer (Regina): **Gaston Johnson, D. Dibney**
 Saskatoon Star Phoenix: **Mr. Taylor, Eric Knowles**
 Western Spotlight (Moose Jaw): **D. A. Miller**
 Winnipeg Free Press: **Alice Johnston**
 Winnipeg Tribune: **R. Maley**



FEDERAL COMMUNICATIONS COMMISSION



Personnel

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Rules and Regulations Regarding Broadcasting Applications

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Chain Broadcasting Rules

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National Defense Rules

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FCC Bar Association



FEDERAL COMMUNICATIONS COMMISSION



Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1, 1943

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Chairman

PAUL A. WALKER

NORMAN S. CASE

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ROSEL H. HYDE

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EWELL K. JETT

Assistants to Chief Engineer

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GEORGE P. ADAIR

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Assistant Chief Accountant

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WILLIAM P. MASSING

Chief, Service Division

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Chief, Records Division

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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

RUSSELL R. CLEVINGER

Director of Information

EDGAR JONES

Assistant to Director of Information

MARY O'LESON

Senior Information Clerk

FIELD FORCE

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|---|--|
| <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. FOREST F. REDFERN 1200 U. S. Customhouse, 2nd & Chestnut Sts., Philadelphia, Pa. 4. EDWARD W. CHAPIN 508 Old Town Bank Bldg., Gay St. & Falsway, Baltimore, Md. 5. NATHAN A. HALLENSTEIN 402 New P. O. Bldg., Norfolk, Va. 6. PAUL HERNDON 411 Federal Annex., Atlanta, Ga. EDWARD JACKMAN 208 Post Office Bldg., Savannah, Ga. 7. ARTHUR S. FISH 312 Federal Bldg., Miami, Fla. MILTON W. GRINNELL 203 Post Office Bldg., Tampa, Fla. 8. THEODORE G. DEILER Customhouse, New Orleans, La. 9. W. I. ABBOTT (acting inspector-in-charge) 404 Federal Bldg., Galveston, Texas. WILLIAM E. CLYNE 329 Post Office Bldg., Beaumont, Texas 10. LOUIS L. McCABE 500 U. S. Terminal Annex, Dallas, Texas 11. BERNARD H. LINDEN 539 U. S. Post Office & Courthouse Bldg., Los Angeles, Calif. | <ol style="list-style-type: none"> ALFRED L. RITTER 307 U. S. Customs & Courthouse Bldg. Union & "F" Sts., San Diego, Calif. 12. FRANCIS V. SLOAN Customhouse, San Francisco, Calif. 13. KENNETH G. CLARK 805 Terminal Sales Bldg., Portland, Ore. 14. L. C. HERNDON 808 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 809 U. S. Court House, Kansas City, Mo. 18. H. D. HAYES 246 U. S. Courthouse Bldg., Chicago, Ill. 19. EMERY H. LEE 1029 New Federal Bldg., Detroit, Mich. CHARLES F. KOCHER 541 Old Post Office Bldg., Cleveland, Ohio 20. WALTER L. DAVIS 526 Federal Bldg., Buffalo, N. Y. 21. JOHN H. HOMSY 609 Stangenwald Bldg., Honolulu, T. H. 22. WILLIAM R. FOLEY 322-323 Federal Bldg., San Juan, Puerto Rico. 23. HERBERT H. ARLOWE 78 Shattuck Bldg., Juneau, Alaska. |
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CHARLES E. GOEKING
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CHALMER H. NEEB
TAFT NICHOLSON
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JOHN C. PETERSEN
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JOSEPH H. WOFFORD

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LESLIE R. BRADY
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LAWRENCE W. SMELTZER
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GLENN E. WEST

Engineer Draftsman

BRAXTON L. PEELE
BERNARD CARPENTER

Assistant Engineers

MERLE L. BALLOU
JAMES E. MOFFATT
JAMES RUBERTICCHIO
GEORGE R. STEWART

Engineering Aides

HERBERT L. BEURY
GEORGE L. GADEA

ACCOUNTING STAFF

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HENRY M. LONG

Head, Field Division

MARK S. McCOY

Head, Statistical Division

ALEXANDER UELAND

Head, Rates and Traffic Division

WILLIAM G. BUTTS

Head Accountants

HENRY F. BUCHANAN
JAMES E. HUFFMAN
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HARRY TENNYSON

Principal Accountants

ROBERT F. BRADEN
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FRANCIS P. HEARTSILL
EMERY E. HENSINGER
JAMES B. LOWELL
HARLAND R. MORRIS
JOHN J. NORDBERG
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CHARLOTTA GALLAP
Private Secty. to Chairman Fly
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HELEN HADLEY...Asst. Secty. to Comm. Walker
HENRY M. BARRY...Secty. to Comm. Case
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Secty. to Comm. Craven
MIRIAM K. LOVELESS,
Asst. Secty. to Comm. Craven
ABRAHAM MILLER...Secty. to Comm. Payne
RUTH T. KOPPIALKY,
Asst. Secty. to Comm. Payne
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MADGE B. WARNER, Asst. Secty. to Comm. Durr
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Secty. to Mr. Slowie

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Secty. to Asst. Genl. Counsel Hyde
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Secty. to Asst. Genl. Counsel Cottone
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Secty. to Asst. Chief Engineer Gross
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Secty. to Asst. Chief Engineer Adair
EVA E. HOCUTT
Secty. to Head Engineer Krebs
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Secty. to Chief, International Division
EUNICE W. KIRKLAND
Secty. to Chief, Field Division
RUTH H. DRISCOLL,
Secty. to Chief, Technical Division
FRANCES GROOM...Secty. to Chief Accountant

F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1943

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 radio 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 the class of stations to which the applicant belongs;

(b) That in the event the application is on behalf of a standard broadcast station 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.

Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis; formal application must be made for other authorizations.

(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 extended from time to time 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 naval control officers and other instructions issued by the Navy Department.



1940—GROWTH OF RADIO STATIONS—1942

| As of: | Licensed Stations | Construction Permits | Special Broadcast Stations | Total |
|----------------|-------------------|----------------------|----------------------------|-------|
| 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 |
| January 1942 | 887 | 36 | — | 923 |
| February 1942 | 891 | 32 | — | 923 |
| March 1942 | 893 | 31 | — | 924 |
| April 1942 | 897 | 27 | — | 924 |
| May 1942 | 899 | 25 | — | 924 |
| June 1942 | 906 | 18 | — | 924 |
| July 1942 | 906 | 19 | — | 925 |
| August 1942 | 905 | 16 | — | 921 |
| September 1942 | 906 | 14 | — | 920 |
| October 1942 | 908 | 11 | — | 919 |
| November 1942 | 910 | 9 | — | 919 |
| December 1942 | 919 | 9 | — | 918 |

*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.

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| <p>BENTON, JOHN E. New Post Office Bldg. Washington, D. C.</p> | <p>CANFIELD, AUSTIN F. 627 Woodward Bldg. Washington, D. C.</p> | <p>DALBERG, MELVIN H. National Press Bldg. Washington, D. C.</p> |
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JACOBS, CARL M.
Union Central Bldg.
Cincinnati, Ohio

JACOBS, SAMUEL
75 State St.
Albany, N. Y.

JAMES, WILLIAM R.
Roosevelt Bldg.
Los Angeles, Calif.

JAMESON, GUILFORD
1100 Investment Bldg.
Washington, D. C.

JANSKY, MAURICE M.
815 Fifteenth St., N. W.
Washington, D. C.

JEVONS, RICHARD A.
1312 Saratoga Ave.
Washington, D. C.

JOHNSON, WALTER
Star Bldg.
Washington, D. C.

JOHNSTON, E. D.
Munsey Bldg.
Washington, D. C.

JOYCE, JOSEPH GROVER
R. A. Long Bldg.
Kansas City, Mo.

KAHN, ALEXANDER
220 Broadway
New York, N. Y.

KARBE, OTTO F.
931 Wainwright Bldg.
St. Louis, Mo.

KAYE, SYDNEY M.
165 Broadway
New York, N. Y.

KELLER, JOSEPH E.
Munsey Bldg.
Washington, D. C.

KENDALL, JOHN C.
U. S. Bank Bldg.
Portland, Oregon

KENDALL, JOHN W.
U. S. National Bank Bldg.
Portland, Ore.

KERN, HOWARD L.
143 Liberty St.
New York, N. Y.

KERR, WILLIAM L.
Box 190
Pecos, Texas

KIMBALL, RALPH H.
60 Hudson St.
New York, N. Y.

KOPLETZ, FRANK M.
National Bank Bldg.
Detroit, Mich.

KOPLOVITZ, WILLIAM C.
815 - 15th St., N. W.
Washington, D. C.

KURRIE, 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.

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.

LEVINE, J. J.
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., 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.

McCORMICK, H. L.
Munsey Bldg.
Washington, D. C.

McDONALD, JOSEPH A.
c-o NBC
Merchandise Mart
Chicago, Ill.

McKINNEY, HAVES
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.

MATHER, EVERETT E., JR.
1835 Arch St.
Philadelphia, Pa.

MAY, PHILIP S.
Lynch Bldg.
Jacksonville, Fla.

MAY, ROBERT E.
Shoreham Bldg.
Washington, D. C.

MAVER, HENRY
347 Fifth Ave.
New York, N. Y.

MELNIK, MORTON F.
601 Tenney Bldg.
Madison, Wis.

MEYERS, MILTON H.
182 Grand St.
Waterbury, Conn.

MEYERER, RAYMOND J.
2363 Penobscott Bldg.
Detroit, Mich.

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.

MILLER, WILLIAM E.
1211 Union Bank Bldg
Pittsburgh, Pa.

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.

MVERS, R. P.
30 Rockefeller Plaza
New York, N. Y.

NINER, ISIDOR
366 Madison Ave.
New York, N. Y.

O'BRIEN, SEYMOUR
Baltimore Trust Bldg.
Baltimore, Md.

O'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.

PHIELPS, 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.

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.

Federal Communications Bar Association

- 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, YERRO H.**
610 First National Bank Bldg.
Omaha, Nebr.
- ROBERSON, FRANK**
Munsey Bldg.
Washington, D. C.
- ROBERTS, GLENN D.**
110 Main St.
Madison, Wis.
- 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, Wis.
- SAMMOND, FREDERIC**
735 N. Water St.
Milwaukee, Wis.
- 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.
- SHEA, GEORGE F.**
Tower Bldg.
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.
- SOCOLOW, 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, JOHN C.**
Munsey Bldg.
Washington, D. C.
- 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.
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National Press Bldg.
Washington, D. C.
- SULLIVAN, FRANCIS C.**
Alworth 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 Lender Bldg.
Cleveland, Ohio
- TIFFENBRUN, 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, VARRO 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, RALPH L.**
F.C.C.
Washington, D. C.
- WALKER, THOMAS GLYNN**
540 Broad Street
Newark, N. J.
- WALLACE, HOWARD E.**
Judge Building
Salt Lake City, Utah
- WALTER, JOSEPH H.**
260 S. Broad Street
Philadelphia, Pa.
- WARKNER, HARRY P.**
Woodward Building
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.
- WHEAT, CARL I.**
Shoreham Bldg.
Washington, D. C.
- WHEELER, EDW. K.**
Bowen Bldg.
Washington, D. C.
- WHISSELL, 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, GEORGE O.**
Republic Bank Bldg.
Dallas, Texas
- WILSON, THOMAS WINFIELD**
720 Ridge Blvd.
Brooklyn, N. Y.
- WOZENCRAFT, FRANK W.**
66 Broad St.
New York, N. Y.
- WRIGHT, J. WARREN**
Bureau of Ships, Navy Dept.
Washington, D. C.
- YOURD, KENNETH L.**
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Make Radio Advertising Rates & Data your permanent sales representative for daily . . . hourly contacts in advertising buyers' offices

Your best representative in advertising buyers' offices is Standard Rate & Data Service. It is consulted on every schedule that is planned and placed.

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But no matter how efficient this representative is, it is up to YOU to make him do a *complete sales job*.

For selling's sake, for results, equip him to do a man's size job for you . . . qualify him to stand up where he will be seen and ask for the order . . . at the time he has the floor all to himself.

It's simple as A,B, C. Tell YOUR market story in impressive space with *your* listing in SRDS. Tell the kind of story your best man would tell.

Put sales life into this on-the-job representative and he will put you on more schedules.



RADIO ADVERTISING RATES AND DATA

Published by

Standard Rate & Data Service, Inc.
CHICAGO NEW YORK LOS ANGELES

PUBLICATIONS

Covering the Field of Radio

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY 11 W. 42nd St., New York, N. Y. Phone, PENnsylvania 6-3265. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Director, S. J. Davis. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. The Advertiser carries articles on radio concerning the advertising field. There is also an annual, **MARKETS OF AMERICA**, presenting a compilation of market articles, each written by an advertising or agency executive expert in the market he discusses.

Advertising Age

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York, N. Y. Phone, BRyant 9-6431; 1226 National Press Bldg., Washington, D. C. Phone, REpublic 7659. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

Advertising & Selling

MONTHLY. 9 E. 38th St., New York, 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.; Managing Editor, R. S. Littleford, Jr. (Cincinnati); Radio Editor, Leonard Traube (New York); President-General Manager, E. W. Evans; Secretary, W. D. Littleford; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Csida, General Manager; 323 Commercial Exchange Bldg., Los Angeles, Calif., Sam Abbott, 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. Editor-in-Chief and Publisher, Ben Shlyen; Editor, William G. Formby; News Editor, James M. Jerauld; Eastern Editor, William Ornstein; Chicago Correspondent, Hal Tate; Hollywood Manager, Ivan Spear; General 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.

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

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NEW YORK
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Business Promotion

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting. 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 & Editor, J. E. Gordon; Group Manager of Technical Publications, J. L. Craig; Data Editor, Margaret N. White. 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.

Communications

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

Daily Variety

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOLLYWOOD 1141.

President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Robert U. Brown; 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.

Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell. Electronic Industries is published for all who design, produce, or operate radio and electronic equipment.

Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Beverley Dudley; Associate Editor, W. MacDonald; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 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 magazine 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; Washington Correspondent, Andrew H. Older, 520 Third St., N. W. Phone,

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District 1253; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture, as well as television and radio to the extent they concern the film field.

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**FM Radio-Electronic
Engineering**

MONTHLY. 21 E. 37th St., New York, N. Y. Phone, LEXington 2-8070. Editor-Publisher, M. B. Sleeper; Circulation Manager, M. Smollett. BRANCH OFFICE: 360 N. Michigan Ave., Chicago, Ill. Phone, State 4439. William Fleischman. This publication deals with radio-electronic development, engineering, and manufacturing and includes the monthly Radio-Electronic products directory.

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Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Reed Porter; Business Manager, John Rohlf; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Dave Hanna. 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.

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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. Phone, BRyant 9-6432. This publication prints all available news stories about the use of radio by industrial marketers.

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Marketing

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

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Metronome

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp.; President, Ned Bitner; Editor, George Simon; Associate Editor, Barry Ulanov; Radio Editor, Edward H. Dunkum. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields; radio, band, stage, show and record reviews, interviews and personality stories, instruction departments conducted by leading exponents of the various dance band instruments.

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Motion Picture Daily

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Chicago Correspondent, Oscar Lundy; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, James A. Cron. 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.

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Movie-Radio Guide

MONTHLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 5050. Publisher, Triangle Publications, Inc.; General Manager, Harry Hayden; Supervising Editor, Carl A. Schroeder (Hollywood); Managing Editor, Ruth Bizzell (Chicago); Circulation Manager, R. E. Haig (Chicago). 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; 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-in-Chief, Lois Watt North; Managing Editor, Hans Rosenwald; Sales Manager, Milton Edwards; Business Manager, Robert W. Barclay. Music News is a feature and

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Brown & Williamson Tobacco Co.
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Coca-Cola Co.
American Home Products Corp.
Chesebrough Mfg. Co.
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Sterling Products
Prudential Insurance Co. of America
Armour & Co.
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California Fruit Growers Exchange
Continental Baking Co.
General Foods Corp.
Thomas J. Lipton, Inc.
Pet Milk Sales Corp.
International Silver Co.
American Oil Co.
Gulf Oil Corp.
Pepsi-Cola Co.
Eversharp Inc.
Gillette Corp.

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Young & Rubicam
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Benton & Bowles
Blackett-Sample-Hummert
Lord & Thomas
Wm. Esty & Co.
Ted Bates, Inc.
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Newell-Emmett Co.
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Compton Adv.
Sherman & Marquette
J. Walter Thompson Co.
Buchanan & Co.
Arthur Meyerhoff & Co.
Pedlar & Ryan
Gardner Adv. Co.
Batten, Barton, Durstine & Osborn
Arthur Kudner, Inc.
Geyer, Cornell & Newell
D'Arcy Advertising Co.
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Joseph Katz Co.
Aubrey, Moore & Wallace
H. W. Kastor & Sons, Adv. Co.
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O'Dea, Sheidon & Canaday
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Music Times

TWICE-MONTHLY. 501 Plymouth Court, Chicago, Ill. Phone, Harrison 0144. Editor-Publisher, J. Bradford Pengelly. In each issue there is a section devoted to radio under the heading, "Records, Radio and Television."

•

Music Trade Review

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

•

The Music Trades

MONTHLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editor, William J. Dougherty. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

•

Musical Advance

MONTHLY. 100 West 57th St., New York, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber.

•

Musical America

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editor, Oscar Thompson; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

•

Musical Courier

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Edi-

tor, Leonard Liebling; Managing Editor and President, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

•

Musical Digest

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

•

The Musician

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, Plaza 3-2024. Editor, Nicholas de Vone; Publisher, John C. Gerstner. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music. It is the official organ of the American Music Foundation.

•

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.

•

Parts

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, John Yezbak; Circulation Manager, G. G. Lyon; Managing Editor, Daniel Webster; Merchandising Editor, Alex H. Kolbe. 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.

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Printers' Ink

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Proceedings of the I. R. E.

(Institute of Radio Engineers)

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

Proceedings of the Radio Club of America

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; President, Paul Ware; 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; Executive Editor, Clinton B. DeSoto; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton, Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted

to publication of technical data and the activities and developments in amateur radio.

Radio Advertising Rates and Data

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert 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; 816 W. Fifth St., Los Angeles. Radio station rates service revised and issued monthly.

Radio-Craft

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

Radio 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

46 Bloor St. W., Toronto, Ont., Canada. Phone, Randolph 2137. 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*.)

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Radio Life

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RIchmond 5262. Publisher, Carl M. Bigsby; Managing Director, Culbreth Sudler; Business Manager, Vinson Vaughan; Editor, Evelyn Bigsby; Radio Editor, Hal Julian. BRANCH OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEMpstead 2025. Radio Life carries complete logs for all Southern California stations, radio's weekly highlights, and a rotogravure section.

Radio Mirror

MONTHLY. 205 East 42nd St., New York, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Managing Editor, Doris McFerran; Associate 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; fictionizing of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

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. Tighe. This publication is a technical magazine devoted to radio in war, including articles for the servicemen, dealer, recordist, experimenter and amateur.

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 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 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-Television Journal

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Publisher, Kolbe Publications, Inc.; Editor, Daniel Webster; Advertising Director, Alex H. Kolbe.

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary-Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W., Toronto, Ont., Canada. Manager, J. M. Teckie. Radiotime is a composite of individual Canadian radio station program schedules which are standardized and published in one edition.

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

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Sales Management

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merril V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 15 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth. The publication issues an annual survey of buying power in April for the purpose of presenting statistical information for evaluating markets. Survey provides data on current family and per capita income by counties, cities and states, together with estimates on retail sales and other market factors for all population units.

Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Robert G. Herzog (on leave); 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 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; 816 W. Fifth 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, Reginald T. Clough; Radio Editor, Clifford H. Rainsdell; 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; 300 Montgomery St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

Variety

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

Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim. Assistant Publisher, R. S. Oppenheim. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

Trade Coverage

The millions of radio sets in American homes were sold by the dealers and distributors who read Radio-Television Journal & Talking Machine World. Now, with manufacturing halted, they are being serviced by this same group.

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House and Organization Publications

The Adcrafter

WEEKLY (Official publication of Ad-craft Club of Detroit). 2337 Book Tower, Detroit, Mich. Randolph 7225. Managing Editor, Harold M. Hastings; Publication Committee, Percy Atkinson (Chairman), Hil F. Best, A. deG. Conkey, F. Lee Johnston. Weekly news of advertising sales events, and people in the Detroit area. Monthly issues, including Annual Radio Number, discontinued for the duration.

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

OCCASIONALLY, FOR THE DURA-TION. 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, BOwling Green 9-3800. Editor, H. T. Kohlhaas. Electrical Communication is the technical journal of the International Telephone and Telegraph Corporation and associate companies, published by the International Standard Electric Corp.

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 meas-

uring instruments and their applications. This publication is available only to scientists, engineers and technicians engaged in development, research and maintenance of radio and industrial electrical equipment.

FREC Service Bulletin

MONTHLY. Federal Radio Education Commission, c/o U. S. Office of Education, Washington, D. C. Editor, (Mrs.) Gertrude G. 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.

The International Musician

MONTHLY. 39 Division St., Newark, N. J. Phone, HUmboldt 2-3400. Publisher-Editor, Leo Cluesmann. 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.

Journal of the Association for Education by Radio

MONTHLY. 228 N. LaSalle St., Chicago, Ill. Phone, DEarborn 7801. President, 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.

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.



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UNITED STATES
CENSUS FIGURES

*Including Latest
Statistical Data
On "Shifting Popu-
lations" Resulting
From the War Effort.*



RADIO MARKETS IN WAR-TIME

By Robert A. Litzberg
Statistician, Radio Daily

In a peace-time economy the decennial population count as taken by the U. S. Census Bureau, the last of which was tabulated only two years ago (1940), would suffice the most exacting of market research men. Formerly it was only when the half-way mark in the decade had been reached that there was talk of new data on population totals and estimated changes. Today, with our nation at war, market analysts are faced with the problem of "shifting population", occasioned by the demands of a great country in arms. What was once a skeleton-manned army post in a rural area, is now a self-contained city of upwards of 50,000 men in uniform; what was formerly an industrial area with an 8-hour-per-day working population, is now a three-shift city with thousands of new workers imported from other sections of the country.

Research Responsibility

This "shifting population" has knocked normal marketing processes out of kilter and has placed an added responsibility on market research men, whose job is to evaluate market potentialities in order to facilitate the distribution of commodities. In the section that follows this article it is our purpose to present to the industry up-to-date authoritative data to be used in studying markets and also in preparing sales stories for individual markets.

For practical usage, the census presentation of the 1943 RADIO ANNUAL is divided into two sections. The first is designed to give basic information as released by the Bureau of Census in 1940; the second consists of later studies by the Census Bureau and the Office of Price Administration and has for its purpose to show estimated shifts in population resulting from the war effort since the 1940 Census. This first section consists of a breakdown by state and county of total population, families, radio homes and retail-service trade data; all this material is taken from the 1940 Census except the retail-service figures, which are a part of the most recent census of retail trade, and the NAB estimated figure* for radio homes which is presented along with the Census totals for comparison

purposes. Various classifications are defined at the end of this introductory article.

"Shifting Population"

In the second section of its census presentation, the 1943 edition of the RADIO ANNUAL presents current data on "shifting population". The source of this information is the Bureau of Census and the Office of Price Administration, both these Federal agencies having made estimates of various municipal and county areas. (137 metropolitan areas and 210 counties.) It is to be noted that these Federal agencies have not attempted to estimate all of the 3,100 counties in the United States and that material in this volume is as complete as was available at press-time. It is so arranged that comparisons between 1940 Census figures and the more recent estimates may be made easily. The Bureau of Census has estimated in actual number changes in population; the Office of Price Administration has only released percentage increases by county. All the data is arranged in this volume under the respective states to facilitate its use by those preparing coverage studies.

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, with a few exceptions, consists mainly of these people living in *incorporated* places of 2,500 or more.

Rural Population: The remainder of population, after the urban figures had

* The National Association of Broadcasters is used its estimated increases over the 1940 Census Bureau's radio homes figures in its issues of the association's weekly news letter; they are based on the theory that, in the actual physical count of radio homes taken by the Bureau of Census, there was a certain percentage of population not reporting; this additional percentage has been projected using the Census totals as a basis.

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.

Radio Homes

Radio Homes: (1) 1940 Census. One of the questions asked by investigators taking the physical count of population for the 1940 Census was whether the home had a radio. The figure, by county, under the column titled "1940 Census" are taken from the housing study of population for 1940 as released by the Bureau. (2) NAB Projection. The National Association of Broadcasters has issued projections of the 1940 "radio homes" figure of the Bureau of Census (see footnote in this article). The figures listed under the column titled "NAB Projection" were issued as estimates by the trade association.

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."

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.

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 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 with common economic, social and, often, administrative interests.

Estimated Civilian Population, May 1, 1940: These estimates of civilian population have been prepared by the Bureau of Census in response to many requests from war agencies and other organizations for information on the population in various areas, excluding persons in the armed forces. A large movement of civilian population since the 1940 Census to centers of war activity is revealed in the estimates. Of 137 metropolitan counties or groups of counties, 88 showed a gain in civilian population between April 1940 and May 1942, 43 showed a decline, and 6 showed no appreciable change. The net increase in civilian population of all the metropolitan counties was 1,853,000 or 2.8 per cent, which may be compared with the net decrease of almost exactly the same percentage in the remainder of the United States. The largest gains were noted in Detroit, Washington, D. C., Chicago, Los Angeles, Norfolk, Portsmouth and Newport News, Va., St. Louis, San Diego, San Francisco and Oakland. Losses occurred in New York-Northeastern New Jersey metropolitan counties. The extreme changes are attributable mainly to net in-migration or out-migration rather than natural increase or decrease. Metropolitan counties with high rates of growth were in practically every case those with more than average wartime activity and vice versa in the case of areas with only a few important plants working on war contracts. Gains were effected despite the substantial number of men who have entered the armed forces.

The estimates are based mainly on the number of persons registering for War Ration Book Number 1 (sugar).

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA): These figures indicate the recorded percentage increases in population over the 1940 Census as computed by the OPA for administrative purposes on the basis of reported data of the registration for War Ration Book One, estimated increases in military personnel, and other factors where known, such as recent influx of war workers. Where no percentage increase is shown for a county the data is not available.

Editor's Note: The 1942 RADIO ANNUAL presented statistics for the latest Census of Retail Trade in detail for Food, Drug, Automotive and Apparel stores and sales. For those readers having use for this type of material, it is suggested that they refer to that volume.

UNITED STATES RADIO MARKETS

POPULATION—FAMILIES—RADIO HOMES BY STATE AND COUNTY

(1940 U. S. Census)

| State | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-------------------------|--------------------|-------------------|-------------------|-------------------|--------------------|-------------------|------------------|---------------------|
| | Total | Urban | Rural | | Census | NAB Projection | Stores | Sales |
| Alabama | 2,832,961 | 855,941 | 1,977,020 | 673,815 | 321,671 | 332,776 | 32,917 | \$467,334 |
| Arizona | 499,261 | 173,981 | 325,280 | 131,133 | 87,781 | 90,394 | 8,061 | 172,883 |
| Arkansas | 1,949,387 | 431,910 | 1,517,477 | 495,825 | 244,586 | 252,148 | 27,024 | 320,973 |
| California | 6,907,387 | 4,902,265 | 2,005,122 | 2,138,343 | 1,933,031 | 1,987,204 | 163,651 | 3,515,950 |
| Colorado | 1,123,296 | 590,756 | 532,540 | 316,000 | 258,573 | 267,295 | 22,971 | 436,576 |
| Connecticut | 1,709,242 | 1,158,162 | 551,080 | 448,682 | 417,259 | 429,260 | 34,225 | 763,295 |
| Delaware | 266,505 | 139,432 | 127,073 | 70,541 | 59,921 | 61,380 | 5,988 | 116,810 |
| District of Columbia | 663,091 | 663,091 | — | 173,445 | 158,377 | 162,446 | 10,723 | 442,259 |
| Florida | 1,897,414 | 1,045,791 | 851,623 | 519,887 | 326,447 | 336,803 | 36,849 | 661,022 |
| Georgia | 3,123,723 | 1,073,808 | 2,049,915 | 752,211 | 381,668 | 394,755 | 42,066 | 670,021 |
| Idaho | 524,873 | 176,708 | 348,165 | 141,727 | 118,824 | 122,471 | 8,914 | 184,503 |
| Illinois | 7,897,241 | 5,809,650 | 2,087,591 | 2,192,724 | 1,974,604 | 2,023,969 | 151,829 | 3,152,602 |
| Indiana | 3,427,796 | 1,887,712 | 1,540,081 | 961,498 | 826,603 | 848,325 | 63,979 | 1,130,514 |
| Iowa | 2,538,268 | 1,084,231 | 1,454,037 | 791,824 | 617,006 | 633,168 | 52,780 | 870,632 |
| Kansas | 1,801,028 | 753,941 | 1,047,087 | 511,109 | 411,984 | 424,457 | 37,592 | 503,948 |
| Kentucky | 2,845,627 | 849,327 | 1,996,300 | 698,538 | 444,416 | 456,633 | 40,283 | 554,228 |
| Louisiana | 2,363,880 | 980,439 | 1,383,441 | 592,528 | 307,883 | 315,261 | 32,356 | 522,652 |
| Maine | 847,226 | 343,057 | 504,169 | 218,968 | 184,348 | 189,300 | 17,758 | 296,057 |
| Maryland | 1,821,244 | 1,080,351 | 740,893 | 465,183 | 396,338 | 410,164 | 34,063 | 664,491 |
| Massachusetts | 4,316,721 | 3,859,476 | 457,245 | 1,120,694 | 1,044,830 | 1,077,642 | 84,000 | 1,876,113 |
| Michigan | 5,256,106 | 3,454,867 | 1,801,239 | 1,396,014 | 1,271,499 | 1,304,149 | 90,038 | 1,954,069 |
| Minnesota | 2,792,300 | 1,390,098 | 1,402,202 | 728,359 | 647,499 | 664,296 | 54,511 | 1,081,158 |
| Mississippi | 2,183,796 | 432,882 | 1,750,914 | 534,956 | 295,613 | 213,312 | 24,421 | 303,274 |
| Missouri | 3,784,664 | 1,960,696 | 1,823,968 | 1,068,642 | 832,590 | 853,299 | 73,694 | 1,201,439 |
| Montana | 559,456 | 211,535 | 347,921 | 159,963 | 134,503 | 137,900 | 11,113 | 232,366 |
| Nebraska | 1,315,834 | 514,148 | 801,686 | 360,744 | 298,790 | 305,681 | 26,949 | 423,568 |
| Nevada | 110,247 | 43,291 | 66,956 | 33,291 | 26,200 | 27,119 | 2,641 | 45,183 |
| N. Hampshire | 491,521 | 283,225 | 208,299 | 132,936 | 116,809 | 119,664 | 9,639 | 192,529 |
| New Jersey | 4,160,165 | 3,394,773 | 765,392 | 1,100,260 | 1,029,466 | 1,050,612 | 91,715 | 1,704,931 |
| New Mexico | 531,818 | 176,401 | 355,417 | 129,475 | 66,609 | 69,053 | 8,229 | 132,117 |
| New York | 13,479,142 | 11,165,893 | 2,313,249 | 3,662,113 | 3,385,703 | 3,498,754 | 302,325 | 6,243,699 |
| N. Carolina | 3,571,623 | 974,175 | 2,597,448 | 789,659 | 471,863 | 487,353 | 44,328 | 675,361 |
| N. Dakota | 641,935 | 131,923 | 510,012 | 152,043 | 131,000 | 134,437 | 11,049 | 162,780 |
| Ohio | 6,907,612 | 4,612,986 | 2,294,626 | 1,897,796 | 1,697,672 | 1,739,399 | 127,315 | 2,616,387 |
| Oklahoma | 2,336,434 | 879,663 | 1,456,771 | 610,481 | 405,754 | 420,182 | 39,448 | 549,054 |
| Oregon | 1,089,684 | 531,675 | 558,009 | 337,492 | 290,641 | 299,226 | 22,714 | 476,363 |
| Penna. | 9,900,180 | 6,586,877 | 3,313,303 | 2,515,524 | 2,259,288 | 2,323,980 | 179,692 | 3,346,477 |
| Rhode Island | 713,346 | 653,383 | 59,963 | 187,706 | 176,739 | 179,652 | 14,423 | 296,690 |
| S. Carolina | 1,899,804 | 466,111 | 1,433,693 | 434,968 | 269,542 | 215,636 | 23,871 | 351,101 |
| S. Dakota | 642,961 | 158,087 | 484,874 | 165,428 | 136,049 | 139,854 | 12,781 | 177,601 |
| Tennessee | 2,915,841 | 1,027,206 | 1,888,635 | 714,894 | 434,733 | 446,943 | 37,613 | 659,526 |
| Texas | 6,414,824 | 2,911,389 | 3,503,435 | 1,678,396 | 1,090,206 | 1,122,042 | 116,824 | 1,940,914 |
| Utah | 550,310 | 305,493 | 244,817 | 139,487 | 126,418 | 128,923 | 8,759 | 182,144 |
| Vermont | 359,231 | 123,239 | 235,992 | 92,435 | 80,253 | 81,905 | 7,208 | 129,351 |
| Virginia | 2,677,773 | 944,675 | 1,733,098 | 627,532 | 469,978 | 421,078 | 38,793 | 672,402 |
| Washington | 1,736,191 | 924,969 | 814,222 | 537,337 | 472,553 | 466,684 | 36,938 | 722,300 |
| W. Virginia | 1,901,974 | 534,292 | 1,367,682 | 444,815 | 326,347 | 334,239 | 21,129 | 423,651 |
| Wisconsin | 3,137,587 | 1,679,144 | 1,458,443 | 827,207 | 743,078 | 758,449 | 61,062 | 1,127,415 |
| Wyoming | 250,742 | 93,577 | 157,165 | 69,374 | 57,126 | 58,531 | 5,312 | 104,700 |
| Total U.S. | 131,669,275 | 71,123,702 | 57,215,573 | 31,851,532 | 28,011,671* | 28,838,203 | 2,116,383 | \$45,162,207 |

* The Bureau of Census has issued a revised total for radio homes of 28,048,219 which is a difference of 6,548 or less than .03 of one per cent.

All money figures in the retail-service column are in thousands (\$000) of dollars.

ALABAMA

Population 2,832,961
 Families 673,815
 Radio Homes, 1940 Census 321,671
 Radio Homes, NAB Projection 332,776

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|-----------------------|------------------|----------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | Families | Census | Projection | Stores | Sales |
| Autauga | 20,977 | 2,664 | 18,313 | 4,973 | 1,408 | 1,383 | 189 | \$1,518 |
| Baldwin | 32,324 | — | 32,324 | 8,000 | 3,587 | 3,699 | 459 | 5,167 |
| Barbour | 32,722 | 6,260 | 26,453 | 7,657 | 2,140 | 2,231 | 360 | 3,264 |
| Bibb | 20,155 | — | 20,155 | 4,636 | 2,077 | 2,122 | 253 | 2,073 |
| Blount | 29,490 | — | 29,490 | 6,665 | 2,547 | 2,858 | 336 | 2,449 |
| Bullock | 19,810 | 3,107 | 16,703 | 4,673 | 692 | 951 | 221 | 1,763 |
| Butler | 32,447 | 5,075 | 27,372 | 7,382 | 2,218 | 2,345 | 319 | 3,464 |
| Calhoun | 63,319 | 32,537 | 30,782 | 15,021 | 8,619 | 8,830 | 847 | 11,633 |
| Chambers | 42,146 | 6,141 | 36,005 | 9,888 | 4,475 | 4,629 | 386 | 3,367 |
| Cherokee | 19,928 | — | 19,928 | 4,419 | 2,478 | 2,520 | 306 | 1,455 |
| Chilton | 27,955 | 3,982 | 23,973 | 6,585 | 2,778 | 2,851 | 361 | 3,216 |
| Choctaw | 20,195 | — | 20,195 | 4,571 | 992 | 1,021 | 292 | 1,438 |
| Clarke | 27,636 | — | 27,636 | 6,379 | 1,805 | 1,841 | 417 | 3,706 |
| Clay | 16,907 | — | 16,907 | 3,878 | 1,410 | 1,498 | 212 | 1,511 |
| Cleburne | 13,629 | — | 13,629 | 2,992 | 1,019 | 1,044 | 189 | 1,635 |
| Coffee | 31,987 | 4,358 | 27,634 | 7,311 | 2,628 | 2,718 | 412 | 3,037 |
| Colbert | 34,093 | 13,448 | 20,645 | 8,245 | 4,453 | 4,572 | 415 | 5,381 |
| Conceh | 25,489 | — | 25,489 | 5,650 | 1,432 | 1,480 | 195 | 1,954 |
| Coosa | 13,460 | — | 13,460 | 2,971 | 1,031 | 1,057 | 146 | 836 |
| Covington | 42,417 | 13,003 | 29,354 | 9,970 | 3,768 | 4,088 | 563 | 6,578 |
| Crenshaw | 23,631 | — | 23,631 | 5,608 | 1,644 | 1,730 | 284 | 2,168 |
| Cullman | 47,343 | 5,074 | 42,269 | 10,690 | 5,706 | 5,825 | 608 | 6,310 |
| Dale | 22,685 | 3,601 | 19,084 | 5,326 | 2,043 | 2,100 | 315 | 1,703 |
| Dallas | 55,245 | 19,834 | 35,411 | 13,733 | 3,923 | 4,056 | 592 | 8,996 |
| DeKalb | 43,075 | 4,424 | 38,651 | 9,989 | 4,787 | 4,956 | 522 | 3,824 |
| Elmore | 34,546 | 3,089 | 31,457 | 7,755 | 3,040 | 3,189 | 433 | 3,570 |
| Escambia | 30,671 | 6,523 | 24,148 | 6,766 | 2,368 | 2,479 | 383 | 5,294 |
| Etowah | 72,580 | 41,860 | 30,720 | 17,197 | 11,387 | 11,739 | 836 | 15,614 |
| Fayette | 21,651 | 2,668 | 19,983 | 4,950 | 2,167 | 2,212 | 233 | 2,335 |
| Franklin | 27,552 | 3,510 | 24,042 | 6,090 | 2,630 | 2,690 | 319 | 2,622 |
| Geneva | 29,172 | 2,803 | 26,369 | 6,690 | 2,276 | 2,370 | 337 | 2,851 |
| Greene | 19,185 | — | 19,185 | 4,720 | 646 | 671 | 147 | 1,622 |
| Hale | 25,533 | — | 25,533 | 5,952 | 1,107 | 1,138 | 174 | 1,693 |
| Henry | 21,912 | — | 21,912 | 4,857 | 1,517 | 1,568 | 188 | 1,766 |
| Houston | 45,665 | 17,194 | 28,471 | 11,161 | 4,906 | 5,200 | 666 | 8,175 |
| Jackson | 41,802 | 2,834 | 38,968 | 9,127 | 3,381 | 4,172 | 137 | 3,517 |
| Jefferson | 459,930 | 319,213 | 140,717 | 119,034 | 86,706 | 89,654 | 5,194 | 132,388 |
| Lamar | 19,708 | — | 19,708 | 4,401 | 1,859 | 1,903 | 248 | 1,753 |
| Lauderdale | 46,230 | 15,043 | 31,187 | 10,828 | 5,596 | 5,728 | 555 | 7,505 |
| Lawrence | 27,880 | — | 27,880 | 6,216 | 2,225 | 2,286 | 226 | 1,490 |
| Lee | 36,455 | 13,130 | 23,316 | 8,726 | 3,214 | 3,344 | 413 | 5,762 |
| Limestone | 35,612 | 4,342 | 31,300 | 8,042 | 3,239 | 3,356 | 306 | 3,401 |
| Lowndes | 22,661 | — | 22,661 | 5,364 | 673 | 707 | 169 | 1,390 |
| Macon | 27,654 | 3,937 | 23,717 | 6,354 | 1,553 | 1,631 | 410 | 2,873 |
| Madison | 63,317 | 13,050 | 50,267 | 15,325 | 8,228 | 8,412 | 735 | 11,964 |
| Marengo | 35,736 | 4,137 | 31,599 | 8,651 | 1,535 | 1,626 | 327 | 3,249 |
| Marion | 28,776 | — | 28,776 | 6,252 | 2,800 | 2,860 | 254 | 2,191 |
| Marshall | 42,395 | 8,049 | 34,346 | 9,713 | 5,265 | 5,367 | 618 | 5,831 |
| Mobile | 141,974 | 84,804 | 57,170 | 35,768 | 20,856 | 21,526 | 2,348 | 41,224 |
| Monroe | 29,465 | — | 29,465 | 6,446 | 1,746 | 1,847 | 277 | 2,967 |
| Montgomery | 114,420 | 78,084 | 36,336 | 29,520 | 15,221 | 15,879 | 1,507 | 31,555 |
| Morgan | 48,148 | 19,188 | 28,960 | 11,815 | 7,011 | 7,194 | 578 | 8,757 |
| Perry | 26,610 | — | 26,610 | 5,925 | 1,117 | 1,215 | 225 | 2,274 |
| Pickens | 27,671 | — | 27,671 | 6,259 | 2,015 | 2,078 | 200 | 2,322 |
| Pike | 32,493 | 7,055 | 25,438 | 7,757 | 2,700 | 2,806 | 440 | 4,614 |
| Randolph | 25,516 | 4,168 | 21,348 | 5,780 | 2,410 | 2,486 | 330 | 2,324 |
| Russell | 35,775 | 15,351 | 20,424 | 8,547 | 3,007 | 3,169 | 427 | 3,302 |
| St. Clair | 37,336 | 39 | 27,297 | 6,275 | 3,007 | 3,082 | 260 | 3,113 |
| Shelby | 28,962 | — | 28,962 | 6,797 | 3,083 | 3,170 | 259 | 2,809 |
| Sumter | 27,321 | — | 27,321 | 6,381 | 1,128 | 1,202 | 183 | 2,136 |
| Talladega | 51,832 | 15,567 | 36,265 | 11,345 | 4,471 | 4,980 | 511 | 7,749 |
| Tallapoosa | 35,270 | 6,640 | 28,630 | 8,248 | 3,850 | 4,005 | 434 | 4,857 |
| Tuscaloosa | 76,036 | 30,680 | 45,356 | 17,469 | 8,794 | 9,168 | 736 | 14,673 |
| Walker | 64,201 | 9,402 | 54,799 | 14,718 | 8,136 | 8,358 | 552 | 7,660 |
| Washington | 16,188 | — | 16,188 | 3,566 | 951 | 958 | 225 | 1,112 |
| Wilcox | 26,279 | — | 26,279 | 5,957 | 1,009 | 1,034 | 228 | 1,875 |
| Winston | 18,746 | — | 18,746 | 4,037 | 1,771 | 1,812 | 210 | 1,639 |
| Total State .. | 2,832,961 | 855,941 | 1,977,020 | 673,815 | 321,671 | 332,776 | 32,917 | \$167,331 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

ARIZONA

Population **499,261**
 Families **131,133**
 Radio Homes, 1940 Census **87,781**
 Radio Homes, NAB Projection **90,394**

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Apache | 24,095 | | 24,095 | 5,240 | 1,372 | 1,433 | 154 | \$2,487 |
| Cochise | 34,627 | 14,476 | 20,151 | 9,190 | 6,893 | 7,126 | 560 | 11,410 |
| Cocouino | 18,770 | 7,702 | 11,068 | 4,677 | 2,403 | 2,459 | 380 | 7,021 |
| Gila | 23,867 | 10,863 | 13,004 | 6,616 | 4,631 | 4,844 | 332 | 6,760 |
| Graham | 12,113 | | 12,113 | 2,894 | 1,821 | 1,878 | 212 | 3,366 |
| Greenlee | 8,698 | 2,668 | 6,030 | 2,185 | 1,567 | 1,602 | 133 | 2,291 |
| Maricopa | 186,193 | 80,399 | 105,794 | 50,455 | 36,344 | 37,208 | 3,201 | 72,712 |
| Mohave | 8,591 | | 8,591 | 2,654 | 1,657 | 1,713 | 198 | 4,347 |
| Navajo | 25,309 | 4,577 | 20,732 | 5,911 | 2,518 | 2,629 | 282 | 5,841 |
| Pima | 72,838 | 36,818 | 36,020 | 19,050 | 14,619 | 15,092 | 1,167 | 30,678 |
| Pinal | 28,841 | | 28,841 | 6,979 | 3,695 | 3,815 | 463 | 5,681 |
| Santa Cruz | 9,482 | 5,135 | 4,347 | 2,377 | 1,546 | 1,582 | 162 | 3,626 |
| Yavapai | 26,511 | 6,018 | 20,493 | 7,822 | 5,473 | 5,666 | 546 | 9,771 |
| Yuma | 19,326 | 5,325 | 14,001 | 5,083 | 3,242 | 3,347 | 371 | 6,883 |
| Total State | 499,261 | 173,981 | 325,280 | 131,133 | 87,781 | 90,394 | 8,061 | \$172,883 |

ARKANSAS

Population **1,949,387**
 Families **495,825**
 Radio Homes, 1940 Census **244,586**
 Radio Homes, NAB Projection **252,148**

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------|------------|--------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Arkansas | 24,347 | 5,268 | 18,809 | 6,455 | 3,450 | 3,556 | 362 | \$5,200 |
| Ashley | 26,785 | 4,891 | 21,894 | 6,789 | 2,697 | 2,762 | 276 | 3,570 |
| Baxter | 10,281 | | 10,281 | 2,520 | 1,113 | 1,140 | 167 | 913 |
| Benton | 36,148 | 6,314 | 29,834 | 10,101 | 5,845 | 5,997 | 637 | 5,430 |
| Boone | 15,860 | 4,238 | 11,622 | 4,221 | 2,507 | 2,591 | 276 | 3,167 |
| Bradley | 18,097 | 2,516 | 15,581 | 4,487 | 2,163 | 2,263 | 226 | 2,979 |
| Calhoun | 9,636 | | 9,636 | 2,269 | 875 | 907 | 79 | 687 |
| Carroll | 14,737 | | 14,737 | 4,053 | 2,308 | 2,384 | 295 | 1,692 |
| Chicot | 27,452 | 3,083 | 24,369 | 7,403 | 2,138 | 2,223 | 313 | 3,215 |
| Clark | 24,402 | 5,078 | 19,324 | 6,115 | 2,883 | 3,111 | 362 | 3,690 |
| Clay | 28,386 | | 28,386 | 6,961 | 3,961 | 4,041 | 426 | 2,687 |
| Cleburne | 13,134 | | 13,134 | 3,193 | 1,538 | 1,580 | 171 | 1,030 |
| Cleveland | 12,570 | | 12,570 | 2,917 | 1,158 | 1,193 | 114 | 798 |
| Columbia | 29,822 | 4,326 | 23,496 | 7,406 | 3,160 | 3,363 | 316 | 4,486 |
| Conway | 21,530 | 4,608 | 16,928 | 4,984 | 2,318 | 2,364 | 310 | 2,569 |
| Craighead | 47,300 | 11,729 | 35,471 | 11,581 | 7,463 | 7,695 | 690 | 8,107 |
| Crawford | 20,920 | 5,422 | 18,498 | 5,042 | 3,138 | 3,225 | 307 | 2,633 |
| Crittenden | 42,473 | 3,369 | 39,104 | 11,586 | 3,226 | 3,345 | 485 | 6,011 |
| Cross | 26,046 | 3,633 | 22,413 | 6,299 | 2,526 | 2,603 | 345 | 2,910 |
| Dallas | 14,471 | 3,429 | 11,042 | 3,560 | 1,415 | 1,461 | 211 | 2,512 |
| Desha | 27,160 | 3,663 | 23,497 | 7,129 | 2,191 | 2,261 | 286 | 3,197 |
| Drew | 19,831 | 3,650 | 16,181 | 4,955 | 1,631 | 1,713 | 226 | 2,479 |
| Faulkner | 25,580 | 5,782 | 20,098 | 6,351 | 3,580 | 3,652 | 355 | 3,503 |
| Franklin | 15,683 | | 15,683 | 3,859 | 2,017 | 2,106 | 216 | 1,486 |
| Fulton | 10,253 | | 10,253 | 2,546 | 1,104 | 1,122 | 131 | 517 |
| Garland | 41,664 | 21,370 | 20,294 | 11,525 | 7,325 | 7,562 | 898 | 13,126 |
| Grant | 10,477 | | 10,477 | 2,667 | 1,231 | 1,308 | 104 | 1,009 |
| Greene | 30,204 | 7,079 | 23,125 | 7,360 | 4,570 | 4,733 | 387 | 3,758 |
| Hempstead | 32,770 | 7,475 | 25,295 | 8,079 | 3,426 | 3,502 | 340 | 4,844 |
| Hot Spring | 18,916 | 5,290 | 13,626 | 4,725 | 2,352 | 2,444 | 276 | 2,181 |
| Howard | 16,621 | 3,782 | 13,839 | 4,160 | 1,915 | 1,981 | 263 | 2,437 |
| Independence | 25,643 | 5,267 | 20,376 | 6,253 | 3,463 | 3,584 | 298 | 3,517 |
| Izard | 12,834 | | 12,834 | 3,103 | 1,407 | 1,418 | 170 | 664 |
| Jackson | 26,427 | 4,321 | 22,106 | 6,413 | 3,029 | 3,080 | 356 | 3,824 |
| Jefferson | 65,101 | 21,290 | 43,811 | 17,807 | 7,250 | 7,412 | 1,014 | 14,075 |
| Johnson | 18,795 | 3,118 | 15,677 | 4,706 | 2,465 | 2,541 | 235 | 2,039 |
| Lafayette | 16,851 | | 16,851 | 4,274 | 1,393 | 1,551 | 240 | 2,051 |
| Lawrence | 22,651 | | 22,651 | 5,429 | 3,010 | 3,069 | 297 | 2,542 |
| Lee | 26,810 | 4,449 | 22,361 | 6,819 | 1,962 | 2,024 | 239 | 2,927 |
| Lincoln | 19,709 | | 19,709 | 4,916 | 1,212 | 1,263 | 164 | 1,171 |
| Little River | 15,932 | | 15,932 | 4,082 | 1,422 | 1,458 | 174 | 1,765 |
| Logan | 25,967 | 3,430 | 22,537 | 6,070 | 3,360 | 3,441 | 324 | 2,840 |
| Lonoke | 29,802 | | 29,802 | 7,619 | 3,582 | 3,666 | 405 | 4,150 |
| Madison | 14,531 | | 14,531 | 3,523 | 1,308 | 1,348 | 206 | 643 |
| Marion | 9,464 | | 9,464 | 2,340 | 1,039 | 1,063 | 123 | 406 |
| Miller | 31,874 | 11,821 | 20,058 | 8,359 | 4,221 | 4,333 | 404 | 7,376 |
| Mississippi | 80,217 | 13,878 | 66,339 | 19,801 | 9,696 | 10,021 | 1,016 | 16,594 |
| Monroe | 21,133 | 5,960 | 15,173 | 5,291 | 2,005 | 2,030 | 210 | 2,431 |
| Montgomery | 8,876 | | 8,876 | 2,221 | 950 | 975 | 117 | 611 |
| Nevada | 19,869 | 3,177 | 16,692 | 4,807 | 2,181 | 2,256 | 231 | 2,344 |
| Newton | 10,881 | | 10,881 | 2,455 | 809 | 820 | 144 | 352 |
| Ouachita | 31,151 | 8,975 | 22,176 | 7,671 | 3,577 | 3,722 | 377 | 5,261 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|----------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Perry | 8,392 | — | 8,392 | 1,966 | 729 | 754 | 113 | 423 |
| Phillips | 45,970 | 13,263 | 32,707 | 12,809 | 4,026 | 4,171 | 479 | 7,531 |
| Pike | 11,756 | — | 11,756 | 2,953 | 1,312 | 1,372 | 204 | 1,104 |
| Poinsett | 37,670 | 6,066 | 31,604 | 8,757 | 4,415 | 4,460 | 432 | 4,884 |
| Polk | 15,832 | 3,510 | 12,322 | 4,070 | 1,839 | 1,885 | 232 | 2,463 |
| Pope | 25,682 | 5,927 | 19,755 | 6,342 | 3,164 | 3,307 | 334 | 3,582 |
| Prairie | 15,304 | — | 15,304 | 3,785 | 1,815 | 1,860 | 201 | 1,245 |
| Pulaski | 156,085 | 109,176 | 46,909 | 42,112 | 29,051 | 30,215 | 2,934 | 55,711 |
| Randolph | 18,319 | 3,028 | 15,291 | 4,438 | 2,130 | 2,210 | 251 | 1,753 |
| St. Francis | 36,943 | 5,699 | 30,344 | 9,223 | 2,839 | 2,922 | 410 | 4,828 |
| Saline | 19,163 | 3,502 | 15,661 | 4,412 | 2,493 | 2,539 | 216 | 2,151 |
| Scott | 13,300 | — | 13,300 | 3,329 | 1,708 | 1,757 | 186 | 1,408 |
| Searcy | 11,942 | — | 11,942 | 2,803 | 1,051 | 1,070 | 151 | 647 |
| Sebastian | 62,809 | 36,584 | 26,225 | 16,765 | 12,119 | 12,301 | 1,001 | 18,361 |
| Sevier | 15,248 | 3,055 | 12,193 | 3,822 | 1,844 | 1,877 | 197 | 1,621 |
| Sharp | 11,497 | — | 11,497 | 2,826 | 1,304 | 1,339 | 107 | 628 |
| Stone | 8,603 | — | 8,603 | 1,986 | 748 | 768 | 83 | 439 |
| Union | 50,461 | 15,858 | 34,603 | 13,275 | 7,498 | 7,826 | 861 | 13,363 |
| Van Buren | 12,518 | — | 12,518 | 2,981 | 1,284 | 1,306 | 158 | 571 |
| Washington | 41,114 | 11,531 | 29,583 | 11,099 | 6,535 | 6,666 | 624 | 8,644 |
| White | 37,176 | 3,670 | 33,506 | 9,474 | 5,102 | 5,177 | 514 | 4,624 |
| Woodruff | 22,133 | — | 22,133 | 5,312 | 2,305 | 2,410 | 277 | 2,620 |
| Yell | 20,970 | — | 20,970 | 5,096 | 2,610 | 2,687 | 314 | 2,056 |
| Total State | 1,949,387 | 431,910 | 1,517,477 | 495,825 | 241,586 | 252,148 | 27,021 | \$320,973 |

CALIFORNIA

| | |
|-----------------------------|-----------|
| Population | 6,907,387 |
| Families | 2,138,343 |
| Radio Homes, 1940 Census | 1,933,031 |
| Radio Homes, NAB Projection | 1,987,204 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|----------------|------------|-----------|---------|----------|-------------|----------------|----------------|-----------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Alameda | 513,011 | 472,068 | 40,943 | 165,201 | 154,934 | 159,213 | 11,562 | \$271,944 |
| Alpine | 323 | — | 323 | 100 | 63 | 64 | 7 | 31 |
| Amador | 8,973 | — | 8,973 | 2,661 | 2,153 | 2,205 | 250 | *3,568 |
| Butte | 42,840 | 13,708 | 29,132 | 13,414 | 10,913 | 11,373 | 947 | 19,627 |
| Calaveras | 8,221 | — | 8,221 | 2,797 | 2,152 | 2,197 | 186 | 2,871 |
| Colusa | 9,788 | — | 9,788 | 2,911 | 2,331 | 2,495 | 247 | 4,448 |
| Contra Costa | 100,450 | 51,786 | 48,664 | 29,830 | 27,615 | 28,315 | 1,913 | 36,202 |
| Del Norte | 4,745 | — | 4,745 | 1,567 | 1,110 | 1,130 | 195 | 1,994 |
| El Dorado | 13,229 | 3,064 | 10,165 | 4,420 | 3,312 | 3,434 | 286 | 4,739 |
| Fresno | 178,565 | 76,565 | 102,000 | 50,012 | 42,537 | 43,924 | 4,002 | 84,522 |
| Glenn | 12,195 | — | 12,195 | 3,527 | 2,991 | 3,063 | 251 | 5,205 |
| Humboldt | 45,812 | 17,055 | 28,757 | 14,321 | 11,845 | 12,192 | 1,144 | 20,067 |
| Imperial | 59,740 | 27,150 | 32,590 | 15,263 | 10,388 | 10,650 | 1,108 | 24,881 |
| Inyo | 7,625 | — | 7,625 | 2,372 | 1,661 | 1,750 | 175 | 4,184 |
| Kern | 135,124 | 37,030 | 98,094 | 37,961 | 31,076 | 32,283 | 2,564 | 62,668 |
| Kings | 35,168 | 8,234 | 26,934 | 9,615 | 7,915 | 8,131 | 773 | 14,576 |
| Lake | 8,069 | — | 8,069 | 2,728 | 2,300 | 2,416 | 275 | 2,954 |
| Lassen | 14,479 | — | 14,479 | 4,286 | 3,589 | 3,659 | 252 | 5,866 |
| Los Angeles | 2,785,643 | 2,373,548 | 412,095 | 893,602 | 835,062 | 855,799 | 69,207 | 1,477,380 |
| Madera | 23,314 | 6,457 | 16,857 | 6,211 | 4,699 | 4,810 | 445 | 7,318 |
| Marin | 52,907 | 22,750 | 30,157 | 13,576 | 12,704 | 13,095 | 1,069 | 19,781 |
| Mariposa | 5,606 | — | 5,606 | 1,983 | 1,414 | 1,437 | 119 | 1,834 |
| Mendocino | 27,864 | 6,966 | 20,898 | 7,800 | 6,005 | 6,347 | 706 | 9,541 |
| Merced | 46,988 | 10,135 | 36,853 | 12,927 | 10,308 | 10,676 | 905 | 18,872 |
| Modoc | 8,713 | — | 8,713 | 2,695 | 2,104 | 2,175 | 204 | 2,573 |
| Mono | 2,299 | — | 2,299 | 776 | 530 | 570 | 69 | 843 |
| Monterey | 73,032 | 30,756 | 42,276 | 20,057 | 17,334 | 17,803 | 1,662 | 36,819 |
| Napa | 28,503 | 7,740 | 20,763 | 7,679 | 6,893 | 7,075 | 507 | 12,080 |
| Nevada | 10,283 | 5,701 | 4,582 | 6,021 | 5,004 | 5,165 | 448 | 9,224 |
| Orange | 130,760 | 76,498 | 54,262 | 41,027 | 37,481 | 38,731 | 3,048 | 53,660 |
| Placer | 28,108 | 10,666 | 17,442 | 8,414 | 7,025 | 7,271 | 656 | 11,762 |
| Plumas | 11,548 | — | 11,548 | 3,489 | 2,713 | 2,834 | 303 | 4,103 |
| Riverside | 105,524 | 53,363 | 52,161 | 31,011 | 25,847 | 26,663 | 2,263 | 41,209 |
| Sacramento | 170,333 | 109,011 | 61,322 | 49,134 | 43,712 | 44,868 | 3,904 | 98,782 |
| San Benito | 11,392 | 3,881 | 7,511 | 3,256 | 2,836 | 2,867 | 271 | 4,172 |
| San Bernardino | 161,108 | 95,997 | 65,111 | 47,666 | 41,367 | 42,798 | 3,288 | 63,316 |
| San Diego | 289,348 | 238,891 | 50,457 | 90,179 | 82,582 | 84,343 | 6,403 | 130,524 |
| San Francisco | 634,536 | 634,536 | — | 206,011 | 188,028 | 194,442 | 17,915 | 445,447 |
| San Joaquin | 134,207 | 69,849 | 64,358 | 36,569 | 31,559 | 32,452 | 2,933 | 59,892 |
| San Luis | — | — | — | — | — | — | — | — |
| Obispo | 33,246 | 11,926 | 21,320 | 10,231 | 8,465 | 8,771 | 950 | 15,655 |
| San Mateo | 111,782 | 80,094 | 31,688 | 33,516 | 31,709 | 32,333 | 2,257 | 46,574 |
| Santa Barbara | 70,555 | 46,859 | 23,696 | 21,239 | 18,761 | 19,463 | 1,751 | 38,829 |
| Santa Clara | 174,949 | 107,412 | 67,537 | 51,916 | 47,352 | 48,829 | 3,882 | 85,505 |
| Santa Cruz | 45,057 | 25,833 | 19,224 | 14,968 | 13,279 | 13,607 | 1,283 | 23,203 |

All money figures in the retail-service column are in thousands (\$'000) of dollars.
* Includes Service Establishment Receipt.

| County | POPULATION | | | Families | RADIO HOMES 1910 NAB | | RETAIL—SERVICE | |
|-------------|------------|-----------|-----------|-----------|-------------------------|------------|----------------|-------------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Shasta | 28,800 | 8,109 | 20,691 | 8,985 | 6,834 | 7,071 | 702 | 14,329 |
| Sierra | 3,025 | — | 3,025 | 1,082 | 836 | 853 | 76 | 918 |
| Siskiyou | 28,598 | — | 28,598 | 8,737 | 7,225 | 7,390 | 669 | 11,882 |
| Solano | 48,118 | 20,072 | 29,046 | 14,559 | 13,075 | 13,466 | 996 | 20,315 |
| Sonoma | 69,052 | 23,146 | 45,906 | 21,641 | 19,291 | 19,882 | 1,807 | 37,711 |
| Stanislaus | 74,866 | 23,810 | 51,056 | 21,883 | 18,974 | 19,596 | 1,560 | 36,463 |
| Sutter | 18,680 | 4,968 | 13,712 | 5,539 | 4,451 | 4,599 | 251 | 4,145 |
| Tehama | 14,316 | 3,824 | 10,492 | 4,476 | 3,633 | 3,798 | 394 | 6,259 |
| Trinity | 3,970 | — | 3,970 | 1,438 | 994 | 1,019 | 77 | 849 |
| Tulare | 107,152 | 35,503 | 71,649 | 29,638 | 23,936 | 24,775 | 1,656 | 36,918 |
| Tuolumne | 10,887 | — | 10,887 | 3,598 | 2,882 | 2,965 | 277 | 5,347 |
| Ventura | 69,685 | 34,021 | 35,664 | 19,051 | 16,854 | 17,425 | 1,439 | 27,803 |
| Yuba | 27,243 | 6,637 | 20,606 | 7,776 | 6,484 | 6,652 | 512 | 10,850 |
| Yuba | 17,034 | 6,646 | 10,388 | 5,001 | 3,874 | 3,975 | 500 | 12,316 |
| Total State | 6,907,387 | 4,902,265 | 2,005,122 | 2,138,313 | 1,933,031 | 1,987,204 | 163,651 | \$3,515,950 |

COLORADO

| | |
|-----------------------------|-----------|
| Population | 1,123,296 |
| Families | 316,000 |
| Radio Homes, 1940 Census | 258,573 |
| Radio Homes, NAB Projection | 267,295 |

| County | POPULATION | | | Families | RADIO HOMES 1910 NAB | | RETAIL—SERVICE | |
|-------------|------------|---------|--------|----------|-------------------------|------------|----------------|---------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Adams | 22,481 | 6,294 | 16,187 | 5,602 | 4,402 | 4,577 | 350 | \$4,135 |
| Alamosa | 10,484 | 5,613 | 4,871 | 2,731 | 2,105 | 2,151 | 228 | 4,916 |
| Arapahoe | 32,150 | 10,852 | 21,298 | 8,977 | 7,798 | 8,007 | 432 | 8,055 |
| Archuleta | 3,806 | — | 3,806 | 969 | 506 | 514 | 50 | 675 |
| Baca | 6,207 | — | 6,207 | 1,707 | 1,085 | 1,107 | 146 | 1,244 |
| Bent | 9,653 | 3,232 | 6,421 | 2,422 | 1,771 | 1,870 | 170 | 1,805 |
| Boulder | 37,438 | 20,364 | 17,074 | 11,327 | 10,070 | 10,213 | 830 | 13,886 |
| Chaffee | 8,109 | 4,969 | 3,140 | 2,398 | 1,936 | 1,977 | 240 | 3,234 |
| Cheyenne | 2,964 | — | 2,964 | 826 | 642 | 662 | 78 | 648 |
| Clear Creek | 3,784 | — | 3,784 | 1,172 | 957 | 994 | 101 | 1,428 |
| Conejos | 11,648 | — | 11,648 | 2,556 | 1,268 | 1,295 | 142 | 1,583 |
| Costilla | 7,533 | — | 7,533 | 1,635 | 627 | 670 | 89 | 602 |
| Crowley | 5,398 | — | 5,398 | 1,405 | 1,041 | 1,069 | 103 | 1,132 |
| Custer | 2,270 | — | 2,270 | 677 | 447 | 458 | 49 | 329 |
| Delta | 16,470 | 3,717 | 12,753 | 4,509 | 3,369 | 3,449 | 336 | 4,250 |
| Denver | 322,412 | 322,412 | — | 96,777 | 86,621 | 90,651 | 7,253 | 193,704 |
| Dolores | 1,958 | — | 1,958 | 533 | 323 | 353 | 29 | 237 |
| Douglas | 3,496 | — | 3,496 | 1,033 | 818 | 840 | 76 | 720 |
| Earle | 5,361 | — | 5,361 | 1,495 | 1,135 | 1,171 | 112 | 1,327 |
| Elbert | 5,460 | — | 5,460 | 1,537 | 1,149 | 1,169 | 87 | 714 |
| El Paso | 54,025 | 36,789 | 17,236 | 16,532 | 14,593 | 15,026 | 1,352 | 25,558 |
| Fremont | 19,742 | 9,322 | 10,420 | 5,346 | 4,199 | 4,298 | 413 | 5,173 |
| Garfield | 10,660 | — | 10,660 | 3,063 | 2,216 | 2,288 | 228 | 3,390 |
| Gilpin | 1,625 | — | 1,625 | 580 | 437 | 441 | 46 | 330 |
| Grand | 3,587 | — | 3,587 | 1,023 | 780 | 812 | 137 | 1,520 |
| Gunnison | 6,192 | — | 6,192 | 1,763 | 1,415 | 1,435 | 141 | *1,935 |
| Hinsdale | 349 | — | 349 | 124 | 76 | 78 | 9 | 44 |
| Huerfano | 16,088 | 5,855 | 10,233 | 4,066 | 2,308 | 2,384 | 264 | 3,725 |
| Jackson | 1,798 | — | 1,798 | 525 | 367 | 392 | 52 | 531 |
| Jefferson | 30,725 | 3,175 | 27,550 | 8,763 | 7,718 | 7,966 | 462 | 6,434 |
| Kiowa | 2,793 | — | 2,793 | 819 | 602 | 629 | 73 | 511 |
| Kit Carson | 7,512 | — | 7,512 | 1,999 | 1,441 | 1,467 | 149 | 1,743 |
| Lake | 6,883 | 4,774 | 2,109 | 2,001 | 1,699 | 1,740 | 146 | 3,108 |
| La Plata | 15,494 | 5,887 | 9,607 | 4,112 | 2,901 | 2,966 | 280 | 6,266 |
| Larimer | 35,539 | 18,396 | 17,143 | 10,324 | 8,925 | 9,104 | 842 | 13,047 |
| Las Animas | 32,369 | 13,223 | 19,146 | 8,220 | 4,917 | 5,056 | 503 | 7,830 |
| Lincoln | 5,882 | — | 5,882 | 1,656 | 1,277 | 1,304 | 190 | 1,708 |
| Logan | 18,370 | 7,411 | 10,959 | 4,663 | 3,796 | 3,880 | 366 | 5,961 |
| Mesa | 33,791 | 12,479 | 21,312 | 9,156 | 7,216 | 7,370 | 603 | 12,634 |
| Mineral | 975 | — | 975 | 294 | 232 | 234 | 31 | 296 |
| Moffat | 5,086 | — | 5,086 | 1,556 | 1,119 | 1,169 | 105 | 1,684 |
| Montezuma | 10,463 | — | 10,463 | 2,679 | 1,704 | 1,757 | 147 | 2,351 |
| Montrose | 15,418 | 4,764 | 10,654 | 4,080 | 3,064 | 3,133 | 218 | 4,640 |
| Morgan | 17,214 | 4,884 | 12,330 | 4,470 | 3,681 | 3,787 | 350 | 5,575 |
| Otero | 23,571 | 10,534 | 13,037 | 6,446 | 4,855 | 5,021 | 492 | 7,309 |
| Ouray | 2,089 | — | 2,089 | 625 | 499 | 500 | 57 | 680 |
| Park | 3,272 | — | 3,272 | 1,059 | 780 | 803 | 100 | 913 |
| Phillips | 4,948 | — | 4,948 | 1,395 | 1,170 | 1,179 | 140 | 1,464 |
| Pitkin | 1,836 | — | 1,836 | 569 | 423 | 437 | 38 | 250 |
| Prowers | 12,304 | 4,445 | 7,859 | 3,299 | 2,507 | 2,607 | 294 | 3,654 |
| Pueblo | 68,870 | 52,162 | 16,708 | 18,232 | 15,493 | 15,839 | 1,327 | 25,954 |
| Rio Blanco | 2,943 | — | 2,943 | 851 | 653 | 671 | 50 | 890 |
| Rio Grande | 12,404 | 3,208 | 9,196 | 3,135 | 2,196 | 2,245 | 247 | 4,152 |
| Routt | 10,525 | — | 10,525 | 3,028 | 2,331 | 2,417 | 200 | 3,192 |
| Saguache | 6,173 | — | 6,173 | 1,556 | 951 | 976 | 107 | 1,107 |
| San Juan | 1,439 | — | 1,439 | 393 | 324 | 328 | 51 | 469 |

* Includes Service Establishment Receipt.

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| San Miguel | 3,664 | — | 3,664 | 1,028 | 691 | 709 | 62 | 760 |
| Sedgwick | 5,294 | — | 5,294 | 1,385 | 1,127 | 1,164 | 120 | 1,673 |
| Summit | 1,754 | — | 1,754 | 666 | 481 | 490 | 46 | 363 |
| Teller | 6,463 | — | 6,463 | 2,009 | 1,624 | 1,678 | 161 | 1,996 |
| Washington | 8,336 | — | 8,336 | 2,200 | 1,636 | 1,680 | 125 | 1,201 |
| Yuma | 63,747 | 15,995 | 47,752 | 16,865 | 13,602 | 14,038 | 1,126 | 17,566 |
| Yuma | 12,102 | — | 12,102 | 3,257 | 2,477 | 2,582 | 241 | 2,876 |
| Total State | 1,123,296 | 590,756 | 532,510 | 316,000 | 258,573 | 267,295 | 22,971 | \$436,676 |

CONNECTICUT

Population 1,709,242
 Families 448,682
 Radio Homes, 1940 Census 417,259
 Radio Homes, NAB Projection 429,260

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Fairfield | 418,384 | 290,798 | 127,586 | 110,235 | 103,147 | 106,428 | 8,534 | \$200,688 |
| Hartford | 450,189 | 322,598 | 127,591 | 116,448 | 108,626 | 112,775 | 8,062 | 212,743 |
| Litchfield | 87,041 | 34,662 | 52,379 | 23,304 | 21,479 | 21,824 | 1,600 | 32,237 |
| Middlesex | 55,999 | 26,495 | 29,504 | 14,084 | 13,002 | 13,319 | 1,019 | 22,451 |
| New Haven | 484,316 | 385,744 | 98,572 | 128,057 | 120,312 | 123,139 | 10,863 | 215,451 |
| New London | 125,224 | 62,509 | 62,715 | 32,834 | 29,676 | 30,290 | 2,437 | 50,483 |
| Tolland | 31,866 | 10,973 | 20,893 | 8,491 | 7,531 | 7,668 | 534 | 7,731 |
| Windham | 56,223 | 24,383 | 31,840 | 15,229 | 13,486 | 13,817 | 1,176 | 21,511 |
| Total State | 1,709,242 | 1,158,162 | 551,080 | 118,682 | 117,259 | 129,260 | 31,225 | \$763,295 |

DELAWARE

Population 266,505
 Families 70,541
 Radio Homes, 1940 Census 158,377
 Radio Homes, NAB Projection 162,446

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|----------------|----------------|----------------|---------------|---------------|----------------|----------------|----------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Kent | 34,441 | 7,407 | 26,974 | 9,672 | 7,093 | 7,278 | 886 | \$12,531 |
| New Castle | 179,562 | 124,013 | 55,549 | 45,948 | 41,634 | 42,656 | 3,806 | 83,656 |
| Sussex | 52,502 | 7,952 | 44,550 | 14,921 | 11,194 | 11,446 | 1,296 | 20,623 |
| Total State | 266,505 | 139,132 | 127,073 | 70,541 | 59,921 | 61,380 | 5,988 | 116,810 |

DIST. OF COL.

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|----------------------|------------|---------|-------|----------|-------------|----------------|----------------|-----------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| District of Columbia | 663,091 | 663,091 | — | 173,145 | 158,377 | 162,416 | 10,723 | \$142,259 |

FLORIDA

Population 1,897,414
 Families 519,887
 Radio Homes, 1940 Census 326,447
 Radio Homes, NAB Projection 336,803

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-----------|------------|--------|--------|----------|-------------|----------------|----------------|----------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Alachua | 38,607 | 13,757 | 24,850 | 9,892 | 4,844 | 5,076 | 705 | \$10,522 |
| Baker | 6,510 | — | 6,510 | 1,506 | 479 | 488 | 95 | 772 |
| Bay | 20,686 | 11,610 | 9,076 | 5,477 | 3,180 | 3,240 | 317 | 4,056 |
| Bradford | 8,717 | — | 8,717 | 2,102 | 938 | 1,011 | 146 | 1,426 |
| Brevard | 16,142 | 5,720 | 10,422 | 4,918 | 3,021 | 3,097 | 498 | 5,699 |
| Broward | 39,794 | 31,564 | 8,230 | 11,660 | 7,515 | 7,714 | 968 | 17,143 |
| Calhoun | 8,218 | — | 8,218 | 1,968 | 626 | 632 | 92 | 998 |
| Charlotte | 3,663 | — | 3,663 | 1,126 | 666 | 684 | 97 | 1,102 |
| Citrus | 5,846 | — | 5,846 | 1,698 | 756 | 770 | 102 | 1,064 |
| Clay | 6,468 | — | 6,468 | 1,782 | 813 | 847 | 100 | 783 |
| Collier | 5,102 | — | 5,102 | 1,699 | 572 | 583 | 110 | 1,220 |
| Columbia | 16,859 | 5,836 | 11,023 | 4,190 | 1,424 | 1,522 | 253 | 3,382 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES 1910 NAB | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|----------------|----------------|-------------------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Dade | 267,739 | 215,590 | 52,149 | 75,934 | 62,001 | 64,382 | 6,348 | 151,272 |
| DeSoto | 7,792 | 4,055 | 3,737 | 2,188 | 1,132 | 1,168 | 186 | 2,122 |
| Dixie | 7,018 | — | 7,018 | 1,881 | 749 | 755 | 88 | 1,305 |
| Duval | 210,143 | 176,631 | 32,512 | 55,165 | 40,627 | 41,893 | 3,429 | 84,393 |
| Escambia | 74,667 | 37,440 | 37,218 | 18,105 | 11,317 | 11,717 | 921 | 20,362 |
| Flagler | 3,008 | — | 3,008 | 943 | 348 | 349 | 66 | 496 |
| Franklin | 5,091 | 3,268 | 2,723 | 1,605 | 639 | 697 | 110 | 1,054 |
| Gadsden | 31,450 | 10,998 | 20,452 | 6,518 | 2,237 | 2,305 | 366 | 5,288 |
| Gilchrist | 4,250 | — | 4,250 | 1,037 | 307 | 314 | 53 | 532 |
| Glades | 2,745 | — | 2,745 | 827 | 350 | 358 | 39 | 386 |
| Gulf | 6,951 | — | 6,951 | 1,785 | 884 | 916 | 92 | 1,119 |
| Hamilton | 9,778 | — | 9,778 | 2,413 | 663 | 674 | 133 | 1,128 |
| Hardee | 10,158 | 2,710 | 7,448 | 2,700 | 1,270 | 1,322 | 192 | 2,095 |
| Hendry | 5,237 | — | 5,237 | 1,714 | 817 | 848 | 105 | 1,428 |
| Hernando | 5,641 | — | 5,641 | 1,592 | 738 | 759 | 103 | 1,400 |
| Highlands | 9,246 | 6,280 | 2,966 | 2,499 | 1,445 | 1,498 | 201 | 2,473 |
| Hillsborough | 100,144 | 115,882 | 64,266 | 49,800 | 35,836 | 36,540 | 3,665 | 61,432 |
| Holmes | 15,447 | — | 15,447 | 3,450 | 1,048 | 1,085 | 135 | 775 |
| Indian River | 8,957 | 3,050 | 5,907 | 2,563 | 1,454 | 1,506 | 234 | 2,852 |
| Jackson | 34,128 | 5,079 | 29,349 | 8,181 | 2,414 | 2,463 | 339 | 4,537 |
| Jefferson | 12,032 | — | 12,032 | 2,950 | 777 | 828 | 144 | 1,153 |
| Lafayette | 4,405 | — | 4,405 | 1,037 | 426 | 429 | 51 | 396 |
| Lake | 27,255 | 7,617 | 19,638 | 8,003 | 4,696 | 4,739 | 549 | 7,273 |
| Lee | 17,488 | 10,604 | 6,884 | 4,994 | 3,172 | 3,415 | 393 | 6,622 |
| Leon | 31,646 | 16,240 | 15,406 | 8,380 | 3,857 | 4,040 | 416 | 9,236 |
| Levy | 12,550 | — | 12,550 | 3,351 | 1,054 | 1,112 | 190 | 1,619 |
| Liberty | 3,752 | — | 3,752 | 946 | 243 | 252 | 46 | 321 |
| Madison | 16,190 | 2,730 | 13,460 | 3,960 | 1,229 | 1,279 | 225 | 2,158 |
| Mannatee | 26,098 | 14,530 | 11,568 | 7,448 | 4,567 | 4,835 | 461 | 7,391 |
| Marion | 31,243 | 8,986 | 22,257 | 8,429 | 4,129 | 4,200 | 428 | 8,172 |
| Martin | 6,295 | — | 6,295 | 1,979 | 1,057 | 1,069 | 167 | 1,719 |
| Monroe | 14,078 | 12,927 | 1,151 | 3,975 | 2,555 | 2,584 | 334 | 2,947 |
| Nassau | 10,826 | 3,492 | 7,334 | 2,668 | 1,301 | 1,343 | 186 | 1,901 |
| Okaloosa | 12,900 | — | 12,900 | 3,057 | 1,207 | 1,254 | 160 | 1,771 |
| Okneechee | 3,000 | — | 3,000 | 824 | 385 | 389 | 66 | 780 |
| Orange | 70,074 | 44,511 | 25,563 | 20,413 | 14,992 | 15,401 | 1,561 | 33,718 |
| Osceola | 10,119 | 3,225 | 6,894 | 3,292 | 2,008 | 2,028 | 183 | 2,252 |
| Palm Beach | 79,989 | 57,157 | 22,832 | 23,880 | 14,879 | 15,223 | 2,182 | 38,733 |
| Pasco | 13,981 | 2,561 | 11,420 | 4,255 | 2,276 | 2,380 | 246 | 2,329 |
| Pineellas | 91,852 | 74,350 | 17,502 | 28,970 | 23,009 | 23,872 | 2,163 | 44,445 |
| Polk | 86,665 | 46,062 | 40,603 | 23,971 | 14,802 | 15,315 | 1,821 | 28,932 |
| Putnam | 18,698 | 7,140 | 11,558 | 5,366 | 2,408 | 2,467 | 374 | 4,408 |
| St. Johns | 20,012 | 12,090 | 7,922 | 5,628 | 3,315 | 3,358 | 496 | 6,366 |
| St. Lucie | 11,871 | 8,040 | 3,831 | 3,316 | 1,663 | 1,780 | 242 | 5,129 |
| Santa Rosa | 16,085 | — | 16,085 | 3,808 | 1,375 | 1,420 | 150 | 1,488 |
| Sarasota | 16,106 | 11,141 | 4,965 | 4,658 | 3,220 | 3,324 | 448 | 8,193 |
| Seminole | 22,304 | 10,127 | 12,087 | 6,239 | 3,470 | 3,536 | 542 | 5,691 |
| Sumter | 11,041 | — | 11,041 | 2,953 | 1,256 | 1,316 | 166 | 1,318 |
| Suwannee | 17,073 | 3,427 | 13,646 | 4,113 | 1,459 | 1,511 | 283 | 2,731 |
| Taylor | 11,565 | 2,668 | 8,897 | 3,138 | 953 | 973 | 167 | 2,081 |
| Union | 7,094 | — | 7,094 | 1,254 | 387 | 393 | 70 | 445 |
| Volusia | 53,710 | 34,027 | 19,683 | 16,129 | 10,747 | 10,888 | 1,353 | 20,367 |
| Wakulla | 5,463 | — | 5,463 | 1,341 | 472 | 484 | 71 | 684 |
| Walton | 14,246 | 2,570 | 11,676 | 3,350 | 1,120 | 1,191 | 159 | 1,750 |
| Washington | 12,302 | — | 12,302 | 2,924 | 874 | 900 | 128 | 1,087 |
| Total State | 1,897,414 | 1,045,791 | 851,623 | 519,887 | 326,447 | 336,803 | 36,819 | \$661,022 |

GEORGIA

Population 3,123,723
 Families 752,241
 Radio Homes, 1940 Census 381,668
 Radio Homes, NAB Projection 394,755

| County | POPULATION | | | Families | RADIO HOMES 1910 NAB | | RETAIL—SERVICE | |
|----------|------------|--------|--------|----------|-------------------------|------------|----------------|---------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Appling | 14,497 | 2,916 | 11,581 | 3,032 | 1,165 | 1,179 | 180 | \$1,601 |
| Atkinson | 7,093 | — | 7,093 | 1,585 | 650 | 658 | 87 | 457 |
| Bacon | 8,096 | — | 8,096 | 1,789 | 769 | 791 | 145 | 1,282 |
| Baker | 7,344 | — | 7,344 | 1,667 | 392 | 410 | 63 | 277 |
| Baldwin | 24,190 | 6,778 | 17,412 | 4,006 | 1,957 | 2,023 | 244 | 3,319 |
| Banks | 8,733 | — | 8,733 | 1,926 | 791 | 820 | 60 | 199 |
| Barrow | 13,064 | 3,974 | 9,090 | 3,290 | 1,819 | 1,864 | 182 | 1,805 |
| Bartow | 25,283 | 6,141 | 19,142 | 5,828 | 3,268 | 3,443 | 276 | 3,794 |
| Ben Hill | 14,523 | 7,388 | 7,135 | 3,569 | 1,876 | 1,900 | 242 | 3,445 |
| Berrien | 15,370 | — | 15,370 | 3,493 | 1,348 | 1,367 | 180 | 2,125 |
| Bibb | 83,783 | 57,865 | 26,918 | 23,159 | 13,065 | 13,461 | 1,306 | 28,800 |
| Bleckley | 9,655 | — | 9,655 | 2,322 | 808 | 894 | 134 | 1,165 |
| Brantley | 6,871 | — | 6,871 | 1,457 | 492 | 410 | 79 | 386 |
| Brooks | 20,497 | 4,450 | 16,047 | 4,668 | 1,582 | 1,632 | 193 | 2,116 |
| Bryan | 6,288 | — | 6,288 | 1,439 | 374 | 384 | 108 | 559 |
| Bulloch | 26,010 | 5,028 | 20,982 | 5,943 | 2,347 | 2,421 | 454 | 4,767 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|---------------|------------|---------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Burke | 26,520 | 3,793 | 22,727 | 8,873 | 1,556 | 1,617 | 335 | 2,070 |
| Butts | 9,182 | — | 9,182 | 2,278 | 996 | 1,032 | 129 | 1,319 |
| Calhoun | 10,438 | — | 10,438 | 2,609 | 608 | 616 | 171 | 1,099 |
| Camden | 5,910 | — | 5,910 | 1,438 | 458 | 486 | 96 | 884 |
| Candler | 9,103 | — | 9,103 | 2,079 | 827 | 843 | 118 | 1,373 |
| Carroll | 34,156 | 6,214 | 27,942 | 8,356 | 4,179 | 4,344 | 474 | 4,289 |
| Catoosa | 12,199 | — | 12,199 | 2,585 | 1,784 | 1,816 | 99 | 660 |
| Charlton | 5,256 | — | 5,256 | 1,224 | 408 | 412 | 68 | 568 |
| Chatham | 117,970 | 95,996 | 21,974 | 31,718 | 20,172 | 20,732 | 2,064 | 40,137 |
| Chattahoochee | 15,138 | — | 15,138 | 527 | 149 | 153 | 49 | 250 |
| Chattooga | 18,532 | 3,800 | 14,732 | 4,207 | 2,550 | 2,750 | 176 | 2,833 |
| Cherokee | 20,126 | 2,651 | 17,475 | 4,691 | 2,415 | 2,463 | 335 | 2,519 |
| Clarke | 28,398 | 20,650 | 7,748 | 7,401 | 4,757 | 4,909 | 428 | 10,711 |
| Clay | 7,064 | — | 7,064 | 1,696 | 455 | 464 | 102 | 765 |
| Clayton | 11,665 | 338 | 11,317 | 2,795 | 1,547 | 1,587 | 135 | 728 |
| Clinch | 6,437 | — | 6,437 | 1,580 | 613 | 624 | 106 | 741 |
| Cobb | 38,272 | 8,667 | 29,605 | 9,335 | 5,994 | 6,366 | 502 | 6,578 |
| Coffee | 21,541 | 5,175 | 16,366 | 4,824 | 1,759 | 1,808 | 243 | 3,314 |
| Colquitt | 33,012 | 10,147 | 22,865 | 7,467 | 3,232 | 3,357 | 396 | 5,411 |
| Columbia | 9,433 | — | 9,433 | 2,169 | 787 | 810 | 108 | 459 |
| Cook | 11,919 | — | 11,919 | 2,772 | 1,170 | 1,207 | 146 | 1,614 |
| Coweta | 26,972 | 7,182 | 19,790 | 6,604 | 3,065 | 3,145 | 359 | 4,238 |
| Crawford | 7,128 | — | 7,128 | 1,555 | 436 | 466 | 93 | 411 |
| Crisp | 17,540 | 7,929 | 9,611 | 4,422 | 1,714 | 1,742 | 241 | 4,342 |
| Dade | 5,894 | — | 5,894 | 1,222 | 566 | 586 | 57 | 353 |
| Dawson | 4,479 | — | 4,479 | 961 | 394 | 410 | 53 | 88 |
| Decatur | 22,234 | 6,352 | 15,882 | 5,302 | 1,652 | 1,735 | 287 | 3,362 |
| De Kalb | 86,942 | 45,555 | 41,387 | 22,648 | 17,981 | 18,495 | 792 | 13,029 |
| Dodge | 21,022 | 3,311 | 17,711 | 4,773 | 1,578 | 1,606 | 242 | 2,153 |
| Dooley | 16,886 | — | 16,886 | 3,951 | 1,241 | 1,272 | 185 | 1,414 |
| Dougherty | 28,565 | 19,055 | 9,510 | 7,421 | 3,623 | 3,735 | 525 | 11,035 |
| Douglas | 10,053 | 2,555 | 7,498 | 2,320 | 1,100 | 1,162 | 130 | 1,107 |
| Early | 18,679 | 2,774 | 15,905 | 4,382 | 1,264 | 1,317 | 198 | 2,440 |
| Echols | 2,964 | — | 2,964 | 768 | 216 | 216 | 28 | 99 |
| Effingham | 9,646 | — | 9,646 | 2,296 | 762 | 792 | 104 | 762 |
| Elbert | 19,618 | 6,188 | 13,430 | 4,706 | 2,146 | 2,318 | 283 | 2,790 |
| Emanuel | 23,517 | 3,575 | 19,942 | 5,498 | 2,157 | 2,226 | 356 | 3,903 |
| Evans | 7,401 | — | 7,401 | 1,749 | 659 | 691 | 113 | 1,159 |
| Fannin | 14,752 | — | 14,752 | 3,106 | 1,588 | 1,617 | 173 | 853 |
| Fayette | 8,170 | — | 8,170 | 1,846 | 633 | 637 | 87 | 506 |
| Floyd | 50,141 | 26,282 | 23,859 | 13,811 | 9,424 | 9,954 | 625 | 14,813 |
| Forsyth | 11,332 | — | 11,332 | 2,586 | 1,168 | 1,190 | 746 | 607 |
| Franklin | 15,612 | — | 15,612 | 3,484 | 1,649 | 1,708 | 217 | 1,918 |
| Fulton | 392,886 | 310,786 | 82,100 | 103,465 | 75,216 | 77,513 | 6,878 | 203,075 |
| Gilmer | 9,001 | — | 9,001 | 1,951 | 736 | 748 | 87 | 689 |
| Glascok | 4,547 | — | 4,547 | 1,000 | 471 | 482 | 62 | 308 |
| Glynn | 21,920 | 15,035 | 6,885 | 5,677 | 3,400 | 3,453 | 431 | 7,036 |
| Gordon | 18,445 | 2,955 | 15,490 | 4,312 | 2,715 | 2,801 | 261 | 2,826 |
| Grady | 19,654 | 4,653 | 15,001 | 4,520 | 1,836 | 1,865 | 186 | 2,506 |
| Greene | 13,709 | — | 13,709 | 3,254 | 1,195 | 1,277 | 123 | 1,530 |
| Gwinnett | 29,087 | 4,191 | 24,896 | 6,822 | 3,504 | 3,634 | 392 | 3,143 |
| Habersham | 14,771 | — | 14,771 | 3,380 | 1,822 | 1,876 | 235 | 2,180 |
| Hall | 34,822 | 10,243 | 24,579 | 8,109 | 4,845 | 4,956 | 474 | 2,765 |
| Hancock | 12,764 | — | 12,764 | 2,745 | 644 | 673 | 151 | 1,150 |
| Haralson | 14,377 | — | 14,377 | 3,459 | 1,791 | 1,851 | 150 | 1,841 |
| Harris | 11,428 | — | 11,428 | 2,621 | 748 | 777 | 93 | 736 |
| Hart | 15,512 | — | 15,512 | 3,487 | 1,702 | 1,773 | 110 | 1,013 |
| Heard | 8,610 | — | 8,610 | 1,903 | 582 | 603 | 81 | 430 |
| Henry | 15,119 | — | 15,119 | 3,493 | 1,358 | 1,401 | 169 | 1,471 |
| Houston | 11,303 | — | 11,303 | 2,657 | 799 | 817 | 115 | 1,543 |
| Irwin | 12,936 | — | 12,936 | 2,775 | 1,008 | 1,031 | 112 | 1,171 |
| Jackson | 20,089 | 3,294 | 16,795 | 4,640 | 2,214 | 2,312 | 243 | 2,520 |
| Jasper | 8,772 | — | 8,772 | 2,146 | 705 | 884 | 124 | 1,013 |
| Jeff Davis | 8,841 | — | 8,841 | 1,901 | 796 | 802 | 92 | 874 |
| Jefferson | 20,040 | — | 20,040 | 4,637 | 1,735 | 1,804 | 324 | 2,613 |
| Jenkins | 11,843 | 2,820 | 9,023 | 2,893 | 806 | 816 | 137 | 1,391 |
| Johnson | 12,953 | — | 12,953 | 3,033 | 885 | 902 | 188 | 1,296 |
| Jones | 8,331 | — | 8,331 | 1,943 | 697 | 673 | 53 | 436 |
| Lamar | 10,091 | 3,535 | 6,556 | 2,481 | 1,216 | 1,242 | 143 | 1,414 |
| Lanier | 5,632 | — | 5,632 | 1,220 | 462 | 467 | 61 | 515 |
| Laurens | 33,066 | 7,814 | 25,252 | 7,821 | 2,948 | 3,091 | 494 | 4,798 |
| Lee | 7,837 | — | 7,837 | 2,010 | 375 | 385 | 46 | 455 |
| Liberty | 8,595 | — | 8,595 | 2,018 | 490 | 541 | 114 | 768 |
| Lincoln | 7,042 | — | 7,042 | 1,503 | 467 | 523 | 103 | 566 |
| Long | 4,086 | — | 4,086 | 932 | 216 | 235 | 61 | 269 |
| Lowndes | 31,860 | 15,595 | 16,265 | 7,620 | 3,483 | 3,572 | 476 | 7,697 |
| Lumpkin | 6,223 | — | 6,223 | 1,403 | 540 | 549 | 115 | 426 |
| McDuffie | 10,878 | 3,088 | 7,790 | 2,605 | 1,000 | 1,061 | 159 | 1,674 |
| McIntosh | 5,292 | — | 5,292 | 1,375 | 405 | 421 | 101 | 663 |
| Macon | 15,947 | — | 15,947 | 3,845 | 1,194 | 1,231 | 149 | 1,643 |
| Madison | 13,431 | — | 13,431 | 3,082 | 1,344 | 1,403 | 132 | 848 |
| Marion | 6,954 | — | 6,954 | 1,597 | 430 | 444 | 96 | 668 |
| Meriwether | 22,055 | 3,417 | 18,638 | 5,119 | 1,849 | 1,972 | 308 | 2,066 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Miller | 9,998 | — | 9,998 | 2,182 | 649 | 665 | 110 | 851 |
| Mitchell | 23,261 | 5,167 | 18,094 | 5,282 | 1,610 | 1,672 | 293 | 2,875 |
| Monroe | 10,749 | — | 10,749 | 2,503 | 891 | 912 | 146 | 1,499 |
| Montgomery | 9,668 | — | 9,668 | 2,061 | 583 | 616 | 123 | 668 |
| Morgan | 12,713 | — | 12,713 | 3,092 | 1,082 | 1,139 | 125 | 1,363 |
| Murray | 11,137 | — | 11,137 | 2,362 | 1,290 | 1,322 | 96 | 785 |
| Muscogee | 75,494 | 53,280 | 22,214 | 19,503 | 12,073 | 12,513 | 1,146 | 26,545 |
| Newtown | 18,576 | 7,016 | 11,560 | 4,486 | 2,584 | 2,641 | 246 | 3,127 |
| Oconee | 7,576 | — | 7,576 | 1,571 | 516 | 730 | 61 | 237 |
| Oglethorpe | 12,430 | — | 12,430 | 2,741 | 960 | 998 | 99 | 736 |
| Panhandling | 12,832 | — | 12,832 | 2,788 | 1,282 | 1,322 | 90 | 842 |
| Peach | 10,378 | 4,953 | 5,425 | 2,572 | 1,054 | 1,073 | 139 | 2,015 |
| Pickens | 9,136 | — | 9,136 | 2,074 | 1,092 | 1,103 | 84 | 969 |
| Pierson | 11,800 | — | 11,800 | 2,587 | 890 | 913 | 163 | 1,789 |
| Pike | 10,375 | — | 10,375 | 2,319 | 923 | 941 | 107 | 670 |
| Polk | 28,467 | 12,789 | 15,678 | 6,428 | 4,162 | 4,294 | 332 | 5,230 |
| Pulaski | 9,829 | 3,000 | 6,829 | 2,492 | 808 | 824 | 134 | 1,540 |
| Putnam | 8,514 | — | 8,514 | 1,957 | 693 | 708 | 118 | 1,199 |
| Quitman | 3,435 | — | 3,435 | 743 | 152 | 158 | 36 | 153 |
| Rabun | 7,821 | — | 7,821 | 1,712 | 690 | 712 | 110 | 1,058 |
| Richmond | 16,609 | 3,447 | 13,162 | 3,968 | 1,161 | 1,199 | 280 | 2,130 |
| Richmond | 81,863 | 65,919 | 15,944 | 21,201 | 12,539 | 13,159 | 1,335 | 27,603 |
| Rockdale | 7,724 | — | 7,724 | 1,824 | 539 | 924 | 117 | 1,065 |
| Schley | 5,033 | — | 5,033 | 1,127 | 395 | 400 | 54 | 416 |
| Sereven | 20,353 | 2,531 | 17,822 | 4,636 | 1,251 | 1,284 | 248 | 1,990 |
| Seminole | 8,492 | — | 8,492 | 1,906 | 596 | 613 | 128 | 1,146 |
| Spalding | 28,427 | 13,222 | 15,205 | 7,106 | 4,463 | 4,560 | 403 | 7,755 |
| Stephens | 12,972 | 5,494 | 7,478 | 2,972 | 1,222 | 1,246 | 182 | 2,218 |
| Stewart | 10,603 | — | 10,603 | 2,398 | 616 | 646 | 131 | 1,144 |
| Sumter | 24,502 | 9,281 | 15,221 | 6,287 | 2,215 | 2,267 | 389 | 4,587 |
| Talbot | 8,141 | 45 | 8,096 | 1,834 | 416 | 431 | 101 | 587 |
| Taliaferro | 6,278 | — | 6,278 | 1,372 | 387 | 397 | 65 | 379 |
| Tattnall | 16,243 | — | 16,243 | 3,448 | 1,379 | 1,458 | 225 | 1,913 |
| Taylor | 10,768 | — | 10,768 | 2,482 | 858 | 876 | 125 | 1,137 |
| Telfair | 15,145 | — | 15,145 | 3,428 | 1,213 | 1,234 | 232 | 2,028 |
| Terrell | 16,675 | 3,681 | 12,994 | 4,123 | 1,037 | 1,080 | 223 | 2,139 |
| Thomas | 31,289 | 12,683 | 18,606 | 7,779 | 3,650 | 3,784 | 489 | 6,034 |
| Tift | 18,599 | 5,228 | 13,371 | 4,548 | 2,005 | 2,080 | 353 | 4,474 |
| Toombs | 16,952 | 4,109 | 12,843 | 3,734 | 1,469 | 1,547 | 255 | 2,822 |
| Towns | 4,925 | — | 4,925 | 1,053 | 462 | 479 | 58 | 165 |
| Treutlen | 7,632 | — | 7,632 | 1,621 | 504 | 528 | 84 | 814 |
| Troup | 43,879 | 29,460 | 14,419 | 10,608 | 5,427 | 5,607 | 648 | 12,064 |
| Turner | 10,846 | — | 10,846 | 2,567 | 936 | 954 | 138 | 1,393 |
| Twiggs | 9,117 | — | 9,117 | 1,985 | 431 | 472 | 78 | 428 |
| Union | 7,680 | — | 7,680 | 1,706 | 546 | 558 | 112 | 261 |
| Upson | 25,064 | 13,916 | 11,148 | 5,890 | 3,311 | 3,410 | 288 | 4,844 |
| Walker | 31,024 | 7,047 | 23,977 | 7,296 | 4,826 | 5,018 | 333 | 3,988 |
| Walton | 20,777 | 4,168 | 16,609 | 4,893 | 2,559 | 2,698 | 234 | 2,874 |
| Ware | 27,929 | 16,763 | 11,166 | 6,710 | 3,804 | 3,873 | 541 | 8,464 |
| Warren | 10,236 | — | 10,236 | 2,399 | 683 | 702 | 94 | 900 |
| Washington | 24,230 | 3,566 | 20,664 | 5,704 | 1,767 | 1,800 | 378 | 2,648 |
| Wayne | 13,122 | 2,903 | 10,219 | 2,987 | 1,138 | 1,158 | 190 | 1,850 |
| Webster | 4,726 | — | 4,726 | 1,019 | 271 | 274 | 46 | 267 |
| Wheeler | 8,535 | — | 8,535 | 1,827 | 682 | 716 | 89 | 427 |
| White | 6,417 | — | 6,417 | 1,394 | 559 | 585 | 100 | 295 |
| Whitfield | 26,105 | 10,448 | 15,657 | 6,080 | 4,320 | 4,497 | 423 | 6,594 |
| Wilcox | 12,755 | — | 12,755 | 2,875 | 938 | 954 | 156 | 1,012 |
| Wilkes | 15,084 | 3,537 | 11,547 | 3,613 | 1,110 | 1,160 | 208 | 1,862 |
| Wilkinson | 11,025 | — | 11,025 | 2,640 | 904 | 949 | 149 | 1,001 |
| Worth | 21,374 | — | 21,374 | 4,884 | 1,444 | 1,488 | 202 | 1,565 |
| Total State | 3,123,723 | 1,073,808 | 2,049,915 | 752,211 | 381,668 | 391,755 | 42,968 | \$670,021 |

IDAHO

Population 524,873
 Families 141,727
 Radio Homes, 1940 Census 118,824
 Radio Homes, NAB Projection 122,471

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|------------|------------|--------|--------|----------|-------------|----------------|----------------|----------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Ada | 50,401 | 26,130 | 24,271 | 14,423 | 12,535 | 13,140 | 862 | \$26,236 |
| Adams | 3,407 | — | 3,407 | 971 | 685 | 724 | 64 | 626 |
| Bannock | 34,759 | 20,824 | 13,935 | 8,892 | 7,844 | 8,048 | 637 | 16,025 |
| Bear Lake | 7,911 | 2,824 | 5,087 | 1,961 | 1,894 | 1,855 | 147 | 2,207 |
| Benevise | 7,332 | — | 7,332 | 2,103 | 1,693 | 1,718 | 121 | 1,585 |
| Bingham | 31,044 | 3,681 | 17,363 | 4,964 | 4,206 | 4,325 | 273 | 4,872 |
| Blaine | 8,295 | — | 8,295 | 1,473 | 1,166 | 1,216 | 152 | 2,215 |
| Boise | 2,333 | — | 2,333 | 753 | 510 | 530 | 41 | 394 |
| Bonner | 15,667 | 4,356 | 11,311 | 4,606 | 3,408 | 3,517 | 258 | 3,624 |
| Bonneville | 25,697 | 15,024 | 10,673 | 6,467 | 5,487 | 5,757 | 382 | 12,349 |
| Boundary | 5,987 | — | 5,987 | 1,657 | 1,351 | 1,355 | 101 | 1,750 |
| Butte | 1,877 | — | 1,877 | 504 | 382 | 386 | 41 | 418 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Camas | 1,360 | | 1,360 | 369 | 325 | 330 | 39 | 327 |
| Canyon | 40,987 | 19,421 | 21,566 | 11,225 | 9,578 | 9,864 | 632 | 14,233 |
| Caribou | 2,284 | | 2,284 | 630 | 544 | 655 | 60 | 837 |
| Cassia | 14,430 | 5,329 | 9,101 | 3,488 | 2,898 | 2,977 | 239 | 4,667 |
| Clark | 1,005 | | 1,005 | 276 | 230 | 244 | 20 | 190 |
| Clearwater | 8,243 | | 8,243 | 2,254 | 1,728 | 1,766 | 107 | 2,147 |
| Custer | 3,549 | | 3,549 | 1,008 | 746 | 764 | 89 | 906 |
| Elmore | 5,518 | | 5,518 | 1,549 | 1,219 | 1,237 | 136 | 1,805 |
| Franklin | 10,329 | 4,236 | 5,993 | 3,357 | 2,165 | 2,203 | 146 | 2,637 |
| Fremont | 10,304 | 2,719 | 7,585 | 2,430 | 2,039 | 2,109 | 156 | 2,451 |
| Gem | 9,544 | 3,203 | 6,341 | 2,601 | 2,120 | 2,186 | 122 | 2,912 |
| Gooding | 9,257 | 2,568 | 6,689 | 2,451 | 1,967 | 2,018 | 155 | 2,769 |
| Idaho | 12,691 | | 12,691 | 3,543 | 2,697 | 2,790 | 212 | 3,293 |
| Jefferson | 10,762 | | 10,762 | 2,522 | 2,153 | 2,227 | 144 | 1,906 |
| Jerome | 9,900 | 3,537 | 6,363 | 2,546 | 2,053 | 2,178 | 144 | 2,904 |
| Kootenai | 22,283 | 10,049 | 12,234 | 6,723 | 5,684 | 5,796 | 412 | 6,139 |
| Latah | 18,804 | 6,014 | 12,790 | 5,355 | 4,695 | 4,758 | 328 | 6,463 |
| Lemhi | 6,521 | | 6,521 | 1,890 | 1,349 | 1,381 | 136 | 2,176 |
| Lewis | 4,666 | | 4,666 | 1,302 | 1,142 | 1,159 | 98 | 1,345 |
| Lincoln | 4,230 | | 4,230 | 1,137 | 882 | 904 | 82 | 1,031 |
| Madison | 9,186 | 3,437 | 5,749 | 2,098 | 1,813 | 1,876 | 135 | 2,529 |
| Minidoka | 9,870 | 3,167 | 6,703 | 2,563 | 2,174 | 2,221 | 153 | 2,690 |
| Nez Perce | 18,873 | 10,548 | 8,325 | 5,620 | 4,751 | 4,948 | 355 | 10,123 |
| Oneida | 5,417 | 2,731 | 2,686 | 1,285 | 1,143 | 1,159 | 92 | 1,277 |
| Owyhee | 5,652 | | 5,652 | 1,526 | 1,066 | 1,041 | 93 | 934 |
| Payette | 9,511 | 3,322 | 6,189 | 2,687 | 2,230 | 2,285 | 179 | 3,020 |
| Pawnee | 3,965 | | 3,965 | 1,033 | 839 | 854 | 75 | 1,161 |
| Shoshone | 21,230 | 8,074 | 13,156 | 6,073 | 5,382 | 5,489 | 396 | 9,035 |
| Teton | 3,601 | | 3,601 | 817 | 655 | 672 | 70 | 578 |
| Twin Falls | 36,403 | 11,851 | 24,552 | 9,979 | 8,672 | 8,948 | 591 | 15,786 |
| Valley | 4,035 | | 4,035 | 1,162 | 907 | 916 | 103 | 1,566 |
| Washington | 8,853 | 3,663 | 5,190 | 2,454 | 1,988 | 2,045 | 167 | 3,375 |
| Total State | 524,873 | 176,708 | 348,165 | 111,727 | 118,821 | 122,171 | 8,911 | \$181,503 |

ILLINOIS

Population 7,897,241
 Families 2,192,724
 Radio Homes, 1940 Census 1,974,604
 Radio Homes, NAB Projection 2,023,969

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|------------|------------|-----------|---------|-----------|-------------|----------------|----------------|-----------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Adams | 65,229 | 40,469 | 24,700 | 18,694 | 15,778 | 16,058 | 1,220 | \$20,192 |
| Alexander | 25,496 | 14,407 | 11,089 | 7,230 | 4,114 | 4,311 | 356 | 5,043 |
| Bond | 14,540 | 3,391 | 11,149 | 4,325 | 3,148 | 3,203 | 244 | 3,170 |
| Boone | 15,202 | 8,094 | 7,108 | 4,375 | 3,985 | 4,138 | 293 | 5,079 |
| Brown | 8,053 | — | 8,053 | 2,463 | 1,800 | 1,851 | 149 | 1,361 |
| Bureau | 37,600 | 10,234 | 27,366 | 10,793 | 9,737 | 9,929 | 917 | 9,677 |
| Calhoun | 8,207 | — | 8,207 | 2,152 | 1,538 | 1,578 | 145 | 1,206 |
| Carroll | 17,987 | 4,792 | 13,195 | 5,289 | 4,668 | 4,760 | 437 | 5,363 |
| Cass | 16,425 | 6,505 | 9,920 | 4,744 | 3,823 | 3,981 | 392 | 4,604 |
| Champaign | 70,578 | 37,366 | 33,212 | 19,443 | 17,686 | 18,271 | 1,348 | 31,332 |
| Christian | 38,564 | 14,279 | 24,285 | 11,060 | 9,208 | 9,607 | 719 | 11,011 |
| Clark | 18,842 | 5,301 | 13,541 | 5,553 | 4,176 | 4,304 | 375 | 3,775 |
| Clay | 18,947 | 5,474 | 13,473 | 5,421 | 4,314 | 4,400 | 279 | 4,080 |
| Clinton | 22,912 | 3,225 | 19,687 | 5,913 | 4,560 | 4,690 | 418 | 3,746 |
| Coles | 38,470 | 24,024 | 14,446 | 11,225 | 9,707 | 9,945 | 716 | 13,591 |
| Cook | 4,063,342 | 3,956,153 | 107,189 | 1,125,468 | 1,060,563 | 1,083,788 | 81,007 | 1,961,700 |
| Crawford | 21,294 | 4,311 | 16,983 | 6,267 | 4,904 | 4,991 | 418 | 4,880 |
| Cumberland | 11,698 | — | 11,698 | 3,291 | 2,627 | 2,696 | 148 | 1,320 |
| De Kalb | 34,388 | 16,456 | 17,932 | 9,871 | 9,200 | 9,358 | 702 | 13,401 |
| De Witt | 18,244 | 6,331 | 11,913 | 5,246 | 4,550 | 4,642 | 354 | 5,290 |
| Douglas | 17,590 | 2,838 | 14,752 | 5,073 | 4,337 | 4,432 | 280 | 4,591 |
| Du Page | 103,480 | 73,204 | 30,276 | 27,538 | 26,091 | 26,745 | 1,533 | 32,350 |
| Edgar | 24,430 | 9,281 | 15,149 | 7,292 | 6,184 | 6,298 | 483 | 6,887 |
| Edwards | 8,974 | — | 8,974 | 2,724 | 2,042 | 2,083 | 160 | 1,602 |
| Effingham | 22,034 | 6,180 | 15,854 | 5,844 | 4,677 | 4,797 | 518 | 6,649 |
| Payette | 29,159 | 5,288 | 23,871 | 7,811 | 5,902 | 6,103 | 478 | 7,610 |
| Forsyth | 15,007 | 3,106 | 11,901 | 4,380 | 3,897 | 4,081 | 378 | 4,854 |
| Franklin | 53,137 | 26,594 | 26,543 | 15,462 | 11,926 | 12,295 | 872 | 10,877 |
| Fulton | 44,027 | 11,577 | 32,050 | 13,248 | 11,105 | 11,475 | 800 | 10,841 |
| Gallatin | 11,414 | — | 11,414 | 3,123 | 2,171 | 2,213 | 183 | 1,516 |
| Greene | 20,292 | 5,582 | 14,710 | 5,763 | 4,370 | 4,484 | 359 | 3,772 |
| Grundy | 18,398 | 6,145 | 12,253 | 5,115 | 4,464 | 4,760 | 434 | 4,803 |
| Hamilton | 13,454 | 2,528 | 10,926 | 3,782 | 2,604 | 2,635 | 207 | 1,469 |
| Hancock | 26,297 | 2,575 | 23,722 | 8,090 | 6,493 | 6,652 | 564 | 4,973 |
| Hardin | 7,759 | — | 7,759 | 2,024 | 1,348 | 1,364 | 127 | 805 |
| Henderson | 8,949 | — | 8,949 | 2,595 | 2,095 | 2,111 | 140 | 1,073 |
| Henry | 43,798 | 23,537 | 20,201 | 12,733 | 11,468 | 11,739 | 855 | 13,492 |
| Irroquois | 32,496 | 3,744 | 28,752 | 9,182 | 8,091 | 8,311 | 626 | 7,955 |

All money figures in the retail-service column are in thousands (\$1000) of dollars.

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|------------------|------------------|------------------|-------------------|----------------|--------------------|
| | Total | Urban | Rural | 1910 | | NAB Projection | Stores | Sales |
| | | | | Families | Census | | | |
| Jackson | 37,920 | 17,526 | 20,394 | 10,543 | 7,968 | 8,261 | 812 | 10,396 |
| Jasper | 13,431 | — | 13,431 | 3,812 | 2,911 | 2,938 | 191 | 1,852 |
| Jefferson | 34,375 | 14,724 | 19,651 | 9,857 | 7,726 | 7,899 | 626 | 9,642 |
| Jersey | 13,636 | 4,809 | 8,827 | 3,802 | 2,695 | 2,782 | 221 | 2,752 |
| Jo Daviess | 19,989 | 4,126 | 15,863 | 5,760 | 4,862 | 4,952 | 426 | 4,854 |
| Johnson | 10,727 | — | 10,727 | 2,930 | 1,893 | 1,947 | 181 | 1,278 |
| Kane | 130,206 | 99,984 | 30,222 | 34,617 | 32,122 | 33,289 | 2,407 | 55,296 |
| Kankakee | 60,877 | 25,930 | 34,947 | 13,899 | 12,675 | 13,045 | 1,084 | 20,579 |
| Kendall | 11,105 | — | 11,105 | 3,053 | 2,770 | 2,837 | 139 | 1,971 |
| Knox | 52,250 | 32,094 | 20,156 | 15,495 | 13,606 | 14,026 | 1,061 | 19,034 |
| Lake | 121,094 | 79,652 | 41,442 | 30,214 | 28,416 | 28,987 | 2,232 | 49,044 |
| La Salle | 97,801 | 65,338 | 32,463 | 26,389 | 23,906 | 24,673 | 2,043 | 34,124 |
| Lawrence | 21,075 | 6,213 | 14,862 | 5,781 | 4,376 | 4,534 | 421 | 4,970 |
| Lee | 34,604 | 10,671 | 23,933 | 8,517 | 7,782 | 8,036 | 564 | 9,852 |
| Livingston | 38,838 | 9,585 | 29,253 | 10,004 | 8,979 | 9,217 | 694 | 9,997 |
| Logan | 29,438 | 12,752 | 16,686 | 7,144 | 6,283 | 6,457 | 595 | 8,073 |
| McDonough | 26,944 | 11,670 | 15,274 | 8,172 | 6,927 | 7,207 | 530 | 8,132 |
| McHenry | 37,311 | 13,161 | 24,150 | 10,330 | 9,162 | 9,806 | 912 | 14,687 |
| McLean | 73,930 | 39,851 | 34,079 | 20,967 | 18,967 | 19,482 | 1,504 | 28,383 |
| Macon | 84,693 | 59,305 | 25,388 | 24,349 | 22,633 | 22,627 | 1,542 | 37,018 |
| Macoupin | 46,304 | 19,217 | 27,087 | 13,896 | 11,247 | 11,554 | 913 | 9,668 |
| Madison | 149,349 | 104,638 | 44,711 | 40,882 | 35,593 | 36,340 | 2,739 | 46,173 |
| Marion | 47,989 | 23,028 | 24,961 | 13,808 | 10,687 | 11,147 | 921 | 18,960 |
| Marshall | 13,179 | — | 13,179 | 3,794 | 3,297 | 3,370 | 295 | 3,212 |
| Mason | 15,358 | 3,909 | 11,359 | 4,603 | 3,739 | 3,839 | 372 | 4,015 |
| Massac | 14,937 | 6,287 | 8,650 | 4,246 | 2,915 | 2,985 | 308 | 2,563 |
| Menard | 10,663 | 2,586 | 8,077 | 3,085 | 2,539 | 2,582 | 217 | 2,326 |
| Mercer | 17,701 | 2,693 | 15,108 | 5,156 | 4,464 | 4,540 | 342 | 3,922 |
| Monroe | 12,754 | — | 12,754 | 3,489 | 2,552 | 2,588 | 254 | 3,149 |
| Montgomery | 34,499 | 14,124 | 20,375 | 10,155 | 8,164 | 8,438 | 669 | 8,811 |
| Morgan | 36,378 | 19,844 | 16,534 | 9,251 | 7,714 | 7,932 | 643 | 11,821 |
| Moultrie | 13,477 | 3,101 | 10,376 | 3,827 | 3,101 | 3,177 | 231 | 2,450 |
| Ogle | 29,869 | 7,025 | 22,844 | 8,722 | 7,820 | 8,010 | 500 | 7,857 |
| Peoria | 153,374 | 109,463 | 43,911 | 43,105 | 38,895 | 40,198 | 2,677 | 71,695 |
| Perry | 23,438 | 10,661 | 12,777 | 6,536 | 4,885 | 5,075 | 422 | 5,220 |
| Piatt | 14,659 | 2,623 | 12,136 | 4,147 | 3,651 | 3,717 | 256 | 3,018 |
| Pike | 25,340 | 2,884 | 22,456 | 7,424 | 5,581 | 5,720 | 494 | 4,878 |
| Pope | 7,999 | — | 7,999 | 2,229 | 1,417 | 1,466 | 106 | 802 |
| Pulaski | 15,875 | — | 15,875 | 4,273 | 2,480 | 2,563 | 242 | 1,668 |
| Putnam | 5,289 | — | 5,289 | 1,518 | 1,243 | 1,278 | 97 | 754 |
| Randolph | 33,608 | 8,774 | 24,834 | 8,260 | 6,285 | 6,528 | 518 | 6,006 |
| Richland | 17,137 | 7,831 | 9,306 | 4,971 | 3,951 | 4,034 | 336 | 4,898 |
| Rock Island | 113,323 | 92,732 | 20,591 | 31,725 | 29,183 | 30,074 | 2,277 | 33,090 |
| St. Clair | 166,899 | 108,537 | 58,362 | 46,985 | 40,234 | 41,356 | 2,924 | 49,309 |
| Saline | 38,066 | 16,344 | 21,722 | 10,850 | 8,319 | 8,682 | 619 | 8,927 |
| Sangamon | 117,912 | 75,503 | 42,409 | 33,207 | 28,802 | 30,404 | 2,063 | 48,298 |
| Schuyler | 11,430 | — | 11,430 | 3,275 | 2,585 | 2,629 | 177 | 1,914 |
| Scott | 8,176 | — | 8,176 | 2,390 | 1,775 | 1,847 | 155 | 1,459 |
| Shelby | 26,290 | 4,092 | 22,198 | 7,737 | 6,270 | 6,446 | 486 | 4,491 |
| Stark | 8,881 | — | 8,881 | 2,563 | 2,199 | 2,248 | 205 | 2,007 |
| Stephenson | 40,646 | 22,366 | 18,280 | 11,669 | 10,610 | 10,823 | 844 | 15,619 |
| Tazewell | 58,362 | 29,748 | 28,614 | 16,260 | 14,660 | 15,026 | 934 | 13,867 |
| Union | 21,528 | 4,092 | 17,436 | 5,105 | 3,595 | 3,750 | 291 | 4,178 |
| Vermilion | 89,791 | 48,981 | 37,810 | 24,576 | 21,304 | 21,819 | 1,610 | 27,350 |
| Wabash | 13,724 | 6,987 | 6,737 | 3,936 | 3,219 | 3,305 | 262 | 3,989 |
| Warren | 21,286 | 9,096 | 12,190 | 6,252 | 5,458 | 5,609 | 460 | 7,189 |
| Washington | 15,801 | — | 15,801 | 4,491 | 3,139 | 3,225 | 326 | 2,882 |
| Wayne | 22,092 | 4,008 | 18,084 | 6,107 | 4,344 | 4,512 | 301 | 4,005 |
| White | 20,027 | 4,098 | 15,929 | 5,691 | 4,314 | 4,423 | 411 | 4,396 |
| Whiteside | 43,338 | 22,122 | 21,216 | 12,314 | 11,040 | 11,363 | 823 | 13,963 |
| Will | 114,210 | 47,608 | 66,602 | 29,645 | 26,692 | 27,285 | 1,843 | 35,388 |
| Williamson | 51,424 | 26,914 | 24,510 | 14,858 | 11,609 | 12,063 | 792 | 10,760 |
| Winnebago | 121,178 | 87,462 | 33,716 | 34,818 | 32,303 | 33,194 | 2,209 | 51,803 |
| Woodford | 19,124 | — | 19,124 | 5,256 | 4,589 | 4,724 | 346 | 5,276 |
| Total State | 7,897,211 | 5,809,650 | 2,087,561 | 2,192,721 | 1,974,601 | 2,023,969 | 151,829 | \$3,152,602 |

INDIANA

Population 3,427,796
 Families 961,498
 Radio Homes, 1940 Census 826,603
 Radio Homes, NAB Projection 848,325

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|-------------|------------|---------|--------|-------------|--------|-------------------|----------------|---------|
| | Total | Urban | Rural | 1910 | | NAB Projection | Stores | Sales |
| | | | | Families | Census | | | |
| Adams | 21,254 | 5,861 | 15,393 | 5,455 | 4,779 | 4,836 | 352 | \$5,041 |
| Allen | 155,084 | 118,140 | 36,674 | 12,223 | 39,150 | 40,101 | 2,885 | 64,856 |
| Bartholomew | 28,276 | 11,738 | 16,538 | 8,146 | 6,790 | 6,963 | 520 | 8,519 |
| Benton | 11,117 | — | 11,117 | 3,072 | 2,678 | 2,770 | 206 | 3,414 |
| Blackford | 13,783 | 7,110 | 6,673 | 3,948 | 3,528 | 3,603 | 260 | 3,881 |
| Boone | 22,081 | 6,620 | 15,552 | 6,640 | 5,891 | 6,023 | 416 | 6,129 |
| Brown | 6,189 | — | 6,189 | 1,618 | 952 | 982 | 86 | 546 |
| Carroll | 15,140 | — | 15,140 | 4,599 | 3,837 | 3,891 | 300 | 3,632 |
| Cass | 36,908 | 20,177 | 16,731 | 10,343 | 9,223 | 9,454 | 696 | 11,920 |
| Clark | 31,020 | 11,493 | 19,527 | 8,544 | 6,371 | 6,503 | 507 | 5,515 |

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|------------------|----------------|----------------|----------------|----------------|-------------------|
| | Total | Urban | Rural | Families | Census | NAB Projection | Stores | Sales |
| Clay | 25,365 | 8,126 | 17,239 | 7,348 | 5,728 | 5,839 | 411 | 6,048 |
| Clinton | 28,411 | 13,706 | 14,705 | 8,356 | 7,340 | 7,551 | 517 | 9,838 |
| Crawford | 10,171 | — | 10,171 | 2,736 | 1,656 | 1,673 | 209 | 1,088 |
| Daviess | 26,163 | 9,312 | 16,851 | 7,067 | 5,364 | 5,546 | 427 | 5,557 |
| Dearborn | 23,053 | 9,241 | 13,812 | 6,447 | 5,231 | 5,364 | 389 | 5,091 |
| Decatur | 17,792 | 6,065 | 11,657 | 5,066 | 3,912 | 3,980 | 392 | 4,900 |
| De Kalb | 24,756 | 9,700 | 15,056 | 7,200 | 6,193 | 6,392 | 521 | 7,228 |
| Delaware | 74,963 | 49,720 | 25,243 | 21,719 | 19,877 | 20,316 | 1,407 | 27,577 |
| Dubois | 22,579 | 8,857 | 13,722 | 5,597 | 4,067 | 4,176 | 437 | 4,786 |
| Elkhart | 72,634 | 47,837 | 24,797 | 20,632 | 18,372 | 18,744 | 1,307 | 26,399 |
| Fayette | 19,411 | 12,898 | 6,513 | 5,455 | 4,839 | 4,925 | 300 | 5,342 |
| Floyd | 35,061 | 25,414 | 9,647 | 10,102 | 8,406 | 8,678 | 772 | 9,145 |
| Fountain | 18,299 | 3,760 | 14,539 | 5,362 | 4,450 | 4,536 | 347 | 4,826 |
| Franklin | 14,412 | — | 14,412 | 3,831 | 2,766 | 2,811 | 235 | 2,428 |
| Fulton | 15,577 | 3,835 | 11,742 | 4,615 | 3,999 | 4,066 | 327 | 4,114 |
| Gibson | 30,709 | 10,854 | 19,855 | 8,563 | 6,812 | 6,924 | 540 | 6,030 |
| Grant | 55,813 | 30,255 | 25,558 | 15,783 | 14,058 | 14,635 | 1,093 | 18,231 |
| Greene | 31,330 | 9,681 | 21,649 | 9,150 | 6,922 | 7,121 | 596 | 6,381 |
| Hamilton | 24,614 | 5,575 | 19,039 | 7,462 | 6,194 | 6,595 | 492 | 6,602 |
| Hancock | 17,302 | 4,821 | 12,481 | 5,276 | 4,514 | 4,639 | 361 | 4,658 |
| Harrison | 17,106 | — | 17,106 | 4,562 | 2,961 | 3,030 | 253 | 2,201 |
| Hendricks | 20,151 | — | 20,151 | 5,896 | 4,949 | 5,083 | 381 | 4,453 |
| Henry | 40,208 | 16,620 | 23,588 | 11,252 | 10,140 | 10,323 | 727 | 11,230 |
| Howard | 47,752 | 33,795 | 13,937 | 13,528 | 12,300 | 12,614 | 907 | 17,001 |
| Huntington | 29,931 | 13,903 | 16,028 | 8,557 | 7,702 | 7,854 | 603 | 9,197 |
| Jackson | 26,612 | 8,620 | 17,992 | 7,296 | 5,703 | 5,816 | 534 | 6,630 |
| Jasper | 14,397 | 3,214 | 11,183 | 3,859 | 3,214 | 3,354 | 260 | 3,891 |
| Jay | 26,601 | 9,140 | 13,461 | 6,666 | 5,713 | 5,902 | 467 | 6,384 |
| Jefferson | 19,912 | 6,923 | 12,989 | 5,293 | 3,930 | 4,041 | 385 | 4,488 |
| Jennings | 13,680 | 3,112 | 10,568 | 3,428 | 2,252 | 2,299 | 185 | 2,279 |
| Johnson | 22,493 | 6,264 | 16,229 | 6,516 | 5,415 | 5,558 | 429 | 5,991 |
| Knox | 43,973 | 23,338 | 20,635 | 12,330 | 9,955 | 10,310 | 916 | 13,226 |
| Kosciusko | 29,591 | 6,378 | 12,183 | 8,653 | 7,381 | 7,530 | 510 | 8,232 |
| Lagrange | 14,352 | — | 14,352 | 3,864 | 2,846 | 2,885 | 281 | 3,191 |
| Lake | 293,195 | 264,780 | 28,415 | 75,902 | 69,917 | 71,713 | 4,873 | 106,514 |
| La Porte | 63,660 | 42,656 | 21,004 | 16,788 | 15,219 | 15,616 | 1,184 | 23,006 |
| Lawrence | 35,045 | 15,907 | 19,138 | 9,611 | 7,655 | 7,766 | 551 | 7,319 |
| Madison | 88,575 | 57,286 | 31,289 | 25,325 | 22,920 | 23,677 | 1,736 | 30,737 |
| Marion | 406,926 | 390,879 | 70,047 | 131,660 | 120,282 | 124,210 | 8,719 | 215,676 |
| Marshall | 25,935 | 5,713 | 20,222 | 7,329 | 6,094 | 6,362 | 531 | 7,290 |
| Martin | 10,300 | — | 10,300 | 2,600 | 1,648 | 1,680 | 161 | 1,491 |
| Miami | 27,926 | 12,432 | 15,494 | 8,168 | 7,215 | 7,382 | 547 | 7,917 |
| Monroe | 36,534 | 20,870 | 15,664 | 9,981 | 7,868 | 8,143 | 580 | 11,637 |
| Montgomery | 27,231 | 11,089 | 16,142 | 8,305 | 7,160 | 7,341 | 630 | 9,012 |
| Morgan | 19,801 | 5,009 | 14,792 | 5,690 | 4,296 | 4,415 | 392 | 5,203 |
| Newton | 10,775 | — | 10,775 | 3,022 | 2,479 | 2,584 | 226 | 3,183 |
| Noble | 22,776 | 5,131 | 17,345 | 6,598 | 5,631 | 5,748 | 513 | 6,288 |
| Ohio | 3,782 | — | 3,782 | 1,118 | 854 | 863 | 76 | 636 |
| Orange | 17,311 | — | 17,311 | 4,748 | 3,339 | 3,420 | 300 | 3,543 |
| Owen | 12,090 | — | 12,090 | 3,478 | 2,296 | 2,351 | 241 | 2,398 |
| Parke | 17,358 | — | 17,358 | 5,016 | 3,814 | 3,899 | 335 | 3,586 |
| Perry | 17,770 | 5,395 | 12,375 | 4,533 | 3,033 | 3,068 | 341 | 2,674 |
| Pike | 17,045 | 3,075 | 13,970 | 4,759 | 3,242 | 3,361 | 333 | 3,051 |
| Porter | 27,836 | 8,736 | 19,100 | 7,703 | 6,867 | 6,985 | 583 | 8,995 |
| Posey | 19,183 | 5,638 | 13,545 | 5,437 | 4,000 | 4,095 | 334 | 3,674 |
| Pulaski | 12,056 | — | 12,056 | 3,216 | 2,493 | 2,565 | 226 | 2,942 |
| Putnam | 20,839 | 4,872 | 15,967 | 5,886 | 4,867 | 4,914 | 402 | 4,975 |
| Randolph | 26,766 | 8,838 | 17,928 | 8,066 | 6,854 | 7,031 | 553 | 7,025 |
| Ripley | 18,898 | 3,065 | 15,833 | 5,213 | 3,722 | 3,805 | 399 | 4,290 |
| Rush | 18,927 | 5,960 | 12,967 | 5,465 | 4,712 | 4,785 | 378 | 4,752 |
| St. Joseph | 161,823 | 129,566 | 32,257 | 43,804 | 40,180 | 41,204 | 2,844 | 63,459 |
| Scott | 8,978 | — | 8,978 | 2,550 | 1,888 | 1,904 | 151 | 1,607 |
| Shelby | 25,953 | 10,791 | 15,162 | 7,815 | 6,547 | 6,705 | 472 | 8,241 |
| Spencer | 16,211 | — | 16,211 | 4,413 | 2,872 | 2,956 | 297 | 2,101 |
| Starke | 12,258 | — | 12,258 | 3,438 | 2,615 | 2,665 | 279 | 3,218 |
| Steuben | 13,740 | 3,141 | 10,599 | 4,148 | 3,155 | 3,332 | 303 | 5,033 |
| Sullivan | 27,014 | 5,077 | 21,937 | 7,939 | 5,940 | 6,123 | 473 | 5,054 |
| Switzerland | 8,167 | — | 8,167 | 2,438 | 1,676 | 1,743 | 166 | 902 |
| Tippecanoe | 51,020 | 35,068 | 15,952 | 14,305 | 12,781 | 13,247 | 829 | 23,420 |
| Tipton | 15,135 | 5,101 | 10,034 | 4,385 | 3,872 | 3,930 | 284 | 3,475 |
| Union | 6,017 | — | 6,017 | 1,793 | 1,522 | 1,543 | 86 | 1,555 |
| Vanderburg | 130,783 | 97,062 | 33,721 | 36,227 | 31,356 | 32,136 | 2,379 | 50,953 |
| Vermillion | 21,787 | 7,092 | 14,695 | 6,506 | 5,297 | 5,401 | 479 | 5,049 |
| Vigo | 99,709 | 66,422 | 33,287 | 30,080 | 25,651 | 26,153 | 2,037 | 39,110 |
| Wabash | 26,601 | 12,823 | 13,778 | 7,561 | 6,708 | 6,856 | 589 | 8,488 |
| Warren | 9,055 | — | 9,055 | 2,529 | 2,075 | 2,113 | 127 | 1,268 |
| Warrick | 19,435 | 4,526 | 14,909 | 5,433 | 3,823 | 3,998 | 301 | 3,438 |
| Washington | 17,008 | 3,194 | 13,814 | 4,662 | 3,210 | 3,309 | 294 | 2,653 |
| Wayne | 59,229 | 35,147 | 24,082 | 16,456 | 14,864 | 15,315 | 1,190 | 21,734 |
| Wells | 19,099 | 5,417 | 13,682 | 5,537 | 4,776 | 4,912 | 291 | 4,842 |
| White | 17,037 | 5,153 | 13,884 | 4,873 | 4,055 | 4,199 | 396 | 4,379 |
| Whitley | 17,001 | 4,219 | 12,782 | 4,934 | 4,280 | 4,356 | 332 | 4,471 |
| Total State | 3,427,796 | 1,887,712 | 1,540,084 | 961,498 | 826,603 | 848,325 | 63,979 | 81,130,514 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

IOWA

Population 2,538,268
 Families 701,824
 Radio Homes, 1940 Census 617,006
 Radio Homes, NAB Projection 633,168

| County | POPULATION | | | RADIO HOMES | | RETAIL—SERVICE | |
|---------------|------------|---------|--------|-------------|----------------|----------------|--------------|
| | Total | Urban | Rural | 1940 Census | NAB Projection | Stores | Sales |
| Adair | 13,196 | | 13,196 | 3,763 | 3,222 | 3,299 | 288 \$3,124 |
| Adams | 10,156 | | 10,156 | 2,930 | 2,491 | 2,570 | 202 2,106 |
| Allamakee | 17,184 | 2,972 | 14,212 | 4,500 | 3,665 | 3,777 | 381 4,565 |
| Appanoose | 24,245 | 8,413 | 15,832 | 6,975 | 5,544 | 5,647 | 484 5,649 |
| Audubon | 11,790 | | 11,790 | 3,225 | 2,790 | 2,854 | 251 3,171 |
| Benton | 22,879 | 7,365 | 15,514 | 6,435 | 5,762 | 5,866 | 506 6,851 |
| Black Hawk | 79,946 | 61,092 | 18,854 | 22,621 | 21,084 | 21,563 | 1,446 37,097 |
| Boone | 29,782 | 12,373 | 17,409 | 7,917 | 7,043 | 7,232 | 592 9,013 |
| Bremer | 17,932 | 4,156 | 13,776 | 4,962 | 4,332 | 4,399 | 358 6,213 |
| Buchanan | 20,991 | 4,342 | 16,649 | 5,348 | 4,655 | 4,765 | 438 5,044 |
| Buena Vista | 19,838 | 5,274 | 14,564 | 5,483 | 5,054 | 5,148 | 528 7,599 |
| Butler | 17,986 | | 17,986 | 4,983 | 4,328 | 4,373 | 358 4,503 |
| Calhoun | 17,584 | | 17,584 | 4,864 | 4,398 | 4,496 | 457 5,401 |
| Carroll | 22,770 | 5,389 | 17,381 | 5,697 | 5,216 | 5,323 | 515 8,004 |
| Cass | 18,647 | 5,802 | 12,845 | 5,465 | 4,773 | 4,863 | 587 7,249 |
| Cedar | 16,884 | 2,518 | 14,366 | 4,845 | 4,087 | 4,286 | 336 5,144 |
| Cerro Gordo | 43,845 | 30,844 | 13,001 | 11,693 | 10,721 | 10,922 | 900 20,010 |
| Cherokee | 19,258 | 7,469 | 11,789 | 4,606 | 4,174 | 4,307 | 399 5,985 |
| Chickasaw | 15,227 | 2,933 | 12,294 | 4,116 | 3,510 | 3,576 | 337 4,032 |
| Clarke | 10,293 | 3,281 | 6,952 | 3,047 | 2,450 | 2,573 | 191 2,296 |
| Clay | 17,762 | 6,599 | 11,163 | 4,902 | 4,395 | 4,520 | 428 8,123 |
| Clayton | 24,334 | | 24,334 | 6,650 | 5,504 | 5,591 | 551 5,470 |
| Clinton | 44,722 | 26,270 | 18,452 | 12,443 | 11,313 | 11,641 | 988 17,962 |
| Crawford | 20,538 | 4,361 | 16,177 | 5,361 | 4,708 | 4,790 | 443 5,446 |
| Dallas | 24,649 | 5,977 | 18,672 | 7,178 | 6,380 | 6,489 | 510 7,530 |
| Davis | 11,136 | 2,732 | 8,404 | 3,207 | 2,430 | 2,498 | 198 2,039 |
| Decatur | 14,012 | | 14,012 | 3,970 | 3,060 | 3,147 | 279 2,948 |
| Delaware | 18,487 | 3,762 | 14,725 | 4,903 | 4,246 | 4,300 | 350 4,524 |
| Des Moines | 36,804 | 25,832 | 10,972 | 10,875 | 9,523 | 9,777 | 706 14,638 |
| Dickinson | 12,185 | | 12,185 | 3,294 | 2,946 | 3,035 | 378 4,188 |
| Dubuque | 63,768 | 43,892 | 19,876 | 15,915 | 14,322 | 14,587 | 1,148 24,822 |
| Emmet | 13,406 | 5,651 | 7,755 | 3,548 | 3,121 | 3,228 | 307 5,136 |
| Fayette | 29,154 | 7,801 | 21,350 | 7,919 | 6,906 | 7,013 | 605 8,748 |
| Floyd | 20,169 | 8,681 | 11,488 | 5,706 | 5,046 | 5,208 | 443 6,298 |
| Franklin | 16,379 | 4,006 | 12,373 | 4,446 | 3,995 | 4,102 | 296 4,831 |
| Fremont | 14,645 | | 14,645 | 4,143 | 3,464 | 3,539 | 337 2,633 |
| Greene | 16,599 | 4,088 | 12,511 | 4,725 | 4,262 | 4,357 | 392 4,658 |
| Grundy | 13,518 | | 13,518 | 3,703 | 3,384 | 3,494 | 295 3,940 |
| Guthrie | 17,210 | | 17,210 | 4,889 | 4,074 | 4,206 | 463 3,790 |
| Hamilton | 19,922 | 6,738 | 13,184 | 5,380 | 4,925 | 5,024 | 403 6,263 |
| Hancock | 15,402 | | 15,402 | 3,965 | 3,568 | 3,633 | 295 4,243 |
| Hardin | 22,530 | 7,978 | 14,552 | 6,301 | 5,555 | 5,810 | 574 8,545 |
| Harrison | 22,767 | 3,994 | 18,773 | 6,143 | 4,857 | 4,984 | 510 5,236 |
| Henry | 17,994 | 4,610 | 13,384 | 4,856 | 4,099 | 4,186 | 316 4,033 |
| Howard | 13,531 | 3,530 | 10,001 | 3,592 | 3,024 | 3,095 | 268 3,426 |
| Humboldt | 13,459 | 2,819 | 10,640 | 3,565 | 3,060 | 3,264 | 333 3,849 |
| Ida | 11,047 | | 11,047 | 3,024 | 2,711 | 2,782 | 263 3,232 |
| Iowa | 17,016 | | 17,016 | 4,662 | 4,031 | 4,099 | 359 5,171 |
| Jackson | 19,181 | 4,076 | 15,105 | 5,198 | 4,407 | 4,528 | 433 5,707 |
| Jasper | 21,496 | 10,462 | 11,034 | 8,847 | 7,843 | 8,032 | 629 8,315 |
| Jefferson | 15,762 | 6,773 | 8,989 | 4,641 | 3,846 | 3,997 | 343 4,468 |
| Johnson | 33,191 | 17,182 | 16,009 | 9,356 | 8,117 | 8,307 | 572 14,264 |
| Jones | 19,950 | 6,615 | 13,335 | 5,144 | 4,434 | 4,540 | 382 5,259 |
| Keokuk | 18,406 | | 18,406 | 5,520 | 4,707 | 4,799 | 401 4,872 |
| Kossuth | 26,630 | 4,954 | 21,676 | 6,511 | 5,772 | 5,933 | 522 7,925 |
| Lee | 41,074 | 29,139 | 11,935 | 11,425 | 9,611 | 9,952 | 840 12,552 |
| Linn | 89,142 | 66,841 | 22,301 | 26,378 | 23,922 | 24,490 | 1,808 41,370 |
| Louisia | 11,384 | | 11,384 | 3,265 | 2,682 | 2,746 | 230 3,083 |
| Lucas | 14,571 | 5,754 | 8,817 | 4,187 | 3,548 | 3,628 | 250 3,759 |
| Lyon | 15,374 | 2,556 | 12,818 | 3,772 | 3,236 | 3,369 | 357 3,422 |
| Madison | 14,525 | 3,831 | 10,694 | 4,215 | 3,430 | 3,543 | 280 3,649 |
| Mahaska | 26,485 | 11,024 | 15,461 | 7,696 | 6,687 | 6,824 | 449 7,957 |
| Marion | 27,019 | 10,574 | 16,445 | 7,299 | 6,125 | 6,427 | 550 7,235 |
| Marshall | 35,406 | 19,240 | 16,166 | 9,702 | 8,934 | 9,117 | 712 14,134 |
| Mills | 15,064 | 4,601 | 10,463 | 3,662 | 3,046 | 3,136 | 299 3,285 |
| Mitchell | 14,121 | 3,196 | 10,925 | 3,833 | 3,323 | 3,390 | 294 3,937 |
| Monona | 18,238 | 3,438 | 14,800 | 4,861 | 3,874 | 4,032 | 368 4,407 |
| Monroe | 14,553 | 6,157 | 9,396 | 3,964 | 3,174 | 3,300 | 263 2,893 |
| Montgomery | 15,697 | 5,763 | 9,934 | 4,666 | 4,131 | 4,238 | 397 5,359 |
| Muscatine | 31,296 | 18,286 | 13,010 | 9,259 | 8,210 | 8,375 | 686 11,038 |
| O'Brien | 19,293 | 3,768 | 15,525 | 5,185 | 4,689 | 4,845 | 520 6,858 |
| Osceola | 10,607 | | 10,607 | 2,689 | 2,380 | 2,425 | 225 3,099 |
| Page | 24,887 | 11,751 | 13,136 | 6,678 | 5,772 | 5,952 | 628 11,026 |
| Palo Alto | 16,170 | 3,374 | 12,796 | 4,009 | 3,498 | 3,612 | 346 4,756 |
| Plymouth | 23,502 | 5,353 | 18,149 | 6,001 | 5,249 | 5,373 | 422 6,216 |
| Pocahontas | 16,286 | | 16,286 | 4,204 | 3,815 | 3,934 | 349 4,471 |
| Polk | 195,835 | 164,071 | 31,764 | 56,516 | 51,022 | 53,129 | 3,972 94,342 |
| Pottawattamie | 66,756 | 41,439 | 25,317 | 18,471 | 16,259 | 16,675 | 1,356 20,145 |
| Poweshiek | 18,768 | 5,210 | 13,548 | 5,368 | 4,808 | 4,937 | 342 6,713 |

| County | POPULATION | | | Families | RADIO HOMES 1910 NAB | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|------------------|----------------|-------------------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Ringgold | 11,137 | | 11,137 | 3,264 | 2,617 | 2,710 | 177 | 1,893 |
| Sac | 17,639 | 3,165 | 14,474 | 4,763 | 4,320 | 4,412 | 390 | 5,241 |
| Scott | 84,784 | 69,182 | 15,566 | 24,166 | 22,303 | 22,686 | 1,486 | 40,042 |
| Shelby | 16,720 | 3,727 | 12,993 | 4,255 | 3,783 | 3,854 | 414 | 4,557 |
| Sioux | 27,209 | 2,681 | 24,528 | 6,647 | 5,659 | 5,776 | 603 | 6,498 |
| Story | 33,434 | 15,908 | 17,526 | 9,286 | 8,478 | 8,773 | 815 | 14,447 |
| Tama | 22,428 | 2,832 | 19,596 | 6,237 | 5,570 | 5,670 | 499 | 5,954 |
| Taylor | 14,258 | | 14,258 | 4,176 | 3,440 | 3,505 | 344 | 2,625 |
| Union | 16,280 | 8,038 | 8,247 | 4,848 | 4,142 | 4,303 | 377 | 5,145 |
| Van Buren | 12,053 | | 12,053 | 3,702 | 2,997 | 3,063 | 262 | 2,151 |
| Wapello | 44,280 | 31,570 | 12,710 | 12,834 | 11,249 | 11,479 | 767 | 14,947 |
| Warren | 17,695 | 4,123 | 13,572 | 5,110 | 4,195 | 4,321 | 458 | 3,899 |
| Washington | 20,055 | 5,227 | 14,828 | 5,746 | 4,909 | 5,002 | 389 | 6,708 |
| Wayne | 13,308 | | 13,308 | 4,016 | 3,341 | 3,400 | 264 | 2,511 |
| Webster | 41,521 | 22,904 | 18,617 | 11,374 | 10,444 | 10,568 | 808 | 18,315 |
| Winnemago | 13,972 | 2,545 | 11,427 | 3,555 | 3,047 | 3,152 | 317 | 4,719 |
| Winneshiek | 22,263 | 5,303 | 16,960 | 5,807 | 4,950 | 5,060 | 438 | 5,777 |
| Woodbury | 103,627 | 82,364 | 21,263 | 28,394 | 25,208 | 25,966 | 2,207 | 47,338 |
| Worth | 11,449 | | 11,449 | 3,006 | 2,629 | 2,670 | 223 | 2,581 |
| Wright | 20,038 | 6,995 | 13,043 | 5,442 | 4,967 | 5,085 | 425 | 5,920 |
| State Total | 2,538,268 | 1,084,231 | 1,454,037 | 701,824 | 617,006 | 633,168 | 52,780 | \$870,632 |

KANSAS

| | |
|-----------------------------|-----------|
| Population | 1,801,028 |
| Families | 511,109 |
| Radio Homes, 1940 Census | 411,984 |
| Radio Homes, NAB Projection | 424,457 |

| County | POPULATION | | | Families | RADIO HOMES 1910 NAB | | RETAIL—SERVICE | |
|------------|------------|--------|--------|----------|-------------------------|------------|----------------|---------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Allen | 19,874 | 7,244 | 12,630 | 6,020 | 4,430 | 4,597 | 394 | \$4,603 |
| Anderson | 11,658 | 2,607 | 9,051 | 3,404 | 2,430 | 2,489 | 232 | 2,310 |
| Atchison | 22,222 | 12,648 | 9,574 | 6,217 | 5,109 | 5,270 | 442 | 5,083 |
| Barber | 9,073 | | 9,073 | 2,574 | 2,039 | 2,100 | 220 | 2,772 |
| Barton | 25,010 | 12,763 | 12,247 | 6,790 | 5,763 | 5,926 | 533 | 8,959 |
| Bourbon | 20,944 | 10,557 | 10,387 | 6,354 | 4,764 | 4,890 | 474 | 5,493 |
| Brown | 17,395 | 6,110 | 11,285 | 5,080 | 4,142 | 4,236 | 348 | 4,178 |
| Butler | 32,013 | 13,866 | 18,147 | 9,210 | 7,891 | 7,596 | 642 | 9,246 |
| Chase | 6,345 | | 6,345 | 1,835 | 1,356 | 1,379 | 110 | 1,122 |
| Chautauque | 9,233 | | 9,233 | 2,685 | 1,754 | 1,796 | 169 | 1,991 |
| Cherokee | 29,817 | 12,698 | 17,119 | 8,656 | 6,325 | 6,476 | 505 | 6,063 |
| Cheyenne | 6,221 | | 6,221 | 1,590 | 1,151 | 1,208 | 119 | 1,476 |
| Clark | 4,081 | | 4,081 | 1,107 | 880 | 905 | 101 | 1,218 |
| Clay | 13,281 | 4,518 | 8,763 | 3,964 | 3,365 | 3,420 | 315 | 3,950 |
| Cloud | 17,247 | 6,255 | 10,992 | 5,001 | 3,974 | 4,123 | 385 | 4,803 |
| Colfax | 12,278 | | 12,278 | 3,679 | 2,596 | 2,661 | 245 | 2,760 |
| Comanche | 4,412 | | 4,412 | 1,241 | 1,023 | 1,034 | 124 | 1,323 |
| Cowley | 38,139 | 22,258 | 24,066 | 11,102 | 9,164 | 9,428 | 797 | 11,450 |
| Crawford | 44,191 | 20,125 | 24,066 | 13,614 | 10,881 | 11,556 | 1,024 | 12,244 |
| Decatur | 7,434 | | 7,434 | 2,062 | 1,453 | 1,552 | 152 | 1,304 |
| Dickinson | 22,929 | 9,475 | 13,454 | 6,632 | 5,698 | 5,829 | 574 | 6,182 |
| Doniphan | 12,936 | | 12,936 | 3,663 | 2,611 | 2,714 | 251 | 1,707 |
| Douglas | 25,171 | 14,390 | 10,781 | 7,897 | 6,600 | 6,799 | 527 | 9,078 |
| Edwards | 6,377 | | 6,377 | 1,834 | 1,446 | 1,479 | 166 | 1,469 |
| Elk | 8,180 | | 8,180 | 2,468 | 1,694 | 1,756 | 184 | 1,422 |
| Ellis | 17,508 | 6,385 | 11,123 | 3,935 | 3,071 | 3,164 | 293 | 4,660 |
| Ellsworth | 9,855 | | 9,855 | 2,676 | 2,174 | 2,230 | 224 | 2,131 |
| Finney | 10,092 | 6,285 | 3,807 | 2,706 | 2,120 | 2,210 | 209 | 4,511 |
| Ford | 17,254 | 8,487 | 8,767 | 4,579 | 3,806 | 3,987 | 398 | 6,798 |
| Franklin | 20,889 | 10,193 | 10,696 | 6,117 | 4,811 | 4,976 | 427 | 5,733 |
| Geary | 15,222 | 8,507 | 6,715 | 3,527 | 3,104 | 3,178 | 258 | 4,027 |
| Gove | 4,793 | | 4,793 | 1,138 | 748 | 763 | 107 | 762 |
| Graham | 6,071 | | 6,071 | 1,572 | 1,003 | 1,051 | 105 | 779 |
| Grant | 1,946 | | 1,946 | 497 | 348 | 363 | 45 | 431 |
| Gray | 4,773 | | 4,773 | 1,200 | 847 | 909 | 95 | 837 |
| Greeley | 1,638 | | 1,638 | 429 | 310 | 324 | 39 | 246 |
| Greenwood | 16,495 | 3,803 | 12,692 | 4,764 | 3,486 | 3,579 | 362 | 4,054 |
| Hamilton | 2,645 | | 2,645 | 707 | 529 | 536 | 80 | 762 |
| Harper | 12,068 | 2,873 | 9,195 | 3,481 | 2,866 | 2,945 | 322 | 3,382 |
| Harvey | 21,172 | 11,048 | 10,664 | 5,973 | 5,063 | 5,191 | 429 | 6,855 |
| Haskell | 2,088 | | 2,088 | 541 | 424 | 433 | 46 | 399 |
| Hodgeman | 3,535 | | 3,535 | 892 | 656 | 675 | 64 | 421 |
| Jackson | 13,382 | 2,885 | 10,497 | 3,909 | 2,783 | 2,906 | 276 | 2,241 |
| Jellerson | 12,718 | | 12,718 | 3,748 | 2,541 | 2,613 | 246 | 1,698 |
| Jewell | 11,970 | | 11,970 | 3,603 | 2,554 | 2,657 | 206 | 1,768 |
| Johnson | 33,327 | 3,979 | 23,348 | 9,686 | 8,279 | 8,552 | 615 | 6,207 |
| Kearny | 2,525 | | 2,525 | 671 | 493 | 538 | 62 | 411 |
| Kingman | 12,001 | 3,213 | 8,788 | 3,212 | 2,655 | 2,711 | 268 | 2,691 |
| Kiowa | 5,112 | | 5,112 | 1,395 | 1,123 | 1,154 | 129 | 1,045 |
| Labette | 30,352 | 14,294 | 16,058 | 8,889 | 7,002 | 7,138 | 602 | 7,931 |
| Lane | 2,821 | | 2,821 | 759 | 591 | 604 | 70 | 659 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|--------------|------------|---------|-----------|-------------|-------------|----------------|----------------|-----------|
| | Total | Urban | Rural | Families | 1940 Census | NAB Projection | Stores | Sales |
| Leavenworth | 41,112 | 19,220 | 21,892 | 9,023 | 7,546 | 7,722 | 593 | 8,316 |
| Lincoln | 8,338 | | 8,338 | 2,314 | 1,788 | 1,868 | 156 | 1,302 |
| Linn | 11,969 | | 11,969 | 3,656 | 2,208 | 2,285 | 265 | 2,059 |
| Logan | 3,688 | | 3,688 | 961 | 712 | 732 | 107 | 828 |
| Lyon | 26,424 | 13,188 | 13,236 | 7,692 | 6,186 | 6,336 | 565 | 8,355 |
| McPherson | 24,152 | 7,194 | 16,958 | 6,710 | 5,586 | 5,751 | 530 | 6,831 |
| Marion | 18,951 | | 18,951 | 5,197 | 4,011 | 4,162 | 367 | 4,135 |
| Marshall | 20,986 | 4,055 | 16,931 | 5,966 | 4,779 | 4,873 | 541 | 4,715 |
| Meade | 5,522 | | 5,522 | 1,444 | 1,060 | 1,097 | 114 | 1,494 |
| Miami | 19,389 | 7,656 | 11,833 | 5,412 | 4,144 | 4,203 | 346 | 3,926 |
| Mitchell | 11,339 | 3,765 | 7,574 | 3,173 | 2,599 | 2,670 | 284 | 3,214 |
| Montgomery | 49,729 | 34,734 | 14,995 | 14,650 | 11,565 | 11,881 | 1,048 | 15,120 |
| Morris | 10,363 | 2,875 | 7,488 | 2,969 | 2,334 | 2,388 | 232 | 2,056 |
| Morton | 2,186 | | 2,186 | 611 | 406 | 437 | 65 | 538 |
| Memaha | 16,761 | | 16,761 | 4,186 | 3,466 | 3,549 | 349 | 3,903 |
| Neosho | 22,210 | 10,142 | 12,068 | 6,552 | 4,951 | 5,077 | 425 | 5,674 |
| Ness | 6,864 | | 6,864 | 1,765 | 1,321 | 1,364 | 183 | 1,174 |
| Norton | 9,831 | 2,762 | 7,069 | 2,711 | 1,848 | 1,928 | 164 | 1,930 |
| Osage | 15,118 | | 15,118 | 4,625 | 3,392 | 3,479 | 328 | 2,677 |
| Osborne | 9,835 | | 9,835 | 2,856 | 2,220 | 2,271 | 238 | 2,062 |
| Ottawa | 9,221 | | 9,221 | 2,778 | 2,294 | 2,356 | 191 | 1,662 |
| Pawnee | 10,300 | 3,533 | 6,767 | 2,466 | 2,073 | 2,125 | 206 | 2,933 |
| Phillips | 10,435 | | 10,435 | 3,053 | 2,133 | 2,256 | 254 | 2,134 |
| Pottawatomie | 14,015 | | 14,015 | 3,869 | 2,954 | 3,020 | 302 | 3,018 |
| Pratt | 12,348 | 6,591 | 5,757 | 3,467 | 2,897 | 3,045 | 299 | 4,399 |
| Rawlins | 6,618 | | 6,618 | 1,701 | 1,310 | 1,379 | 137 | 1,123 |
| Reno | 52,165 | 30,013 | 22,152 | 14,772 | 12,483 | 12,887 | 1,152 | 19,886 |
| Republic | 13,124 | 2,580 | 10,544 | 3,999 | 2,974 | 3,043 | 306 | 2,603 |
| Rice | 17,123 | 4,497 | 12,716 | 4,988 | 4,291 | 4,403 | 382 | 5,173 |
| Riley | 20,617 | 11,659 | 8,958 | 6,074 | 5,171 | 5,274 | 476 | 8,499 |
| Rooks | 8,497 | | 8,497 | 2,355 | 1,743 | 1,822 | 189 | 1,692 |
| Rush | 8,285 | | 8,285 | 2,161 | 1,664 | 1,695 | 189 | 1,597 |
| Russell | 13,464 | 4,819 | 8,645 | 3,766 | 3,037 | 3,109 | 298 | 3,729 |
| Saline | 29,535 | 21,073 | 8,462 | 8,394 | 7,315 | 7,677 | 732 | 12,318 |
| Scott | 3,773 | | 3,773 | 992 | 790 | 813 | 92 | 1,074 |
| Sedgewick | 143,311 | 114,966 | 28,345 | 42,468 | 36,943 | 38,356 | 3,172 | 62,794 |
| Seward | 6,540 | 4,310 | 2,130 | 1,800 | 1,425 | 1,500 | 171 | 3,181 |
| Shawnee | 91,247 | 67,833 | 23,414 | 26,376 | 23,022 | 23,955 | 1,797 | 35,534 |
| Sheridan | 5,312 | | 5,312 | 1,254 | 854 | 885 | 93 | 719 |
| Sherman | 6,421 | 3,306 | 3,115 | 1,741 | 1,359 | 1,402 | 144 | 2,051 |
| Smith | 10,582 | | 10,582 | 3,205 | 2,201 | 2,269 | 223 | 1,768 |
| Stafford | 10,487 | | 10,487 | 2,921 | 2,351 | 2,475 | 196 | 2,646 |
| Stanton | 1,443 | | 1,443 | 365 | 244 | 252 | 36 | 378 |
| Stevens | 3,193 | | 3,193 | 852 | 601 | 620 | 63 | 633 |
| Summer | 26,163 | 7,246 | 18,917 | 7,602 | 6,313 | 6,469 | 481 | 6,114 |
| Thomas | 6,425 | | 6,425 | 1,747 | 1,425 | 1,466 | 175 | 2,175 |
| Trego | 5,822 | | 5,822 | 1,462 | 1,110 | 1,130 | 124 | 1,096 |
| Wabausee | 9,219 | | 9,219 | 2,603 | 1,838 | 1,883 | 209 | 1,541 |
| Wallace | 2,216 | | 2,216 | 598 | 416 | 428 | 48 | 387 |
| Washington | 15,921 | | 15,921 | 4,600 | 3,406 | 3,486 | 332 | 2,547 |
| Wichita | 2,185 | | 2,185 | 564 | 409 | 423 | 46 | 614 |
| Wilson | 17,723 | 6,900 | 10,823 | 5,244 | 3,952 | 4,076 | 340 | 3,504 |
| Woodson | 8,014 | | 8,014 | 2,323 | 1,616 | 1,648 | 219 | 1,401 |
| Wyandotte | 145,071 | 121,458 | 23,613 | 40,551 | 35,577 | 36,676 | 2,588 | 40,507 |
| Total State | 1,801,028 | 753,911 | 1,017,087 | 511,109 | 411,981 | 421,157 | 37,592 | \$503,948 |

KENTUCKY

Population 2,845,627
 Families 698,538
 Radio Homes, 1940 Census 444,416
 Radio Homes, NAB Projection 456,633

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|--------------|------------|--------|--------|-------------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | Families | 1940 Census | NAB Projection | Stores | Sales |
| Adair | 18,566 | — | 18,566 | 4,353 | 1,902 | 1,925 | 252 | \$1,388 |
| Allen | 15,496 | — | 15,496 | 3,964 | 1,841 | 1,862 | 213 | 1,876 |
| Anderson | 8,936 | — | 8,936 | 2,404 | 1,718 | 1,762 | 105 | 1,382 |
| Ballard | 9,480 | — | 9,480 | 2,633 | 1,553 | 1,636 | 150 | 987 |
| Barren | 27,559 | 5,815 | 21,744 | 6,958 | 4,138 | 4,232 | 393 | 5,141 |
| Bath | 11,451 | — | 11,451 | 2,792 | 1,577 | 1,636 | 146 | 965 |
| Bell | 43,812 | 15,659 | 28,153 | 9,229 | 5,026 | 5,195 | 443 | 7,441 |
| Bone | 10,820 | — | 10,820 | 2,983 | 2,232 | 2,289 | 170 | 1,197 |
| Bourbon | 17,932 | 6,697 | 11,235 | 4,875 | 3,513 | 3,616 | 207 | 3,454 |
| Boyd | 45,938 | 34,061 | 11,877 | 10,956 | 8,880 | 9,087 | 745 | 12,902 |
| Boyle | 17,075 | 6,734 | 10,341 | 4,549 | 3,238 | 3,383 | 280 | 5,302 |
| Bracken | 9,389 | — | 9,389 | 2,550 | 1,798 | 1,866 | 173 | 1,364 |
| Breathitt | 23,946 | — | 23,946 | 4,637 | 1,003 | 1,030 | 379 | 980 |
| Breckinridge | 17,744 | — | 17,744 | 4,508 | 2,346 | 2,381 | 292 | 1,537 |
| Bullitt | 9,511 | — | 9,511 | 2,448 | 1,475 | 1,491 | 111 | 987 |
| Butler | 14,371 | — | 14,371 | 3,391 | 1,254 | 1,280 | 246 | 723 |
| Caldwell | 14,499 | 5,389 | 9,110 | 4,008 | 2,201 | 2,361 | 180 | 2,281 |
| Calloway | 19,041 | 3,773 | 15,268 | 5,292 | 2,895 | 3,118 | 295 | 3,040 |
| Campbell | 71,918 | 58,785 | 13,133 | 20,029 | 17,912 | 18,480 | 1,332 | 20,298 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|------------|------------|---------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Carlisle | 7,050 | — | 7,050 | 2,062 | 1,192 | 1,242 | 94 | 787 |
| Carroll | 8,657 | 2,910 | 5,747 | 2,388 | 1,667 | 1,692 | 153 | 2,095 |
| Carter | 25,545 | — | 25,545 | 5,284 | 2,676 | 2,738 | 289 | 2,148 |
| Casey | 19,962 | — | 19,962 | 4,258 | 1,635 | 1,672 | 197 | 937 |
| Christian | 36,129 | 11,724 | 24,405 | 9,195 | 4,906 | 5,061 | 519 | 7,083 |
| Clark | 17,988 | 8,594 | 9,394 | 4,976 | 3,431 | 3,592 | 316 | 4,444 |
| Clay | 23,901 | — | 23,901 | 4,527 | 1,496 | 1,530 | 259 | 1,123 |
| Clinton | 10,278 | — | 10,279 | 2,287 | 959 | 978 | 128 | 727 |
| Crittenden | 12,115 | — | 12,115 | 3,203 | 2,006 | 2,040 | 166 | 1,476 |
| Cumberland | 11,923 | — | 11,923 | 2,622 | 1,055 | 1,075 | 153 | 866 |
| Davies | 52,335 | 30,245 | 22,090 | 13,556 | 9,928 | 10,299 | 792 | 14,220 |
| Edmonson | 11,344 | — | 11,344 | 2,557 | 1,117 | 1,132 | 185 | 693 |
| Elliott | 8,713 | — | 8,713 | 1,741 | 707 | 718 | 116 | 422 |
| Estill | 17,978 | 3,631 | 14,347 | 3,853 | 1,784 | 1,821 | 231 | 1,896 |
| Fayette | 78,899 | 49,304 | 29,595 | 21,044 | 16,678 | 17,249 | 1,125 | 36,564 |
| Fleming | 13,327 | — | 13,327 | 3,582 | 2,166 | 2,259 | 244 | 1,753 |
| Floyd | 52,986 | — | 52,986 | 10,457 | 5,906 | 6,031 | 585 | 5,846 |
| Franklin | 23,308 | 11,492 | 11,816 | 6,040 | 4,748 | 4,820 | 335 | 7,189 |
| Fulton | 15,413 | 3,308 | 12,105 | 4,080 | 2,486 | 2,559 | 339 | 4,012 |
| Gallatin | 4,307 | — | 4,307 | 1,188 | 660 | 701 | 79 | 626 |
| Garrard | 11,910 | — | 11,910 | 2,915 | 1,817 | 1,848 | 149 | 1,669 |
| Grant | 9,876 | — | 9,876 | 2,741 | 1,772 | 1,802 | 183 | 1,792 |
| Graves | 31,763 | 8,619 | 23,144 | 8,747 | 5,305 | 5,503 | 492 | 5,901 |
| Grayson | 17,562 | — | 17,562 | 4,361 | 1,804 | 1,847 | 288 | 1,673 |
| Green | 12,321 | — | 12,321 | 3,077 | 1,547 | 1,586 | 181 | 930 |
| Greenup | 24,917 | — | 24,917 | 5,456 | 3,395 | 3,463 | 272 | 2,027 |
| Hancock | 6,807 | — | 6,807 | 1,780 | 939 | 962 | 104 | 693 |
| Hardin | 29,108 | 3,667 | 25,441 | 6,091 | 3,605 | 3,740 | 425 | 5,673 |
| Harlan | 75,275 | 9,271 | 66,004 | 15,846 | 10,204 | 10,484 | 14,272 | 14,272 |
| Harrison | 15,124 | 4,840 | 10,284 | 4,243 | 2,973 | 3,144 | 280 | 3,945 |
| Hart | 17,239 | — | 17,239 | 4,320 | 2,121 | 2,172 | 255 | 1,666 |
| Henderson | 27,020 | 13,160 | 13,860 | 7,414 | 5,029 | 5,176 | 393 | 5,731 |
| Henry | 12,220 | — | 12,220 | 3,327 | 2,293 | 2,321 | 179 | 1,822 |
| Hickman | 9,142 | — | 9,142 | 2,442 | 1,384 | 1,440 | 100 | 1,018 |
| Hopkins | 37,789 | 13,627 | 24,162 | 10,321 | 6,546 | 6,667 | 531 | 7,558 |
| Jackson | 16,339 | — | 16,339 | 3,249 | 1,049 | 1,100 | 168 | 793 |
| Jefferson | 385,392 | 319,077 | 66,315 | 106,158 | 90,710 | 92,905 | 6,586 | 151,305 |
| Jessamine | 12,174 | 3,192 | 8,982 | 3,252 | 2,172 | 2,202 | 223 | 2,284 |
| Johnson | 25,771 | — | 25,771 | 5,527 | 2,757 | 2,800 | 293 | 3,367 |
| Kenton | 93,139 | 71,088 | 22,051 | 26,208 | 23,546 | 24,175 | 1,662 | 27,221 |
| Knott | 20,007 | — | 20,007 | 3,762 | 1,276 | 1,289 | 226 | 778 |
| Knox | 31,029 | 1,575 | 29,454 | 6,500 | 2,766 | 2,831 | 326 | 2,219 |
| Larue | 9,622 | — | 9,622 | 2,472 | 1,424 | 1,445 | 158 | 1,226 |
| Laurel | 25,640 | — | 25,640 | 5,460 | 2,404 | 2,462 | 266 | 2,357 |
| Lawrence | 17,275 | — | 17,275 | 3,747 | 1,668 | 1,712 | 215 | 1,139 |
| Lee | 10,860 | — | 10,860 | 2,280 | 936 | 957 | 146 | 770 |
| Leslie | 14,981 | — | 14,981 | 2,744 | 611 | 622 | 148 | 562 |
| Letcher | 40,592 | 9,428 | 31,164 | 8,102 | 4,455 | 4,642 | 450 | 4,672 |
| Lewis | 15,686 | — | 15,686 | 3,700 | 1,722 | 1,824 | 157 | 916 |
| Lincoln | 19,859 | — | 19,859 | 4,616 | 2,525 | 2,607 | 288 | 2,063 |
| Livingston | 9,127 | — | 9,127 | 2,399 | 1,282 | 1,307 | 92 | 614 |
| Lozan | 23,345 | 3,983 | 19,362 | 6,090 | 3,378 | 3,486 | 316 | 3,310 |
| Lyon | 9,067 | — | 9,067 | 1,942 | 974 | 1,062 | 77 | 826 |
| McCracken | 48,534 | 33,765 | 14,769 | 13,462 | 9,318 | 9,595 | 780 | 15,917 |
| McCreary | 16,451 | — | 16,451 | 3,300 | 1,536 | 1,573 | 203 | 1,682 |
| McLean | 11,446 | — | 11,446 | 2,988 | 1,891 | 1,933 | 158 | 1,103 |
| Madison | 28,541 | 7,335 | 21,206 | 7,175 | 4,163 | 4,341 | 408 | 5,760 |
| Magoffin | 17,490 | — | 17,490 | 3,441 | 1,016 | 1,039 | 245 | 673 |
| Martin | 16,913 | 3,786 | 13,127 | 3,793 | 2,243 | 2,303 | 169 | 2,375 |
| Marshall | 16,602 | — | 16,602 | 4,379 | 2,518 | 2,601 | 211 | 1,667 |
| Martin | 10,970 | — | 10,970 | 2,056 | 680 | 699 | 107 | 413 |
| Mason | 19,066 | 6,572 | 12,494 | 5,096 | 3,648 | 3,730 | 375 | 5,450 |
| Meade | 8,827 | — | 8,827 | 2,185 | 1,309 | 1,322 | 130 | 910 |
| Memfee | 5,691 | — | 5,691 | 1,221 | 405 | 415 | 68 | 341 |
| Mercer | 14,629 | 4,673 | 9,956 | 3,932 | 2,760 | 2,835 | 218 | 2,761 |
| Metcalfe | 10,853 | — | 10,853 | 2,683 | 1,237 | 1,275 | 112 | 517 |
| Monroe | 14,070 | — | 14,070 | 3,258 | 1,576 | 1,604 | 259 | 1,128 |
| Montgomery | 12,280 | 4,782 | 7,498 | 3,204 | 1,965 | 2,007 | 209 | 2,732 |
| Morgan | 16,827 | — | 16,827 | 3,557 | 1,197 | 1,248 | 270 | 830 |
| Muhlenberg | 37,554 | 4,199 | 33,355 | 9,129 | 4,870 | 4,976 | 416 | 5,066 |
| Nelson | 18,004 | 3,152 | 14,852 | 4,184 | 2,614 | 2,678 | 200 | 2,532 |
| Nicholas | 8,617 | — | 8,617 | 2,393 | 1,668 | 1,705 | 110 | 1,159 |
| Ohio | 24,421 | — | 24,421 | 6,312 | 3,080 | 3,133 | 412 | 2,119 |
| Oldham | 10,716 | — | 10,716 | 2,096 | 1,472 | 1,504 | 107 | 1,135 |
| Owen | 10,942 | — | 10,942 | 2,998 | 1,877 | 1,917 | 123 | 1,367 |
| Owsley | 8,957 | — | 8,957 | 1,833 | 618 | 633 | 116 | 378 |
| Pendleton | 10,392 | — | 10,392 | 2,814 | 1,924 | 1,973 | 156 | 1,444 |
| Perry | 47,828 | 7,397 | 40,431 | 9,444 | 5,438 | 5,535 | 512 | 7,621 |
| Pike | 71,122 | 4,185 | 66,937 | 13,987 | 7,115 | 7,284 | 770 | 8,067 |
| Powell | 7,671 | — | 7,671 | 1,646 | 588 | 613 | 92 | 302 |
| Pulaski | 39,863 | 6,154 | 33,709 | 9,053 | 4,611 | 4,681 | 510 | 4,482 |
| Robertson | 3,419 | — | 3,419 | 918 | 640 | 659 | 64 | 426 |
| Rockcastle | 17,166 | — | 17,166 | 3,711 | 1,207 | 1,240 | 255 | 1,062 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|----------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Rowan | 12,734 | — | 12,734 | 2,731 | 1,473 | 1,500 | 217 | 1,675 |
| Russell | 13,615 | — | 13,615 | 2,984 | 1,172 | 1,187 | 173 | 915 |
| Scott | 14,314 | 4,420 | 9,894 | 3,942 | 2,800 | 2,892 | 195 | 2,811 |
| Shelby | 17,759 | 4,392 | 13,367 | 4,770 | 3,384 | 3,506 | 207 | 3,723 |
| Simpson | 11,752 | 3,940 | 7,812 | 3,123 | 1,818 | 1,868 | 176 | 2,220 |
| Spencer | 6,757 | — | 6,757 | 1,649 | 1,043 | 1,058 | 68 | 844 |
| Taylor | 13,556 | — | 13,556 | 3,381 | 1,961 | 2,013 | 178 | 1,917 |
| Todd | 14,234 | — | 14,234 | 3,717 | 1,713 | 1,771 | 196 | 1,507 |
| Trigg | 12,784 | — | 12,784 | 3,131 | 1,527 | 1,553 | 104 | 1,050 |
| Trimble | 5,601 | — | 5,601 | 1,443 | 930 | 973 | 81 | 324 |
| Union | 17,411 | 3,079 | 14,332 | 4,390 | 2,970 | 3,057 | 234 | 2,711 |
| Warren | 36,631 | 14,585 | 22,046 | 9,797 | 5,787 | 5,987 | 626 | 8,674 |
| Washington | 12,965 | — | 12,965 | 3,049 | 1,961 | 1,997 | 149 | 1,854 |
| Wayne | 17,204 | — | 17,204 | 3,734 | 1,357 | 1,466 | 177 | 1,385 |
| Webster | 19,198 | 4,397 | 14,801 | 5,374 | 2,977 | 3,066 | 282 | 2,840 |
| Whitely | 33,186 | 6,318 | 26,868 | 7,288 | 3,340 | 3,434 | 469 | 5,128 |
| Wolfe | 9,997 | — | 9,997 | 2,668 | 646 | 654 | 108 | 390 |
| Woodford | 11,847 | 2,548 | 9,299 | 2,971 | 2,109 | 2,194 | 159 | 2,088 |
| Total State | 2,815,627 | 819,327 | 1,996,300 | 698,538 | 141,116 | 156,633 | 10,283 | \$551,228 |

LOUISIANA

| | |
|-----------------------------|-----------|
| Population | 2,363,880 |
| Families | 592,528 |
| Radio Homes, 1940 Census | 307,883 |
| Radio Homes, NAB Projection | 315,261 |

| Parish | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|----------------------|------------|---------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Acadia | 46,260 | 14,497 | 31,763 | 10,971 | 4,203 | 4,300 | 627 | \$7,510 |
| Allen | 17,540 | 3,933 | 13,307 | 4,464 | 1,878 | 1,933 | 195 | 1,998 |
| Ascension | 21,215 | 3,880 | 17,326 | 5,182 | 2,012 | 2,060 | 266 | 2,920 |
| Assumption | 18,541 | — | 18,541 | 4,263 | 1,373 | 1,391 | 204 | 2,380 |
| Averyelles | 30,256 | 3,575 | 35,681 | 9,500 | 3,395 | 3,511 | 572 | 4,362 |
| Beauregard | 14,847 | 3,750 | 11,097 | 3,772 | 1,504 | 1,551 | 195 | 2,095 |
| Bienville | 23,933 | — | 23,933 | 5,671 | 2,090 | 2,142 | 220 | 2,658 |
| Bossier | 33,162 | 5,786 | 27,376 | 8,100 | 3,286 | 3,422 | 276 | 4,528 |
| Caddo | 150,203 | 98,167 | 52,036 | 40,450 | 25,835 | 26,484 | 2,255 | 56,696 |
| Calcasieu | 56,506 | 27,963 | 28,543 | 14,522 | 9,043 | 9,179 | 973 | 16,994 |
| Caldwell | 12,046 | — | 12,046 | 2,902 | 1,296 | 1,348 | 127 | 1,358 |
| Cameron | 7,203 | — | 7,203 | 1,698 | 789 | 813 | 90 | 505 |
| Catahoula | 14,618 | — | 14,618 | 3,522 | 915 | 1,019 | 132 | 1,136 |
| Claborne | 29,855 | 3,497 | 26,358 | 7,036 | 2,645 | 2,698 | 318 | 3,720 |
| Concordia | 14,562 | 2,857 | 11,705 | 4,131 | 1,137 | 1,161 | 167 | 1,913 |
| De Soto | 31,803 | 4,065 | 27,738 | 7,897 | 2,313 | 2,378 | 303 | 3,594 |
| East Baton Rouge | 88,415 | 34,719 | 53,696 | 23,016 | 15,889 | 16,314 | 1,277 | 37,038 |
| East Carroll | 19,023 | 3,711 | 15,312 | 5,206 | 1,500 | 1,582 | 159 | 2,230 |
| East Feliciana | 18,039 | 5,384 | 12,655 | 3,263 | 877 | 889 | 132 | 1,072 |
| Evangeline | 30,497 | 3,721 | 26,776 | 7,678 | 1,781 | 1,827 | 409 | 2,613 |
| Franklin | 32,382 | 2,834 | 29,548 | 7,981 | 2,704 | 2,792 | 267 | 3,346 |
| Grant | 15,933 | — | 15,933 | 3,915 | 1,491 | 1,549 | 177 | 1,651 |
| Iberia | 37,183 | 17,109 | 20,074 | 8,904 | 4,411 | 4,519 | 512 | 7,455 |
| Iberville | 27,721 | 5,049 | 22,672 | 7,001 | 2,476 | 2,512 | 351 | 3,681 |
| Jackson | 17,807 | 2,639 | 15,168 | 4,355 | 2,186 | 2,231 | 156 | 3,029 |
| Jefferson | 50,427 | 16,871 | 34,556 | 12,726 | 9,319 | 9,531 | 818 | 9,646 |
| Jefferson Davis | 24,191 | 7,343 | 16,848 | 6,046 | 2,620 | 2,711 | 311 | 4,636 |
| Lafayette | 43,941 | 19,210 | 24,731 | 10,321 | 4,428 | 4,528 | 681 | 8,896 |
| Lafourche | 38,615 | 5,851 | 32,764 | 8,638 | 3,342 | 3,474 | 401 | 7,309 |
| La Salle | 10,959 | — | 10,959 | 2,737 | 1,297 | 1,322 | 150 | 2,058 |
| Lacoch | 24,790 | 7,107 | 17,683 | 6,005 | 2,744 | 2,824 | 255 | 3,773 |
| Livingston | 17,790 | — | 17,790 | 4,258 | 1,757 | 1,771 | 194 | 1,567 |
| Madison | 18,443 | 5,712 | 12,731 | 5,012 | 1,533 | 1,561 | 202 | 2,885 |
| Morehouse | 27,571 | 6,026 | 20,945 | 7,244 | 2,454 | 2,511 | 210 | 3,845 |
| Natchitoches | 40,997 | 6,812 | 34,185 | 9,851 | 3,091 | 3,197 | 392 | 4,546 |
| Orleans | 494,537 | 494,537 | — | 133,040 | 100,856 | 102,649 | 9,173 | 176,285 |
| Ouachita | 49,168 | 36,869 | 22,299 | 15,836 | 9,735 | 10,035 | 947 | 21,681 |
| Plaquemines | 12,318 | — | 12,318 | 2,918 | 1,446 | 1,454 | 137 | 938 |
| Point Coupee | 24,004 | — | 24,004 | 5,767 | 1,748 | 1,815 | 338 | 2,715 |
| Rapides | 73,370 | 31,363 | 42,007 | 17,651 | 8,978 | 9,309 | 957 | 16,428 |
| Red River | 15,881 | — | 15,881 | 3,896 | 1,159 | 1,180 | 113 | 1,355 |
| Richland | 28,829 | — | 28,829 | 7,112 | 2,439 | 2,549 | 253 | 3,240 |
| Sabino | 23,586 | — | 23,586 | 5,805 | 1,928 | 2,020 | 261 | 2,581 |
| St. Bernard | 7,280 | — | 7,280 | 1,779 | 1,073 | 1,093 | 102 | 701 |
| St. Charles | 12,321 | — | 12,321 | 2,895 | 1,417 | 1,441 | 188 | 1,553 |
| St. Helena | 9,542 | — | 9,542 | 2,215 | 661 | 672 | 49 | 321 |
| St. James | 16,596 | — | 16,596 | 3,799 | 1,213 | 1,270 | 242 | 1,748 |
| St. John the Baptist | 14,766 | — | 14,766 | 3,393 | 1,422 | 1,449 | 196 | 1,706 |
| St. Landry | 71,481 | 14,222 | 57,259 | 15,576 | 4,915 | 5,021 | 829 | 10,128 |
| St. Martin | 26,394 | 3,501 | 22,893 | 5,672 | 1,784 | 1,812 | 369 | 2,681 |
| St. Mary | 31,458 | 11,243 | 20,215 | 7,633 | 3,505 | 3,569 | 404 | 5,001 |
| St. Tammany | 23,624 | 6,987 | 16,637 | 5,974 | 3,098 | 3,158 | 350 | 3,697 |

| State | POPULATION | | | Families | RADIO HOMES 1940 NAB | | RETAIL—SERVICE | |
|--------------------|------------------|----------------|------------------|----------------|-------------------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Tangipahoa | 45,519 | 10,034 | 35,485 | 11,363 | 5,026 | 5,089 | 544 | 7,812 |
| Tensas | 15,940 | — | 15,940 | 4,489 | 1,021 | 1,050 | 162 | 1,450 |
| Terrebonne | 36,880 | 9,062 | 26,828 | 8,152 | 3,441 | 3,590 | 493 | 8,035 |
| Union | 20,943 | — | 20,943 | 5,004 | 2,169 | 2,298 | 203 | 1,968 |
| Vermilion | 37,750 | 9,510 | 28,240 | 8,959 | 3,437 | 3,495 | 516 | 4,869 |
| Vernon | 19,142 | 2,829 | 16,313 | 4,765 | 1,977 | 2,019 | 209 | 2,270 |
| Washington | 34,443 | 14,604 | 19,839 | 8,583 | 4,443 | 4,526 | 396 | 6,223 |
| Webster | 33,676 | 9,499 | 24,177 | 8,430 | 4,208 | 4,295 | 394 | 5,705 |
| West Baton Rouge | 11,263 | — | 11,263 | 3,007 | 1,049 | 1,061 | 107 | 1,205 |
| West Carroll | 19,252 | — | 19,252 | 4,515 | 2,044 | 2,103 | 194 | 1,903 |
| West Feliciana | 11,720 | — | 11,720 | 2,182 | 467 | 473 | 82 | 676 |
| Winn | 16,823 | 4,512 | 12,411 | 4,180 | 1,610 | 1,731 | 154 | 2,120 |
| Total State | 2,363,880 | 980,439 | 1,383,441 | 592,528 | 307,883 | 315,261 | 32,356 | \$522,652 |

Population 847,226
 Families 218,968
 Radio Homes, 1940 Census 184,348
 Radio Homes, NAB Projection 189,300

MAINE

| County | POPULATION | | | Families | RADIO HOMES 1940 NAB | | RETAIL—SERVICE | |
|--------------------|----------------|----------------|----------------|----------------|-------------------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Androscoggin | 76,679 | 58,415 | 18,264 | 19,562 | 17,657 | 18,150 | 1,511 | \$30,783 |
| Aroostook | 94,436 | 8,149 | 86,287 | 19,853 | 14,031 | 14,559 | 1,639 | 23,982 |
| Cumberland | 146,000 | 107,514 | 38,486 | 38,636 | 34,977 | 36,033 | 2,984 | 69,868 |
| Franklin | 19,896 | — | 19,896 | 5,332 | 4,266 | 4,348 | 469 | 5,659 |
| Hancock | 32,422 | 3,911 | 28,511 | 9,390 | 7,501 | 7,757 | 887 | 10,787 |
| Kennebec | 77,231 | 44,998 | 32,233 | 19,250 | 16,464 | 16,868 | 1,543 | 28,390 |
| Knox | 27,191 | 8,899 | 18,292 | 8,176 | 6,704 | 6,859 | 732 | 9,891 |
| Lincoln | 16,294 | — | 16,294 | 4,846 | 3,859 | 4,012 | 411 | 5,624 |
| Oxford | 42,662 | 8,447 | 34,215 | 11,011 | 9,047 | 9,204 | 795 | 11,968 |
| Penobscot | 97,104 | 44,020 | 53,084 | 24,307 | 21,146 | 21,649 | 1,768 | 36,143 |
| Piscataquis | 18,467 | — | 18,467 | 5,086 | 4,156 | 4,232 | 359 | 4,483 |
| Sagadahoc | 19,123 | 10,235 | 8,888 | 5,346 | 4,558 | 4,662 | 370 | 6,260 |
| Somerset | 38,245 | 6,001 | 32,244 | 10,213 | 8,279 | 8,509 | 790 | 9,741 |
| Waldo | 21,159 | 5,540 | 15,619 | 5,943 | 4,547 | 4,667 | 480 | 5,181 |
| Washington | 37,767 | 8,507 | 29,260 | 10,164 | 7,816 | 8,102 | 893 | 9,383 |
| York | 82,550 | 28,421 | 54,129 | 21,853 | 19,340 | 19,689 | 2,147 | 27,914 |
| Total State | 847,226 | 343,057 | 504,169 | 218,968 | 181,318 | 189,300 | 17,758 | \$296,057 |

Population 1,821,244
 Families 465,683
 Radio Homes, 1940 Census 396,338
 Radio Homes, NAB Projection 410,164

MARYLAND

| County | POPULATION | | | Families | RADIO HOMES 1940 NAB | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|----------------|----------------|-------------------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Allegany | 80,973 | 50,707 | 30,266 | 21,842 | 18,896 | 19,427 | 1,423 | \$29,240 |
| Anne Arundel | 68,375 | 13,069 | 55,306 | 15,115 | 12,156 | 12,527 | 934 | 15,754 |
| Baltimore | 155,825 | 28,802 | 127,023 | 37,533 | 34,425 | 35,341 | 1,886 | 28,581 |
| Baltimore City | 859,100 | 859,100 | — | 227,582 | 209,038 | 213,790 | 19,658 | 413,654 |
| Calvert | 10,484 | — | 10,484 | 2,382 | 1,256 | 1,286 | 202 | 1,962 |
| Caroline | 17,549 | — | 17,549 | 4,682 | 3,450 | 3,507 | 346 | 4,091 |
| Carroll | 39,054 | 4,692 | 34,362 | 9,493 | 7,950 | 8,090 | 585 | 9,364 |
| Cecil | 26,407 | 3,518 | 22,889 | 6,333 | 4,897 | 5,136 | 443 | 6,201 |
| Charles | 17,612 | — | 17,612 | 3,779 | 1,799 | 1,907 | 231 | 3,141 |
| Dorchester | 28,006 | 10,102 | 17,904 | 7,239 | 4,769 | 5,040 | 618 | 6,943 |
| Frederick | 57,312 | 19,658 | 37,654 | 14,306 | 11,525 | 11,793 | 927 | 18,123 |
| Garrett | 21,981 | — | 21,981 | 4,953 | 3,146 | 3,267 | 253 | 4,031 |
| Harford | 35,060 | 4,967 | 30,093 | 8,274 | 6,567 | 6,823 | 567 | 9,261 |
| Howard | 17,175 | — | 17,175 | 3,965 | 3,071 | 3,178 | 302 | 4,447 |
| Kent | 13,465 | 2,760 | 10,705 | 3,702 | 2,444 | 2,613 | 319 | 4,133 |
| Montgomery | 83,912 | 7,650 | 76,262 | 21,740 | 19,109 | 19,771 | 713 | 25,620 |
| Prince Georges | 89,490 | 18,347 | 71,143 | 21,353 | 17,644 | 18,216 | 907 | 21,123 |
| Queen Annes | 14,476 | — | 14,476 | 3,913 | 2,527 | 2,579 | 232 | 2,868 |
| St. Marys | 14,626 | — | 14,626 | 3,084 | 1,280 | 1,313 | 250 | 2,365 |
| Somerset | 20,965 | 3,908 | 17,057 | 5,544 | 3,357 | 3,521 | 432 | 3,121 |
| Talbot | 18,784 | 4,528 | 14,256 | 5,267 | 3,853 | 3,970 | 390 | 6,863 |
| Washington | 68,838 | 32,491 | 36,347 | 17,697 | 14,843 | 15,305 | 1,300 | 23,162 |
| Wicomico | 34,530 | 13,313 | 21,217 | 9,744 | 7,335 | 7,597 | 687 | 12,970 |
| Worcester | 21,245 | 2,739 | 18,506 | 5,981 | 4,001 | 4,169 | 468 | 7,573 |
| Total State | 1,821,244 | 1,080,351 | 740,893 | 465,683 | 396,338 | 410,164 | 34,063 | \$664,491 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

MASS.

Population 4,316,721
 Families 1,120,691
 Radio Homes, 1940 Census ... 1,044,830
 Radio Homes, NAB Projection 1,077,642

| County | POPULATION | | |
|--------------------|------------------|------------------|----------------|
| | Total | Urban | Rural |
| Barnstable | 37,295 | 12,001 | 25,294 |
| Berkshire | 122,273 | 98,757 | 23,516 |
| Bristol | 364,637 | 327,946 | 36,691 |
| Dukes | 5,669 | — | 5,669 |
| Essex | 496,313 | 467,534 | 28,779 |
| Franklin | 49,453 | 28,865 | 20,588 |
| Hampden | 332,107 | 304,016 | 28,091 |
| Hampshire | 72,461 | 55,933 | 16,528 |
| Middlesex | 971,390 | 891,684 | 79,706 |
| Nantucket | 3,401 | 3,401 | — |
| Norfolk | 325,180 | 280,406 | 44,774 |
| Plymouth | 168,824 | 122,934 | 45,890 |
| Suffolk | 863,248 | 863,248 | — |
| Worcester | 504,470 | 402,751 | 101,719 |
| Total State | 4,316,721 | 3,859,476 | 457,245 |

| Families | RADIO HOMES | | RETAIL—SERVICE | |
|------------------|------------------|------------------|----------------|--------------------|
| | 1940 Census | NAB Projection | Stores | Sales |
| 11,047 | 9,684 | 9,825 | 1,084 | \$21,793 |
| 32,629 | 30,007 | 30,922 | 2,259 | 51,640 |
| 96,741 | 89,300 | 91,776 | 7,110 | 126,600 |
| 1,699 | 1,508 | 1,517 | 222 | 3,248 |
| 133,919 | 124,278 | 128,173 | 10,329 | 190,681 |
| 13,708 | 12,347 | 12,704 | 932 | 19,792 |
| 87,360 | 82,569 | 84,825 | 6,305 | 146,136 |
| 17,835 | 16,458 | 16,883 | 1,436 | 25,807 |
| 244,850 | 230,313 | 238,208 | 16,511 | 327,638 |
| 989 | 948 | 955 | 119 | 2,110 |
| 83,251 | 78,417 | 81,689 | 5,122 | 122,697 |
| 47,965 | 44,639 | 45,487 | 3,867 | 72,229 |
| 220,304 | 205,152 | 211,842 | 20,029 | 509,209 |
| 128,388 | 119,210 | 122,836 | 8,775 | 196,533 |
| 1,120,691 | 1,011,830 | 1,077,642 | 81,000 | \$1,876,113 |

MICHIGAN

Population 5,256,106
 Families 1,396,014
 Radio Homes, 1940 Census ... 1,271,499
 Radio Homes, NAB Projection 1,304,149

| County | POPULATION | | |
|----------------|------------|---------|--------|
| | Total | Urban | Rural |
| Alcona | 5,463 | — | 5,463 |
| Alger | 10,167 | 4,409 | 5,758 |
| Allegan | 41,839 | 7,954 | 33,885 |
| Alpena | 20,766 | 12,808 | 7,958 |
| Antrim | 10,965 | — | 10,964 |
| Arenac | 9,233 | — | 9,233 |
| Baraga | 9,356 | 2,564 | 6,792 |
| Barry | 22,613 | 5,175 | 17,438 |
| Bay | 74,981 | 47,956 | 27,025 |
| Benzie | 7,800 | — | 7,800 |
| Berrien | 89,117 | 41,015 | 48,102 |
| Branch | 25,845 | 7,343 | 18,502 |
| Calhoun | 94,206 | 57,051 | 37,155 |
| Cass | 21,910 | 5,007 | 16,903 |
| Charlevoix | 13,031 | 2,904 | 10,127 |
| Cheboygan | 13,644 | 5,673 | 7,971 |
| Chippewa | 27,807 | 15,847 | 11,960 |
| Clare | 9,163 | — | 9,163 |
| Clinton | 26,671 | 4,422 | 22,249 |
| Crawford | 3,765 | — | 3,765 |
| Delta | 34,037 | 19,802 | 14,235 |
| Dickinson | 28,731 | 20,579 | 8,152 |
| Eaton | 34,124 | 12,503 | 21,621 |
| Emmet | 15,791 | 6,019 | 9,772 |
| Genesee | 227,944 | 154,920 | 73,024 |
| Gladwin | 9,385 | — | 9,385 |
| Gogebie | 31,797 | 21,040 | 10,757 |
| Grand Traverse | 33,390 | 14,455 | 8,935 |
| Gruet | 32,205 | 10,241 | 21,964 |
| Hillsdale | 29,092 | 6,381 | 22,711 |
| Houghton | 47,631 | 13,176 | 34,455 |
| Huron | 32,584 | 2,624 | 29,960 |
| Ingham | 130,616 | 87,459 | 43,157 |
| Ionia | 35,710 | 10,481 | 25,229 |
| Iosco | 8,560 | — | 8,560 |
| Iron | 20,243 | 7,057 | 13,186 |
| Isabella | 25,982 | 8,413 | 17,569 |
| Jackson | 93,108 | 49,656 | 43,452 |
| Kalamazoo | 100,085 | 54,097 | 45,988 |
| Kalkaska | 5,159 | — | 5,159 |
| Kent | 246,338 | 169,191 | 77,147 |
| Keweenaw | 4,004 | — | 4,004 |
| Lake | 4,798 | — | 4,798 |
| Lapeer | 32,116 | 5,305 | 26,751 |
| Leelanau | 8,436 | — | 8,436 |
| Leawee | 53,110 | 17,151 | 35,959 |
| Livingston | 20,863 | 3,748 | 17,115 |
| Luce | 7,423 | 2,732 | 4,691 |
| MacKinae | 9,438 | 2,669 | 6,769 |
| Macomb | 107,638 | 48,226 | 59,412 |
| Manistee | 18,450 | 8,694 | 9,756 |

| Families | RADIO HOMES | | RETAIL—SERVICE | |
|----------|-------------|----------------|----------------|---------|
| | 1940 Census | NAB Projection | Stores | Sales |
| 1,412 | 1,120 | 1,171 | 99 | \$1,047 |
| 2,486 | 1,905 | 1,932 | 162 | 2,683 |
| 11,676 | 10,018 | 10,305 | 790 | 10,837 |
| 5,217 | 4,225 | 4,307 | 330 | 6,487 |
| 2,958 | 2,145 | 2,180 | 167 | 1,857 |
| 2,358 | 1,726 | 1,744 | 165 | 2,211 |
| 2,389 | 1,895 | 1,938 | 135 | 2,141 |
| 6,592 | 5,715 | 5,824 | 389 | 4,806 |
| 19,325 | 17,420 | 17,930 | 1,179 | 25,245 |
| 2,208 | 1,795 | 1,822 | 180 | 2,184 |
| 25,332 | 22,559 | 23,150 | 1,672 | 33,004 |
| 7,713 | 6,774 | 6,928 | 514 | 7,563 |
| 26,817 | 24,493 | 25,227 | 1,737 | 36,360 |
| 6,508 | 5,478 | 5,627 | 385 | 5,170 |
| 3,513 | 2,706 | 2,821 | 286 | 3,572 |
| 3,441 | 2,545 | 2,625 | 267 | 3,658 |
| 6,725 | 5,597 | 5,699 | 459 | 9,036 |
| 2,451 | 1,889 | 1,973 | 190 | 2,651 |
| 7,255 | 6,428 | 6,615 | 423 | 5,949 |
| 947 | 740 | 754 | 111 | 1,525 |
| 8,724 | 7,286 | 7,509 | 575 | 10,424 |
| 6,676 | 6,676 | 6,782 | 470 | 7,687 |
| 9,982 | 8,801 | 9,103 | 623 | 8,473 |
| 4,209 | 3,189 | 3,252 | 364 | 7,110 |
| 60,380 | 56,536 | 57,660 | 3,594 | 89,672 |
| 2,397 | 1,915 | 1,961 | 158 | 1,909 |
| 8,091 | 7,106 | 7,263 | 569 | 9,808 |
| 5,842 | 4,903 | 5,002 | 338 | 9,505 |
| 8,831 | 7,405 | 7,662 | 586 | 9,338 |
| 8,576 | 7,224 | 7,475 | 518 | 6,594 |
| 12,554 | 11,116 | 11,377 | 802 | 13,249 |
| 8,069 | 6,837 | 6,994 | 579 | 8,171 |
| 36,894 | 34,592 | 35,306 | 2,095 | 58,173 |
| 9,535 | 8,353 | 8,583 | 667 | 8,633 |
| 2,347 | 1,862 | 1,952 | 168 | 2,264 |
| 5,237 | 4,382 | 4,466 | 322 | 5,200 |
| 6,693 | 5,628 | 5,769 | 373 | 6,778 |
| 25,148 | 23,193 | 23,707 | 1,592 | 35,064 |
| 27,504 | 25,472 | 26,175 | 1,784 | 43,610 |
| 1,363 | 891 | 969 | 60 | 740 |
| 69,220 | 63,953 | 65,723 | 4,479 | 102,253 |
| 1,070 | 871 | 873 | 44 | 577 |
| 1,454 | 871 | 915 | 115 | 802 |
| 7,402 | 6,409 | 6,699 | 515 | 7,789 |
| 2,145 | 1,517 | 1,533 | 170 | 1,382 |
| 14,835 | 13,200 | 13,608 | 1,011 | 16,740 |
| 5,710 | 5,112 | 5,251 | 386 | 6,301 |
| 1,488 | 1,069 | 1,103 | 77 | 1,968 |
| 2,362 | 1,722 | 1,793 | 208 | 2,281 |
| 27,509 | 25,692 | 26,357 | 1,618 | 29,493 |
| 5,230 | 4,435 | 4,504 | 375 | 5,324 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------|--------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Marquette | 47,144 | 32,232 | 14,912 | 12,077 | 10,608 | 10,833 | 781 | 14,758 |
| Mason | 19,378 | 8,701 | 10,677 | 5,441 | 4,589 | 4,695 | 304 | 5,727 |
| Mecosta | 16,902 | 4,987 | 11,915 | 4,631 | 3,679 | 3,835 | 318 | 4,286 |
| Menominee | 24,883 | 10,230 | 14,653 | 6,373 | 5,484 | 5,583 | 367 | 4,426 |
| Midland | 27,094 | 10,329 | 16,765 | 6,930 | 5,956 | 6,129 | 353 | 7,612 |
| Missaukee | 8,034 | — | 8,034 | 1,997 | 1,394 | 1,440 | 108 | 1,511 |
| Monroe | 58,620 | 18,478 | 40,142 | 15,122 | 13,549 | 14,003 | 948 | 15,712 |
| Montcalm | 28,581 | 5,321 | 23,260 | 8,352 | 6,923 | 7,133 | 636 | 7,393 |
| Montmorency | 3,840 | — | 3,840 | 972 | 667 | 676 | 77 | 809 |
| Muskegon | 94,501 | 63,744 | 30,757 | 25,774 | 23,998 | 24,324 | 1,492 | 33,219 |
| Newaygo | 19,286 | 2,620 | 16,766 | 5,366 | 4,236 | 4,295 | 298 | 3,717 |
| Oakland | 254,068 | 143,106 | 110,962 | 66,587 | 63,095 | 64,989 | 3,578 | 86,680 |
| Oceana | 14,812 | — | 14,812 | 4,128 | 3,182 | 3,262 | 274 | 3,158 |
| Ogemaw | 8,720 | — | 8,720 | 2,267 | 1,559 | 1,649 | 156 | 2,430 |
| Ontonagon | 11,359 | — | 11,359 | 2,939 | 2,401 | 2,452 | 197 | 2,378 |
| Osceola | 13,309 | — | 13,309 | 3,574 | 2,777 | 2,836 | 236 | 2,998 |
| Oscoda | 2,643 | — | 2,643 | 667 | 478 | 486 | 72 | 554 |
| Otsego | 5,827 | — | 5,827 | 1,375 | 958 | 979 | 135 | 1,813 |
| Ottawa | 59,660 | 26,422 | 33,238 | 16,075 | 14,882 | 15,240 | 998 | 19,197 |
| Presque Isle | 12,250 | 3,072 | 9,178 | 2,759 | 2,044 | 2,076 | 198 | 2,436 |
| Roscommon | 3,668 | — | 3,668 | 1,102 | 828 | 851 | 148 | 1,441 |
| Saginaw | 130,468 | 82,794 | 47,674 | 34,542 | 31,292 | 32,143 | 1,992 | 46,412 |
| St. Clair | 76,222 | 39,863 | 36,359 | 20,691 | 18,953 | 19,456 | 1,329 | 27,451 |
| St. Joseph | 37,749 | 13,924 | 17,825 | 9,501 | 8,321 | 8,532 | 709 | 10,757 |
| Sanilac | 30,114 | — | 30,114 | 7,999 | 6,738 | 6,968 | 551 | 7,059 |
| Schooner | 9,524 | 5,399 | 4,125 | 2,366 | 1,939 | 1,963 | 173 | 2,873 |
| Shiawassee | 41,207 | 17,551 | 23,656 | 11,353 | 10,179 | 10,484 | 766 | 13,178 |
| Tuscola | 36,694 | 3,070 | 32,624 | 9,302 | 7,507 | 7,892 | 611 | 9,562 |
| Van Buren | 35,111 | 4,745 | 30,366 | 10,573 | 8,881 | 9,237 | 816 | 10,975 |
| Washtenaw | 80,180 | 41,936 | 38,874 | 22,198 | 20,880 | 21,332 | 1,761 | 38,361 |
| Wayne | 2,015,623 | 1,029,781 | 85,842 | 522,414 | 493,988 | 506,958 | 34,479 | 873,960 |
| Wexford | 17,976 | 9,855 | 8,121 | 4,877 | 4,023 | 4,100 | 342 | 5,838 |
| Total State | 5,256,106 | 3,454,867 | 1,801,239 | 1,396,014 | 1,271,499 | 1,301,149 | 90,038 | \$1,951,069 |

| | |
|-----------------------------|-----------|
| Population | 2,792,300 |
| Families | 728,359 |
| Radio Homes, 1910 Census | 647,499 |
| Radio Homes, NAB Projection | 664,296 |

MINNESOTA

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|------------|------------|---------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Aitkin | 17,865 | — | 17,865 | 4,668 | 3,739 | 3,791 | 401 | \$3,410 |
| Anoka | 22,443 | 12,461 | 9,982 | 5,462 | 4,795 | 4,952 | 300 | 4,435 |
| Becker | 26,562 | 5,015 | 21,547 | 6,455 | 5,149 | 5,212 | 370 | 5,550 |
| Beltrami | 26,107 | 9,427 | 16,680 | 6,649 | 5,041 | 5,244 | 521 | 7,822 |
| Benton | 16,106 | 5,735 | 10,371 | 3,648 | 3,084 | 3,116 | 322 | 3,886 |
| Big Stone | 10,447 | — | 10,447 | 2,577 | 2,303 | 2,338 | 285 | 3,804 |
| Blue Earth | 36,203 | 15,654 | 20,549 | 9,657 | 8,547 | 8,815 | 861 | 17,137 |
| Brown | 25,544 | 11,666 | 13,878 | 6,468 | 5,778 | 5,953 | 486 | 9,312 |
| Carlton | 24,212 | 7,304 | 16,908 | 6,075 | 5,212 | 5,282 | 420 | 6,563 |
| Carver | 17,606 | — | 17,606 | 4,349 | 3,750 | 3,889 | 381 | 4,838 |
| Cass | 20,646 | — | 20,646 | 5,146 | 3,856 | 3,960 | 405 | 3,582 |
| Chippewa | 16,927 | 5,220 | 11,707 | 4,293 | 3,968 | 3,954 | 303 | 6,354 |
| Chisago | 13,124 | — | 13,124 | 3,629 | 3,027 | 3,088 | 318 | 3,088 |
| Clay | 25,337 | 9,491 | 15,846 | 6,229 | 5,514 | 5,661 | 390 | 8,169 |
| Clearwater | 11,153 | — | 11,153 | 2,790 | 2,133 | 2,178 | 206 | 2,049 |
| Cook | 3,030 | — | 3,030 | 794 | 606 | 613 | 94 | 897 |
| Cottonwood | 16,143 | 2,807 | 13,336 | 4,012 | 3,557 | 3,672 | 297 | 4,926 |
| Crow Wing | 30,226 | 15,025 | 15,201 | 7,884 | 6,778 | 6,954 | 674 | 10,478 |
| Dakota | 39,660 | 23,239 | 16,421 | 9,616 | 8,534 | 8,964 | 653 | 12,694 |
| Dodge | 12,931 | — | 12,931 | 3,315 | 2,873 | 2,946 | 231 | 2,890 |
| Douglas | 20,369 | 5,051 | 15,318 | 5,280 | 4,487 | 4,583 | 462 | 6,297 |
| Fairbault | 23,941 | 3,702 | 20,239 | 6,123 | 5,459 | 5,608 | 544 | 8,272 |
| Fillmore | 25,830 | — | 25,830 | 6,878 | 5,673 | 5,859 | 625 | 6,460 |
| Freeborn | 31,780 | 12,200 | 19,580 | 8,200 | 7,267 | 7,551 | 539 | 11,269 |
| Goodhue | 31,564 | 9,962 | 21,602 | 8,363 | 7,358 | 7,607 | 672 | 11,016 |
| Grant | 9,828 | — | 9,828 | 2,479 | 2,156 | 2,236 | 223 | 2,908 |
| Hennepin | 568,899 | 522,830 | 46,069 | 162,179 | 152,246 | 156,235 | 11,175 | 312,143 |
| Houston | 14,735 | — | 14,735 | 3,777 | 3,174 | 3,269 | 298 | 3,443 |
| Hubbard | 11,085 | 2,643 | 8,442 | 2,874 | 2,127 | 2,209 | 206 | 2,482 |
| Isanti | 12,950 | — | 12,950 | 3,098 | 2,481 | 2,544 | 221 | 2,855 |
| Itasca | 32,996 | 4,875 | 28,121 | 8,478 | 6,943 | 7,061 | 606 | 8,787 |
| Jackson | 16,805 | 2,840 | 13,965 | 4,178 | 3,722 | 3,829 | 276 | 4,275 |
| Kanabec | 9,651 | — | 9,651 | 2,466 | 1,994 | 2,035 | 166 | 2,049 |
| Kandiyohi | 26,524 | 7,023 | 18,901 | 6,308 | 5,646 | 5,752 | 494 | 8,641 |
| Kittson | 10,717 | — | 10,717 | 2,532 | 2,123 | 2,146 | 226 | 3,083 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES 1940 NAB | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|------------------|----------------|-------------------------|----------------|----------------|--------------------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Koochiebing | 16,930 | 5,626 | 11,304 | 4,497 | 3,427 | 3,507 | 434 | 5,430 |
| Lac qui Parle | 15,509 | — | 15,509 | 3,715 | 3,335 | 3,428 | 269 | 3,701 |
| Lake | 6,956 | 4,046 | 2,910 | 2,087 | 1,868 | 1,891 | 211 | 2,855 |
| Lake of the Woods | 5,975 | — | 5,975 | 1,501 | 1,119 | 1,150 | 145 | 906 |
| Le Sueur | 19,227 | — | 19,227 | 5,154 | 4,419 | 4,537 | 395 | 4,895 |
| Limebush | 10,797 | — | 10,797 | 2,661 | 2,298 | 2,346 | 206 | 2,309 |
| Lyon | 21,569 | 7,475 | 13,804 | 5,343 | 4,712 | 4,876 | 466 | 8,654 |
| McLeod | 21,380 | 3,887 | 17,493 | 5,482 | 4,676 | 4,762 | 520 | 7,111 |
| Malhomen | 8,054 | — | 8,054 | 1,780 | 1,325 | 1,358 | 114 | 1,354 |
| Marshall | 18,364 | — | 18,364 | 4,274 | 3,629 | 3,693 | 314 | 3,561 |
| Martin | 24,656 | 6,988 | 17,688 | 6,255 | 5,616 | 5,817 | 540 | 9,159 |
| Meecker | 19,277 | 3,920 | 15,357 | 4,756 | 4,175 | 4,256 | 397 | 5,168 |
| Mille Lacs | 15,558 | — | 15,558 | 4,133 | 3,263 | 3,344 | 317 | 4,389 |
| Morrison | 27,473 | 6,047 | 21,426 | 6,321 | 5,163 | 5,252 | 590 | 6,898 |
| Mower | 36,113 | 18,307 | 17,806 | 9,292 | 8,346 | 8,622 | 643 | 13,681 |
| Murray | 15,060 | — | 15,060 | 3,442 | 3,081 | 3,150 | 254 | 3,458 |
| Nicollet | 18,282 | 9,387 | 8,895 | 4,061 | 3,681 | 3,790 | 284 | 3,772 |
| Nobles | 21,215 | 5,918 | 15,297 | 5,264 | 4,760 | 4,901 | 406 | 8,161 |
| Norman | 14,746 | — | 14,746 | 3,593 | 3,012 | 3,114 | 280 | 3,413 |
| Olmsted | 42,658 | 26,312 | 16,346 | 10,275 | 9,193 | 9,532 | 702 | 19,350 |
| Otter Tail | 53,192 | 10,848 | 42,344 | 12,799 | 10,604 | 10,949 | 814 | 11,995 |
| Pennington | 12,913 | 6,019 | 6,894 | 3,188 | 2,766 | 2,829 | 221 | 4,886 |
| Pine | 21,478 | — | 21,478 | 5,490 | 4,349 | 4,439 | 406 | 4,286 |
| Pipestone | 13,794 | 4,682 | 9,112 | 3,416 | 3,018 | 3,155 | 320 | 5,638 |
| Polk | 37,734 | 10,672 | 27,062 | 9,185 | 7,880 | 8,092 | 775 | 10,836 |
| Pope | 13,544 | 2,564 | 10,980 | 3,327 | 2,924 | 2,986 | 259 | 2,971 |
| Ramsey | 309,935 | 293,729 | 16,206 | 86,251 | 81,216 | 83,336 | 5,928 | 183,932 |
| Red Lake | 7,413 | — | 7,413 | 1,696 | 1,385 | 1,410 | 151 | 1,606 |
| Redwood | 22,290 | 3,270 | 19,020 | 5,409 | 4,836 | 4,970 | 454 | 6,899 |
| Renville | 24,625 | — | 24,625 | 5,492 | 5,300 | 5,416 | 495 | 6,963 |
| Rice | 32,180 | 19,060 | 13,100 | 7,571 | 6,657 | 6,828 | 555 | 9,625 |
| Rock | 10,933 | 3,114 | 7,819 | 2,789 | 2,475 | 2,556 | 231 | 3,406 |
| Roscutt | 15,103 | — | 15,103 | 3,618 | 2,812 | 2,881 | 243 | 3,108 |
| St. Louis | 206,917 | 152,562 | 54,355 | 56,623 | 51,295 | 52,062 | 4,079 | 84,689 |
| Scott | 15,585 | — | 15,585 | 3,675 | 2,995 | 3,103 | 417 | 4,240 |
| Sherburne | 10,456 | 2,185 | 8,271 | 2,339 | 1,899 | 1,936 | 189 | 2,139 |
| Sibley | 16,625 | — | 16,625 | 4,038 | 3,425 | 3,575 | 307 | 3,837 |
| Stearns | 67,200 | 22,250 | 44,950 | 14,288 | 12,424 | 12,669 | 1,357 | 19,839 |
| Steele | 19,749 | 8,694 | 11,055 | 4,998 | 4,518 | 4,603 | 325 | 7,270 |
| Stevens | 11,039 | 3,214 | 7,825 | 2,644 | 2,274 | 2,338 | 192 | 3,614 |
| Swift | 15,469 | 2,729 | 12,740 | 3,761 | 3,293 | 3,356 | 322 | 4,612 |
| Todd | 27,438 | 2,952 | 24,486 | 6,700 | 5,594 | 5,695 | 416 | 5,344 |
| Traverse | 8,283 | — | 8,283 | 2,033 | 1,846 | 1,878 | 166 | 2,314 |
| Wabasha | 17,653 | 3,204 | 14,449 | 4,590 | 3,919 | 4,035 | 427 | 4,784 |
| Madena | 12,772 | 2,916 | 9,856 | 3,109 | 2,504 | 2,547 | 252 | 3,961 |
| Waseca | 15,186 | 4,270 | 10,916 | 3,914 | 3,416 | 3,525 | 282 | 4,435 |
| Washington | 26,430 | 9,646 | 16,784 | 6,852 | 6,125 | 6,301 | 517 | 7,718 |
| Watsonwan | 13,902 | 3,400 | 10,502 | 3,559 | 3,158 | 3,291 | 292 | 4,665 |
| Wilkin | 10,475 | 2,745 | 7,730 | 2,433 | 2,180 | 2,215 | 202 | 2,664 |
| Winona | 37,795 | 22,490 | 15,305 | 9,990 | 8,631 | 8,998 | 801 | 14,292 |
| Wright | 27,550 | — | 27,550 | 7,085 | 5,889 | 6,026 | 641 | 6,755 |
| Yellow | 16,917 | — | 16,917 | 4,202 | 3,754 | 3,821 | 337 | 4,696 |
| Medicine | 16,917 | — | 16,917 | 4,202 | 3,754 | 3,821 | 337 | 4,696 |
| Total State | 2,792,300 | 1,390,098 | 1,402,202 | 728,359 | 617,199 | 661,296 | 51,511 | \$1,081,158 |

| | |
|-----------------------------|-----------|
| Population | 2,183,796 |
| Families | 534,956 |
| Radio Homes, 1940 Census | 205,613 |
| Radio Homes, NAB Projection | 213,312 |

MISSISSIPPI

| County | POPULATION | | | Families | RADIO HOMES 1940 NAB | | RETAIL—SERVICE | |
|-----------|------------|--------|--------|----------|-------------------------|------------|----------------|---------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Adams | 27,238 | 15,296 | 11,942 | 7,556 | 2,798 | 2,909 | 402 | \$6,072 |
| Alcorn | 26,969 | 4,818 | 19,151 | 6,753 | 3,702 | 3,847 | 418 | 4,890 |
| Amite | 21,892 | — | 21,892 | 5,035 | 1,697 | 1,732 | 209 | 1,190 |
| Attala | 30,227 | 4,291 | 25,936 | 6,937 | 2,637 | 2,733 | 264 | 3,475 |
| Benton | 10,429 | — | 10,429 | 2,373 | 757 | 813 | 111 | 364 |
| Bolivar | 67,574 | 4,189 | 63,385 | 18,138 | 4,889 | 5,123 | 828 | 9,184 |
| Calhoun | 20,893 | — | 20,893 | 4,924 | 2,333 | 2,404 | 210 | 1,517 |
| Carroll | 20,651 | — | 20,651 | 4,746 | 1,487 | 1,576 | 138 | 1,037 |
| Chickasaw | 21,427 | — | 21,427 | 5,085 | 1,942 | 2,041 | 241 | 1,816 |
| Choctaw | 13,548 | — | 13,548 | 3,007 | 1,138 | 1,160 | 149 | 937 |
| Claiborne | 12,810 | 2,748 | 10,062 | 3,385 | 829 | 873 | 147 | 1,499 |
| Clarke | 20,596 | — | 20,596 | 4,803 | 1,835 | 1,881 | 165 | 1,693 |
| Clay | 19,030 | 5,627 | 13,403 | 4,709 | 1,681 | 1,765 | 215 | 2,345 |
| Coahoma | 48,333 | 12,168 | 36,165 | 13,529 | 3,840 | 4,011 | 596 | 8,849 |
| Copiah | 33,974 | 5,979 | 27,995 | 8,252 | 3,058 | 3,177 | 345 | 4,077 |
| Covington | 17,030 | — | 17,030 | 3,792 | 1,524 | 1,602 | 198 | 1,531 |
| De Soto | 26,663 | — | 26,663 | 6,060 | 1,446 | 1,556 | 189 | 1,978 |
| Forrest | 34,901 | 21,026 | 13,875 | 9,098 | 4,814 | 4,952 | 528 | 9,651 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|----------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Franklin | 12,504 | | 12,504 | 3,061 | 1,111 | 1,122 | 143 | 944 |
| George | 8,704 | | 8,704 | 1,942 | 733 | 773 | 95 | 1,050 |
| Greene | 9,512 | | 9,512 | 2,044 | 689 | 698 | 86 | 752 |
| Grenada | 19,052 | 5,831 | 13,221 | 4,493 | 1,720 | 1,759 | 214 | 2,854 |
| Hancock | 11,328 | 4,138 | 7,190 | 2,808 | 1,285 | 1,331 | 174 | 1,351 |
| Harrison | 50,799 | 36,008 | 14,791 | 13,020 | 7,815 | 8,219 | 905 | 12,437 |
| Hinds | 107,273 | 62,107 | 45,166 | 26,921 | 14,728 | 15,334 | 1,336 | 34,488 |
| Holmes | 39,710 | 5,440 | 34,270 | 9,540 | 2,460 | 2,515 | 402 | 4,263 |
| Humphreys | 26,257 | 3,789 | 22,468 | 6,522 | 1,763 | 1,832 | 215 | 2,702 |
| Issaquena | 6,433 | | 6,433 | 1,779 | 297 | 320 | 35 | 301 |
| Itawamba | 19,922 | | 19,922 | 4,562 | 1,636 | 1,740 | 297 | 896 |
| Jackson | 20,601 | 8,942 | 11,659 | 5,191 | 3,113 | 3,225 | 285 | 3,192 |
| Jasper | 19,484 | | 19,484 | 4,308 | 1,409 | 1,443 | 214 | 1,484 |
| Jefferson | 13,969 | | 13,969 | 3,538 | 641 | 676 | 113 | 1,141 |
| Jefferson Davis | 15,869 | | 15,869 | 3,527 | 1,051 | 1,095 | 115 | 1,313 |
| Jones | 49,227 | 23,205 | 26,022 | 11,626 | 6,136 | 6,342 | 632 | 9,128 |
| Kemper | 21,867 | | 21,867 | 4,746 | 1,248 | 1,301 | 219 | 1,207 |
| Lafayette | 21,257 | 3,433 | 17,824 | 5,157 | 2,054 | 2,137 | 261 | 2,504 |
| Lamar | 12,096 | | 12,096 | 2,857 | 1,143 | 1,155 | 122 | 789 |
| Lauderdale | 58,247 | 35,481 | 22,766 | 14,894 | 7,109 | 7,344 | 736 | 13,758 |
| Lawrence | 13,983 | | 13,983 | 3,178 | 956 | 990 | 162 | 1,188 |
| Leake | 24,570 | | 24,570 | 5,487 | 1,858 | 1,917 | 233 | 2,325 |
| Leo | 38,838 | 8,212 | 30,626 | 9,653 | 4,734 | 4,863 | 499 | 6,543 |
| Leflore | 53,406 | 14,767 | 38,639 | 13,979 | 4,961 | 5,128 | 579 | 10,682 |
| Lincoln | 27,506 | 6,232 | 21,274 | 6,559 | 2,722 | 2,799 | 352 | 4,149 |
| Lowndes | 35,245 | 13,645 | 21,600 | 8,991 | 3,583 | 3,699 | 434 | 6,083 |
| Madison | 37,504 | 6,011 | 31,493 | 8,861 | 2,640 | 2,719 | 304 | 3,616 |
| Marion | 24,085 | 6,064 | 18,021 | 5,622 | 2,081 | 2,153 | 335 | 3,556 |
| Marshall | 25,522 | 2,750 | 22,772 | 5,967 | 1,375 | 1,425 | 280 | 2,045 |
| Monroe | 37,648 | 8,473 | 29,175 | 8,988 | 3,706 | 3,823 | 433 | 4,830 |
| Montgomery | 15,703 | 2,532 | 13,171 | 3,776 | 1,532 | 1,604 | 205 | 1,844 |
| Neshoba | 27,882 | 3,711 | 24,171 | 6,303 | 2,407 | 2,481 | 181 | 2,695 |
| Newton | 24,249 | | 24,249 | 5,528 | 2,123 | 2,188 | 241 | 2,466 |
| Noxubee | 25,669 | | 25,669 | 6,010 | 1,089 | 1,125 | 217 | 2,309 |
| Oktibbeha | 22,151 | 4,900 | 17,251 | 5,090 | 1,870 | 1,944 | 229 | 2,654 |
| Panola | 34,421 | | 34,421 | 8,250 | 2,909 | 2,990 | 302 | 4,209 |
| Pearl River | 19,125 | 5,129 | 13,996 | 4,644 | 2,360 | 2,420 | 256 | 3,075 |
| Perry | 9,292 | | 9,292 | 1,221 | 750 | 770 | 82 | 655 |
| Pike | 35,062 | 9,898 | 25,164 | 8,651 | 4,204 | 4,373 | 505 | 6,487 |
| Pontotoc | 22,904 | | 22,904 | 5,459 | 2,414 | 2,467 | 231 | 1,675 |
| Pretiss | 20,921 | | 20,921 | 5,000 | 2,276 | 2,338 | 177 | 2,074 |
| Quitman | 27,191 | | 27,191 | 6,887 | 2,645 | 2,759 | 245 | 2,487 |
| Rankin | 27,834 | | 27,834 | 5,668 | 2,064 | 2,231 | 216 | 1,670 |
| Scott | 23,144 | 2,735 | 20,409 | 5,259 | 2,072 | 2,092 | 236 | 3,095 |
| Sharkey | 15,433 | | 15,433 | 3,941 | 1,355 | 1,393 | 136 | 1,999 |
| Simpson | 22,024 | | 22,024 | 4,975 | 2,066 | 2,164 | 253 | 1,869 |
| Smith | 19,403 | | 19,403 | 4,235 | 1,670 | 1,765 | 177 | 985 |
| Stone | 6,155 | | 6,155 | 1,500 | 639 | 660 | 97 | 885 |
| Sunflower | 61,007 | 3,604 | 57,403 | 14,889 | 4,644 | 4,825 | 536 | 6,520 |
| Tallahatchie | 34,166 | | 34,166 | 8,598 | 2,659 | 2,815 | 253 | 2,637 |
| Tate | 19,309 | | 19,309 | 4,687 | 1,550 | 1,631 | 229 | 1,714 |
| Tippah | 19,680 | | 19,680 | 4,577 | 2,128 | 2,168 | 234 | 1,627 |
| Tishomingo | 16,974 | | 16,974 | 3,978 | 1,850 | 1,891 | 197 | 1,026 |
| Tunica | 22,610 | | 22,610 | 6,271 | 1,365 | 1,451 | 214 | 2,498 |
| Union | 21,867 | 3,602 | 18,265 | 5,417 | 2,656 | 2,701 | 288 | 3,216 |
| Walthall | 17,534 | | 17,534 | 3,899 | 1,288 | 1,318 | 112 | 2,006 |
| Warren | 39,595 | 24,160 | 15,135 | 11,471 | 5,371 | 5,490 | 470 | 9,028 |
| Washington | 67,576 | 24,597 | 42,984 | 19,067 | 6,267 | 6,441 | 716 | 12,815 |
| Wayne | 16,928 | | 16,928 | 3,700 | 1,122 | 1,154 | 166 | 1,398 |
| Webster | 14,160 | | 14,160 | 3,320 | 1,457 | 1,494 | 220 | 1,782 |
| Wilkinson | 15,955 | | 15,955 | 3,810 | 1,242 | 1,284 | 237 | 2,058 |
| Winston | 22,751 | 3,451 | 19,300 | 5,047 | 1,758 | 1,789 | 213 | 2,157 |
| Yalobusha | 18,387 | 3,340 | 15,047 | 4,565 | 1,770 | 1,814 | 241 | 2,091 |
| Yazoo | 40,091 | 7,258 | 32,833 | 9,872 | 2,876 | 2,950 | 446 | 4,902 |
| Total State | 2,183,796 | 432,882 | 1,750,914 | 534,956 | 205,613 | 213,312 | 24,421 | \$303,271 |

MISSOURI

Population 3,784,664
 Families 1,068,642
 Radio Homes, 1940 Census 832,590
 Radio Homes, NAB Projection 853,299

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|----------|------------|--------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Adair | 20,246 | 10,980 | 10,166 | 6,113 | 4,731 | 4,802 | 409 | \$5,827 |
| Andrew | 13,015 | — | 13,015 | 3,895 | 3,020 | 3,090 | 236 | 1,713 |
| Atchison | 12,897 | — | 12,897 | 3,583 | 2,910 | 2,964 | 212 | 2,853 |
| Audrain | 22,673 | 11,725 | 10,948 | 6,775 | 5,322 | 5,397 | 379 | 5,904 |
| Barry | 23,546 | 3,819 | 19,727 | 6,276 | 4,150 | 4,264 | 382 | 3,533 |
| Barton | 14,148 | 2,992 | 11,156 | 4,168 | 2,697 | 2,881 | 277 | 2,279 |
| Bates | 19,531 | 2,958 | 16,573 | 5,933 | 3,939 | 3,985 | 406 | 3,464 |
| Benton | 11,142 | — | 11,142 | 3,166 | 1,841 | 1,868 | 210 | 1,626 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES 1910 NAB | | RETAIL—SERVICE | |
|-------------|------------|---------|--------|----------|-------------------------|------------|----------------|---------|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales |
| Bollinger | 12,898 | — | 12,898 | 3,190 | 1,536 | 1,595 | 193 | 926 |
| Boone | 34,991 | 18,399 | 16,592 | 10,490 | 8,121 | 8,291 | 679 | 12,980 |
| Buchanan | 94,067 | 75,711 | 18,356 | 26,816 | 22,659 | 23,011 | 1,898 | 33,479 |
| Butler | 34,276 | 11,163 | 23,113 | 8,459 | 4,537 | 4,745 | 491 | 6,255 |
| Caldwell | 11,629 | — | 11,629 | 3,611 | 2,610 | 2,651 | 250 | 2,344 |
| Callaway | 23,094 | 8,297 | 14,797 | 5,810 | 3,804 | 3,857 | 334 | 3,972 |
| Camden | 8,971 | — | 8,971 | 2,401 | 1,360 | 1,396 | 174 | 860 |
| Cape | — | — | — | — | — | — | — | — |
| Carroll | 37,775 | 22,539 | 15,236 | 9,822 | 7,582 | 7,840 | 639 | 12,030 |
| Carroll | 17,814 | 4,070 | 13,744 | 5,294 | 4,044 | 4,107 | 326 | 3,464 |
| Carter | 6,226 | — | 6,226 | 1,507 | 719 | 733 | 99 | 643 |
| Cass | 19,534 | — | 19,534 | 5,914 | 4,212 | 4,306 | 419 | 4,024 |
| Cedar | 11,697 | — | 11,697 | 3,488 | 1,907 | 2,002 | 223 | 1,508 |
| Chariton | 18,084 | — | 18,084 | 5,191 | 3,722 | 3,774 | 319 | 2,825 |
| Christian | 13,538 | — | 13,538 | 3,727 | 2,277 | 2,327 | 217 | 1,420 |
| Clark | 10,166 | — | 10,166 | 3,104 | 2,062 | 2,101 | 211 | 1,696 |
| Clay | 30,417 | 11,150 | 19,267 | 9,201 | 7,547 | 7,673 | 741 | 11,069 |
| Clinton | 13,261 | 3,512 | 9,749 | 4,063 | 3,008 | 3,076 | 302 | 3,363 |
| Cole | 34,912 | 24,268 | 10,644 | 8,264 | 6,740 | 6,859 | 553 | 11,776 |
| Cooper | 18,075 | 6,089 | 11,986 | 4,976 | 3,291 | 3,384 | 307 | 4,090 |
| Crawford | 12,693 | 181 | 12,512 | 3,357 | 1,806 | 1,862 | 198 | 1,944 |
| Dade | 11,248 | — | 11,248 | 3,267 | 2,041 | 2,117 | 211 | 1,305 |
| Dallas | 11,523 | — | 11,523 | 3,065 | 1,732 | 1,800 | 190 | 1,043 |
| Davies | 13,398 | — | 13,398 | 4,128 | 2,800 | 2,827 | 234 | 1,831 |
| De Kalb | 9,751 | 103 | 9,648 | 2,953 | 2,162 | 2,202 | 215 | 1,441 |
| Dent | 11,763 | 3,151 | 8,612 | 3,145 | 1,728 | 1,882 | 284 | 2,168 |
| Douglas | 15,600 | — | 15,600 | 3,780 | 1,900 | 1,968 | 180 | 1,320 |
| Dunklin | 44,957 | 9,008 | 35,949 | 11,107 | 6,578 | 6,771 | 654 | 8,602 |
| Franklin | 33,868 | 9,092 | 24,776 | 9,216 | 6,390 | 6,534 | 751 | 7,925 |
| Gasconade | 12,414 | — | 12,414 | 3,428 | 2,172 | 2,207 | 254 | 2,368 |
| Gentry | 13,359 | — | 13,359 | 4,009 | 3,023 | 3,050 | 236 | 2,319 |
| Greene | 90,541 | 61,238 | 29,303 | 26,611 | 21,599 | 22,152 | 1,997 | 31,197 |
| Grundy | 15,716 | 7,046 | 8,670 | 4,893 | 3,659 | 3,795 | 311 | 3,548 |
| Harrison | 16,525 | 2,682 | 13,843 | 4,921 | 3,600 | 3,642 | 301 | 3,263 |
| Henry | 22,313 | 6,041 | 16,272 | 6,796 | 4,630 | 4,752 | 499 | 4,859 |
| Hickory | 6,506 | — | 6,506 | 1,866 | 1,129 | 1,151 | 126 | 492 |
| Holt | 12,476 | — | 12,476 | 3,668 | 2,749 | 2,808 | 233 | 2,121 |
| Howard | 13,026 | 2,608 | 10,418 | 3,836 | 2,639 | 2,691 | 210 | 2,295 |
| Howell | 22,270 | 4,026 | 18,244 | 5,944 | 3,323 | 3,428 | 387 | 4,037 |
| Iron | 10,440 | — | 10,440 | 2,530 | 1,290 | 1,311 | 141 | 1,308 |
| Jackson | 477,828 | 415,244 | 62,584 | 144,503 | 128,680 | 133,067 | 10,151 | 267,848 |
| Jasper | 28,705 | 53,833 | 24,872 | 23,491 | 18,408 | 18,989 | 1,676 | 28,155 |
| Jefferson | 22,023 | 13,158 | 18,865 | 8,790 | 6,970 | 7,037 | 477 | 6,635 |
| Johnson | 21,617 | 5,868 | 15,749 | 6,351 | 4,315 | 4,410 | 416 | 4,390 |
| Knox | 8,878 | — | 8,878 | 2,739 | 1,926 | 1,957 | 164 | 1,247 |
| Laclede | 18,718 | 5,025 | 13,693 | 5,038 | 2,862 | 2,929 | 343 | 3,219 |
| Lafayette | 27,856 | 8,874 | 18,982 | 8,035 | 5,865 | 6,000 | 582 | 6,168 |
| Lawrence | 24,537 | 4,632 | 20,005 | 6,935 | 4,777 | 4,863 | 456 | 3,926 |
| Lewis | 11,490 | — | 11,490 | 3,637 | 2,710 | 2,735 | 272 | 1,978 |
| Linn | 14,395 | — | 14,395 | 4,338 | 2,956 | 3,022 | 251 | 2,754 |
| Livingson | 18,000 | 8,012 | 9,988 | 6,500 | 5,014 | 5,087 | 458 | 4,966 |
| Madison | 15,749 | — | 15,749 | 5,136 | 3,972 | 4,099 | 339 | 4,563 |
| Madison | 21,396 | 4,206 | 17,190 | 6,559 | 4,642 | 4,738 | 432 | 4,963 |
| Madison | 9,656 | 3,414 | 6,242 | 2,487 | 1,464 | 1,484 | 181 | 1,683 |
| Marion | 8,638 | — | 8,638 | 2,172 | 1,058 | 1,073 | 91 | 409 |
| Marion | 31,676 | 20,865 | 10,711 | 9,395 | 7,683 | 7,838 | 687 | 9,888 |
| Mercer | 8,766 | — | 8,766 | 2,625 | 1,882 | 1,930 | 129 | 1,288 |
| Miller | 14,798 | 2,590 | 12,208 | 3,915 | 2,338 | 2,387 | 260 | 2,440 |
| Mississippi | 23,149 | 5,182 | 17,967 | 5,710 | 2,891 | 2,955 | 334 | 4,015 |
| Monteath | 11,775 | 2,525 | 9,250 | 3,422 | 2,241 | 2,276 | 233 | 2,275 |
| Monroe | 13,195 | — | 13,195 | 4,082 | 2,866 | 2,947 | 207 | 2,596 |
| Montgomery | 12,442 | — | 12,442 | 3,787 | 2,597 | 2,635 | 257 | 2,094 |
| Morgan | 11,340 | — | 11,340 | 3,046 | 1,703 | 1,784 | 195 | 1,940 |
| New Madrid | 39,787 | — | 39,787 | 9,349 | 4,907 | 5,066 | 534 | 5,608 |
| Newton | 29,039 | 6,247 | 22,792 | 7,975 | 5,250 | 5,452 | 465 | 4,586 |
| Nodaway | 25,556 | 5,700 | 19,856 | 7,375 | 5,709 | 6,790 | 433 | 5,907 |
| Oregon | 13,390 | — | 13,390 | 3,317 | 1,750 | 1,787 | 182 | 1,475 |
| Osage | 12,375 | — | 12,375 | 2,966 | 1,523 | 1,572 | 163 | 1,128 |
| Ozark | 10,766 | — | 10,766 | 2,600 | 1,143 | 1,164 | 118 | 552 |
| Pemiscot | 46,857 | 9,240 | 37,617 | 11,687 | 6,167 | 6,265 | 560 | 8,018 |
| Perry | 15,358 | 3,907 | 11,451 | 3,719 | 2,472 | 2,536 | 266 | 2,797 |
| Pettis | 33,336 | 20,428 | 12,908 | 9,870 | 7,584 | 7,731 | 612 | 9,125 |
| Phelps | 17,437 | 5,341 | 12,096 | 4,877 | 2,827 | 2,936 | 345 | 4,023 |
| Pike | 18,327 | 4,669 | 13,658 | 5,757 | 4,088 | 4,194 | 354 | 3,863 |
| Platte | 13,862 | — | 13,862 | 4,123 | 2,976 | 3,031 | 251 | 2,442 |
| Polk | 17,400 | 2,636 | 14,764 | 4,946 | 3,007 | 3,170 | 347 | 2,724 |
| Pulaski | 10,775 | — | 10,775 | 2,925 | 1,852 | 1,871 | 255 | 1,764 |
| Putnam | 11,327 | — | 11,327 | 3,251 | 2,167 | 2,219 | 180 | 1,345 |
| Ralls | 10,040 | — | 10,040 | 2,958 | 2,071 | 2,117 | 141 | 1,010 |
| Randolph | 24,458 | 12,920 | 11,538 | 7,644 | 5,891 | 6,013 | 475 | 6,418 |
| Ray | 18,584 | 4,240 | 14,344 | 5,559 | 4,079 | 4,119 | 351 | 2,941 |
| Reynolds | 9,370 | — | 9,370 | 2,185 | 924 | 947 | 137 | 677 |
| Ripley | 12,606 | — | 12,606 | 3,115 | 1,550 | 1,577 | 169 | 1,384 |
| St. Charles | 25,562 | 10,803 | 14,759 | 6,788 | 5,297 | 5,366 | 506 | 6,421 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|------------------|------------------|----------------|----------------|----------------|--------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| St. Clair | 13,146 | — | 13,146 | 3,794 | 2,136 | 2,219 | 246 | 1,404 |
| St. Francois | 35,950 | 12,869 | 23,081 | 8,831 | 6,758 | 6,981 | 580 | 8,669 |
| St. Louis | 274,330 | 124,420 | 149,810 | 73,513 | 68,339 | 69,257 | 3,963 | 69,170 |
| St. Louis City | 816,048 | 816,048 | — | 234,872 | 213,392 | 218,157 | 19,605 | 397,799 |
| Ste. Genevieve | 10,905 | 2,787 | 8,118 | 2,644 | 1,739 | 1,759 | 163 | 1,914 |
| Saline | 29,416 | 11,603 | 17,813 | 8,183 | 6,018 | 6,130 | 498 | 6,239 |
| Schuyler | 6,627 | — | 6,627 | 2,046 | 1,593 | 1,624 | 154 | 1,183 |
| Scotland | 8,557 | — | 8,557 | 2,634 | 1,924 | 1,966 | 144 | 1,520 |
| Scott | 30,377 | 10,993 | 19,384 | 7,713 | 5,428 | 5,586 | 556 | 6,344 |
| Shannon | 11,831 | — | 11,831 | 2,848 | 1,364 | 1,403 | 153 | 998 |
| Shelby | 11,224 | — | 11,224 | 3,571 | 2,559 | 2,613 | 271 | 2,393 |
| Stoddard | 33,009 | 3,108 | 29,901 | 8,019 | 4,546 | 4,780 | 399 | 3,807 |
| Stone | 11,298 | — | 11,298 | 2,906 | 1,466 | 1,539 | 183 | 1,089 |
| Sullivan | 13,701 | — | 13,701 | 3,969 | 2,644 | 2,729 | 261 | 1,540 |
| Taney | 10,323 | — | 10,323 | 2,759 | 1,401 | 1,458 | 223 | 1,251 |
| Texas | 19,813 | — | 19,813 | 5,101 | 2,662 | 2,724 | 339 | 2,802 |
| Vernon | 25,586 | 8,181 | 17,405 | 7,095 | 4,778 | 4,962 | 461 | 4,938 |
| Warren | 7,734 | — | 7,734 | 2,212 | 1,364 | 1,381 | 152 | 1,262 |
| Washington | 17,492 | — | 17,492 | 4,119 | 1,864 | 1,910 | 201 | 1,749 |
| Wayne | 12,794 | — | 12,794 | 3,115 | 1,505 | 1,532 | 213 | 1,506 |
| Webster | 17,226 | — | 17,226 | 4,538 | 2,857 | 2,942 | 328 | 2,734 |
| Worth | 6,345 | — | 6,345 | 1,825 | 1,354 | 1,374 | 120 | 1,090 |
| Wright | 17,967 | — | 17,967 | 4,737 | 2,497 | 2,567 | 308 | 2,810 |
| Total State | 3,784,664 | 1,960,696 | 1,823,968 | 1,068,612 | 832,590 | 853,299 | 73,694 | \$1,201,439 |

MONTANA

| | |
|-----------------------------|---------|
| Population | 559,456 |
| Families | 159,963 |
| Radio Homes, 1940 Census | 134,503 |
| Radio Homes, NAB Projection | 137,900 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-----------------|------------|--------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Beaverhead | 6,943 | 3,014 | 3,929 | 2,321 | 1,710 | 1,763 | 202 | \$3,796 |
| Big Horn | 10,419 | — | 10,419 | 2,516 | 1,940 | 1,999 | 161 | 2,026 |
| Blaine | 9,566 | — | 9,566 | 2,443 | 1,868 | 1,916 | 194 | 3,683 |
| Broadwater | 3,451 | — | 3,451 | 958 | 712 | 744 | 69 | 1,198 |
| Carbon | 11,865 | 2,950 | 8,915 | 3,303 | 2,643 | 2,737 | 241 | 2,794 |
| Cartier | 3,280 | — | 3,280 | 910 | 703 | 709 | 49 | 401 |
| Cascade | 41,999 | 29,928 | 12,071 | 12,442 | 11,951 | 11,279 | 815 | 23,690 |
| Chouteau | 7,316 | — | 7,316 | 2,121 | 1,809 | 1,837 | 122 | 1,941 |
| Custer | 10,422 | 7,313 | 3,109 | 2,958 | 2,584 | 2,618 | 181 | 4,763 |
| Daniels | 4,563 | — | 4,563 | 1,172 | 1,040 | 1,056 | 103 | 1,366 |
| Dawson | 8,618 | 4,524 | 4,094 | 2,265 | 1,996 | 2,041 | 176 | 3,111 |
| Deer Lodge | 13,627 | 11,004 | 2,623 | 4,062 | 3,643 | 3,704 | 262 | 5,655 |
| Fallon | 3,719 | — | 3,719 | 930 | 813 | 819 | 79 | 1,068 |
| Fergus | 14,040 | 5,874 | 8,166 | 4,037 | 3,415 | 3,503 | 299 | 5,383 |
| Flathead | 24,271 | 10,847 | 13,424 | 7,111 | 6,034 | 6,296 | 442 | 10,105 |
| Galatin | 18,269 | 8,665 | 9,604 | 5,219 | 4,335 | 4,558 | 429 | 9,641 |
| Garfield | 2,641 | — | 2,641 | 758 | 578 | 590 | 43 | 356 |
| Glacier | 9,034 | 2,500 | 6,525 | 2,386 | 1,780 | 1,805 | 158 | 3,987 |
| Golden Valley | 1,607 | — | 1,607 | 463 | 394 | 399 | 37 | 209 |
| Granite | 3,401 | — | 3,401 | 1,143 | 883 | 890 | 86 | 1,323 |
| Hill | 13,304 | 6,427 | 6,877 | 3,556 | 3,137 | 3,198 | 295 | 6,195 |
| Jefferson | 4,664 | — | 4,664 | 1,224 | 977 | 1,013 | 105 | 1,243 |
| Judith Basin | 3,655 | — | 3,655 | 1,027 | 891 | 899 | 75 | 931 |
| Lake | 13,490 | — | 13,490 | 3,640 | 2,948 | 3,022 | 236 | 3,382 |
| Lewis and Clark | 22,131 | 15,056 | 7,075 | 6,745 | 5,743 | 5,924 | 455 | 12,137 |
| Liberty | 2,209 | — | 2,209 | 647 | 546 | 552 | 47 | 647 |
| Lincoln | 7,882 | — | 7,882 | 2,347 | 1,828 | 1,864 | 155 | 2,001 |
| McCone | 3,798 | — | 3,798 | 1,004 | 836 | 856 | 48 | 495 |
| Madison | 7,294 | — | 7,294 | 2,136 | 1,603 | 1,657 | 151 | 1,086 |
| Meagher | 2,237 | — | 2,237 | 659 | 537 | 544 | 69 | 867 |
| Mineral | 2,135 | — | 2,135 | 727 | 547 | 569 | 60 | 470 |
| Missoula | 29,038 | 18,449 | 10,589 | 8,296 | 7,313 | 7,396 | 568 | 16,222 |
| Musselshell | 5,717 | 2,644 | 3,073 | 1,677 | 1,425 | 1,440 | 122 | 1,022 |
| Park | 11,566 | 6,642 | 4,924 | 3,454 | 2,923 | 3,032 | 263 | 4,970 |
| Petroleum | 1,083 | — | 1,083 | 333 | 256 | 259 | 24 | 222 |
| Phillips | 7,892 | — | 7,892 | 2,304 | 1,822 | 1,848 | 142 | 2,495 |
| Pondera | 6,716 | — | 6,716 | 1,794 | 1,492 | 1,511 | 149 | 2,597 |
| Powder River | 3,159 | — | 3,159 | 924 | 637 | 659 | 31 | 430 |
| Powell | 6,152 | 3,278 | 2,874 | 1,852 | 1,487 | 1,530 | 126 | 2,163 |
| Prairie | 2,410 | — | 2,410 | 647 | 521 | 525 | 45 | 628 |
| Ravalli | 12,978 | — | 12,978 | 3,724 | 2,671 | 3,028 | 221 | 3,641 |
| Richland | 10,209 | 2,978 | 7,231 | 2,625 | 2,226 | 2,264 | 166 | 3,288 |
| Roosevelt | 9,806 | — | 9,806 | 2,462 | 1,990 | 2,044 | 213 | 3,391 |
| Rosebud | 6,477 | — | 6,477 | 1,745 | 1,293 | 1,309 | 132 | 1,940 |
| Sanders | 6,926 | — | 6,926 | 2,065 | 1,555 | 1,575 | 127 | 1,494 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Sheridan | 7,814 | | 7,814 | 2,011 | 1,700 | 1,726 | 126 | 1,668 |
| Silver Bow | 53,207 | 37,081 | 16,126 | 16,594 | 14,543 | 15,048 | 1,081 | 28,788 |
| Stillwater | 5,694 | | 5,694 | 1,592 | 1,340 | 1,368 | 130 | 1,580 |
| Sweet Grass | 3,719 | | 3,719 | 1,109 | 883 | 908 | 70 | 1,136 |
| Teton | 6,922 | | 6,922 | 1,996 | 1,699 | 1,729 | 142 | 2,152 |
| Toole | 6,769 | 2,538 | 4,231 | 1,973 | 1,663 | 1,705 | 190 | 3,130 |
| Treasure | 1,499 | | 1,499 | 395 | 360 | 348 | 31 | 377 |
| Valley | 15,181 | 3,799 | 11,382 | 4,096 | 3,528 | 3,611 | 334 | 6,446 |
| Wheatland | 3,286 | | 3,286 | 911 | 780 | 803 | 91 | 1,390 |
| Wibaux | 2,161 | | 2,161 | 564 | 486 | 491 | 42 | 374 |
| Yellowstone | 41,182 | 26,015 | 15,167 | 11,542 | 10,134 | 10,403 | 707 | 22,472 |
| Yellowstone Natl. Park | 43 | | 43 | 18 | 12 | 18 | | |
| Total State | 559,156 | 211,535 | 347,621 | 159,963 | 131,503 | 137,900 | 11,113 | \$232,366 |

NEBRASKA

| | |
|-----------------------------|-----------|
| Population | 1,315,834 |
| Families | 360,744 |
| Radio Homes, 1940 Census | 298,790 |
| Radio Homes, NAB Projection | 305,681 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-----------|------------|---------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Adams | 24,576 | 15,145 | 9,431 | 6,301 | 5,453 | 5,530 | 482 | \$8,533 |
| Antelope | 13,280 | | 13,280 | 3,569 | 2,770 | 2,852 | 279 | 2,722 |
| Arthur | 1,045 | | 1,045 | 269 | 194 | 196 | 23 | 94 |
| Banner | 1,403 | | 1,403 | 362 | 302 | 306 | 11 | 52 |
| Blaine | 1,538 | | 1,538 | 395 | 307 | 314 | 32 | 224 |
| Boone | 12,127 | | 12,127 | 3,117 | 2,369 | 2,442 | 243 | 2,552 |
| Box Butte | 10,736 | 6,253 | 4,483 | 2,915 | 2,469 | 2,547 | 252 | 4,729 |
| Boyd | 6,060 | | 6,060 | 1,566 | 1,149 | 1,175 | 151 | 1,380 |
| Brown | 5,962 | | 5,962 | 1,569 | 1,175 | 1,200 | 144 | 1,710 |
| Buffalo | 23,655 | 9,643 | 14,012 | 6,646 | 5,230 | 5,369 | 546 | 7,753 |
| Burt | 12,546 | | 12,546 | 3,450 | 2,950 | 3,004 | 248 | 3,185 |
| Butler | 13,106 | | 13,106 | 3,658 | 2,621 | 2,689 | 307 | 2,114 |
| Cass | 16,992 | 4,268 | 12,724 | 4,964 | 4,097 | 4,178 | 349 | 3,066 |
| Cedar | 15,126 | | 15,126 | 3,751 | 3,091 | 3,190 | 257 | 3,136 |
| Chase | 5,310 | | 5,310 | 1,413 | 1,073 | 1,095 | 128 | 1,846 |
| Cherry | 9,637 | | 9,637 | 2,443 | 1,808 | 1,893 | 210 | 2,610 |
| Cheyenne | 9,505 | 3,388 | 6,117 | 2,453 | 2,102 | 2,144 | 229 | 3,617 |
| Clay | 10,445 | | 10,445 | 3,154 | 2,427 | 2,470 | 259 | 1,735 |
| Coffey | 10,627 | 2,808 | 7,819 | 3,038 | 2,422 | 2,456 | 249 | 2,875 |
| Cumming | 13,562 | 2,510 | 11,052 | 3,459 | 2,895 | 2,966 | 250 | 3,627 |
| Custer | 22,591 | 2,968 | 19,623 | 6,132 | 4,656 | 4,723 | 524 | 5,445 |
| Dakota | 9,836 | 4,556 | 5,280 | 2,562 | 2,097 | 2,168 | 161 | 1,775 |
| Dawes | 10,128 | 4,262 | 5,866 | 2,789 | 2,350 | 2,404 | 237 | 3,743 |
| Dawson | 17,890 | 3,688 | 14,202 | 4,914 | 3,914 | 3,982 | 390 | 6,888 |
| Deuel | 3,580 | | 3,580 | 929 | 770 | 789 | 97 | 1,256 |
| Dixon | 10,413 | | 10,413 | 2,759 | 2,287 | 2,340 | 202 | 1,960 |
| Dodge | 23,799 | 11,862 | 11,937 | 6,829 | 5,948 | 6,105 | 623 | 9,362 |
| Douglas | 247,562 | 223,844 | 23,718 | 68,478 | 62,150 | 63,967 | 4,735 | 118,935 |
| Dundy | 5,122 | | 5,122 | 1,358 | 961 | 982 | 97 | 1,171 |
| Fillmore | 11,417 | | 11,417 | 3,319 | 2,534 | 2,577 | 215 | 2,202 |
| Franklin | 7,740 | | 7,740 | 2,246 | 1,548 | 1,594 | 190 | 1,518 |
| Frontier | 6,417 | | 6,417 | 1,797 | 1,290 | 1,317 | 134 | 1,134 |
| Furnas | 10,098 | | 10,098 | 3,022 | 2,212 | 2,322 | 292 | 2,557 |
| Gage | 29,588 | 10,883 | 18,705 | 8,023 | 6,748 | 6,918 | 622 | 8,176 |
| Garden | 4,680 | | 4,680 | 1,249 | 976 | 987 | 112 | 843 |
| Garfield | 3,444 | | 3,444 | 895 | 663 | 667 | 87 | 791 |
| Gosper | 3,687 | | 3,687 | 1,002 | 672 | 685 | 38 | 516 |
| Grant | 1,327 | | 1,327 | 337 | 274 | 282 | 39 | 579 |
| Greely | 6,845 | | 6,845 | 1,655 | 1,195 | 1,252 | 149 | 1,202 |
| Hall | 27,523 | 19,130 | 8,393 | 7,825 | 6,637 | 6,778 | 596 | 11,611 |
| Hamilton | 9,982 | | 9,982 | 2,910 | 2,209 | 2,267 | 177 | 1,818 |
| Harlan | 7,130 | | 7,130 | 1,999 | 1,460 | 1,525 | 160 | 1,274 |
| Hayes | 2,958 | | 2,958 | 748 | 546 | 563 | 23 | 185 |
| Hitchcock | 6,404 | | 6,404 | 1,721 | 1,291 | 1,308 | 127 | 1,383 |
| Holt | 16,552 | 2,532 | 16,020 | 4,228 | 3,288 | 3,368 | 335 | 3,628 |
| Hooker | 1,253 | | 1,253 | 331 | 244 | 246 | 36 | 837 |
| Howard | 8,422 | | 8,422 | 2,305 | 1,715 | 1,745 | 183 | 1,393 |
| Jefferson | 15,532 | 6,304 | 9,228 | 4,503 | 3,674 | 3,775 | 320 | 4,403 |
| Johnson | 8,662 | | 8,662 | 2,468 | 1,986 | 2,032 | 189 | 1,651 |
| Kearney | 6,854 | | 6,854 | 1,954 | 1,594 | 1,640 | 141 | 1,248 |
| Keith | 8,333 | 3,159 | 5,174 | 2,168 | 1,746 | 1,772 | 185 | 3,587 |
| Keyapaha | 3,235 | | 3,235 | 791 | 602 | 615 | 43 | 268 |
| Kimball | 3,913 | | 3,913 | 1,052 | 880 | 891 | 102 | 1,345 |
| Knox | 16,478 | | 16,478 | 4,345 | 3,244 | 3,291 | 327 | 2,019 |
| Lanester | 100,585 | 81,984 | 18,601 | 29,129 | 26,329 | 26,842 | 1,787 | 44,144 |
| Lincoln | 25,425 | 12,429 | 12,996 | 6,759 | 5,621 | 5,703 | 537 | 9,999 |
| Logan | 1,742 | | 1,742 | 453 | 313 | 322 | 39 | 330 |
| Loup | 1,777 | | 1,777 | 459 | 349 | 355 | 34 | 165 |
| McPherson | 1,175 | | 1,175 | 318 | 205 | 207 | 8 | 87 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 | NAB | Stores | Sales |
| | | | | | Census | Projection | | |
| Madison | 24,269 | 10,490 | 13,779 | 6,478 | 5,477 | 5,653 | 508 | 8,718 |
| Merriek | 9,354 | | 9,354 | 2,628 | 2,142 | 2,177 | 249 | 2,258 |
| Morrill | 9,436 | | 9,436 | 2,313 | 1,840 | 1,888 | 194 | 2,284 |
| Nance | 7,653 | | 7,653 | 1,950 | 1,504 | 1,533 | 140 | 1,378 |
| Nemaha | 12,781 | 3,639 | 9,142 | 3,712 | 3,108 | 3,159 | 259 | 3,005 |
| Nuckolls | 10,446 | 2,650 | 7,796 | 2,971 | 2,207 | 2,233 | 213 | 2,262 |
| Otoe | 18,994 | 7,339 | 11,655 | 5,371 | 4,601 | 4,675 | 477 | 5,168 |
| Pawnee | 8,514 | | 8,514 | 2,350 | 1,863 | 1,883 | 165 | 1,580 |
| Perkins | 5,197 | | 5,197 | 1,350 | 1,062 | 1,089 | 116 | 1,077 |
| Phelps | 8,452 | 3,360 | 5,092 | 2,512 | 2,076 | 2,160 | 201 | 2,060 |
| Pierce | 10,211 | | 10,211 | 2,703 | 2,159 | 2,222 | 217 | 2,196 |
| Platte | 20,191 | 7,632 | 12,559 | 4,964 | 3,961 | 4,036 | 378 | 5,789 |
| Polk | 8,748 | | 8,748 | 2,466 | 2,030 | 2,068 | 173 | 1,482 |
| Redwillow | 11,951 | 6,212 | 5,739 | 3,298 | 2,647 | 2,717 | 302 | 5,223 |
| Richardson | 19,178 | 6,146 | 13,032 | 5,297 | 4,351 | 4,409 | 397 | 5,489 |
| Rock | 3,977 | | 3,977 | 1,016 | 781 | 800 | 83 | 958 |
| Saline | 15,010 | 3,038 | 11,972 | 4,608 | 3,541 | 3,581 | 360 | 3,606 |
| Sarpy | 10,835 | | 10,835 | 2,638 | 2,257 | 2,308 | 121 | 1,406 |
| Saunders | 17,892 | 2,648 | 15,244 | 5,152 | 4,193 | 4,272 | 390 | 4,196 |
| Scotts Bluff | 33,917 | 15,161 | 18,756 | 8,501 | 6,895 | 7,021 | 616 | 14,936 |
| Seward | 14,167 | 2,820 | 11,347 | 4,036 | 3,172 | 3,242 | 345 | 2,965 |
| Sheridan | 9,869 | | 9,869 | 2,709 | 2,122 | 2,173 | 223 | 3,728 |
| Sherman | 7,764 | | 7,764 | 2,026 | 1,363 | 1,385 | 144 | 1,200 |
| Stonx | 4,001 | | 4,001 | 1,036 | 767 | 780 | 39 | 298 |
| Stanton | 6,887 | | 6,887 | 1,858 | 1,468 | 1,480 | 99 | 955 |
| Thayer | 12,262 | | 12,262 | 3,436 | 2,676 | 2,711 | 286 | 2,932 |
| Thomas | 1,553 | | 1,553 | 434 | 317 | 319 | 48 | 338 |
| Thurston | 10,243 | | 10,243 | 2,445 | 1,734 | 1,789 | 160 | 1,811 |
| Valley | 8,163 | | 8,163 | 2,307 | 1,738 | 1,758 | 150 | 1,720 |
| Washington | 11,578 | 3,289 | 8,289 | 3,197 | 2,513 | 2,788 | 170 | 2,291 |
| Wayne | 9,880 | 2,719 | 7,161 | 2,647 | 2,216 | 2,350 | 182 | 2,409 |
| Webster | 8,071 | | 8,071 | 2,367 | 1,691 | 1,713 | 166 | 1,847 |
| Wheeler | 2,170 | | 2,170 | 528 | 392 | 397 | 33 | 170 |
| York | 14,874 | 5,383 | 9,491 | 4,287 | 3,544 | 3,590 | 300 | 4,346 |
| Total State | 1,315,831 | 514,148 | 801,683 | 360,711 | 298,790 | 305,681 | 2,611 | \$123,568 |

NEVADA

| | |
|-----------------------------|---------|
| Population | 110,247 |
| Families | 33,291 |
| Radio Homes, 1940 Census | 26,200 |
| Radio Homes, NAB Projection | 27,119 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|----------------|---------------|---------------|---------------|---------------|---------------|----------------|-----------------|
| | Total | Urban | Rural | | 1910 | NAB | Stores | Sales |
| | | | | | Census | Projection | | |
| Churchill | 5,317 | | 5,317 | 1,562 | 1,183 | 1,218 | 95 | \$2,596 |
| Clark | 16,414 | 8,422 | 7,992 | 4,829 | 3,788 | 3,871 | 395 | 9,959 |
| Douglas | 2,056 | | 2,056 | 599 | 437 | 473 | 56 | 938 |
| Elko | 10,912 | 4,094 | 6,818 | 3,241 | 2,433 | 2,535 | 291 | 5,415 |
| Esmeralda | 1,554 | | 1,554 | 620 | 400 | 405 | 43 | 886 |
| Eureka | 1,361 | | 1,361 | 461 | 248 | 263 | 34 | 326 |
| Humboldt | 4,743 | | 4,743 | 1,395 | 958 | 1,009 | 119 | 2,733 |
| Lander | 1,745 | | 1,745 | 583 | 390 | 395 | 55 | 763 |
| Lincoln | 4,130 | | 4,130 | 1,143 | 961 | 991 | 83 | 1,270 |
| Lyon | 4,076 | | 4,076 | 1,201 | 903 | 944 | 93 | 1,141 |
| Mineral | 2,342 | | 2,342 | 777 | 475 | 486 | 50 | 772 |
| Nye | 3,606 | | 3,606 | 1,380 | 897 | 926 | 127 | 2,026 |
| Ormsby | 3,209 | | 3,209 | 935 | 821 | 830 | 82 | 1,578 |
| Pershing | 2,713 | | 2,713 | 867 | 593 | 612 | 60 | 1,071 |
| Storey | 1,216 | | 1,216 | 395 | 317 | 344 | 30 | 404 |
| Washoe | 32,476 | 26,635 | 5,841 | 10,025 | 8,703 | 9,069 | 838 | 27,132 |
| White Pine | 12,377 | 4,140 | 8,237 | 3,278 | 2,693 | 2,748 | 190 | 6,173 |
| Total State | 110,217 | 43,291 | 66,926 | 33,291 | 26,200 | 27,119 | 9,639 | \$65,183 |

N. HAMPSHIRE

| | |
|-----------------------------|---------|
| Population | 491,524 |
| Families | 132,936 |
| Radio Homes, 1940 Census | 116,809 |
| Radio Homes, NAB Projection | 119,664 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|----------|------------|--------|--------|----------|-------------|------------|----------------|--------|
| | Total | Urban | Rural | | 1910 | NAB | Stores | Sales |
| | | | | | Census | Projection | | |
| Bellnap | 24,328 | 13,484 | 10,844 | 6,741 | 5,858 | 5,894 | 477 | 89,842 |
| Carroll | 15,589 | | 15,589 | 4,443 | 3,657 | 3,754 | 450 | 5,708 |
| Cheshire | 34,953 | 13,832 | 21,121 | 9,675 | 8,321 | 8,596 | 580 | 12,265 |
| Coos | 39,274 | 19,084 | 20,190 | 9,529 | 8,343 | 8,532 | 746 | 12,930 |
| Grafton | 44,645 | 12,161 | 32,484 | 12,291 | 10,318 | 10,655 | 880 | 18,461 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Hillborough | 144,888 | 114,539 | 30,349 | 39,180 | 35,174 | 36,048 | 2,874 | 60,055 |
| Mercimack | 60,710 | 33,920 | 26,790 | 15,861 | 14,028 | 14,290 | 1,069 | 22,732 |
| Rockingham | 58,142 | 25,619 | 32,523 | 16,511 | 14,468 | 14,844 | 1,335 | 23,323 |
| Stafford | 43,558 | 33,138 | 10,415 | 11,827 | 10,581 | 10,788 | 820 | 17,809 |
| Sullivan | 25,442 | 17,448 | 7,994 | 6,968 | 6,058 | 6,173 | 408 | 9,404 |
| Total State | 491,521 | 283,225 | 208,299 | 133,936 | 116,809 | 119,664 | 19,639 | \$192,529 |

NEW JERSEY

| | |
|-----------------------------|-----------|
| Population | 4,160,165 |
| Families | 1,100,260 |
| Radio Homes, 1940 Census | 1,020,466 |
| Radio Homes, NAB Projection | 1,050,612 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|----------------|------------------|------------------|------------------|----------------|--------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Atlantic | 124,066 | 100,420 | 23,646 | 34,640 | 30,852 | 31,814 | 3,964 | \$64,301 |
| Bergen | 409,616 | 367,195 | 42,421 | 110,446 | 105,573 | 108,030 | 7,312 | 137,361 |
| Burlington | 97,013 | 22,997 | 74,016 | 24,785 | 22,469 | 23,003 | 1,875 | 27,084 |
| Camden | 255,727 | 204,523 | 51,204 | 67,480 | 62,333 | 64,057 | 4,950 | 89,005 |
| Cape May | 28,919 | 12,405 | 16,514 | 8,632 | 7,587 | 7,785 | 1,411 | 17,456 |
| Cumberland | 73,184 | 38,712 | 34,472 | 19,842 | 17,479 | 17,900 | 1,461 | 28,873 |
| Essex | 837,340 | 820,174 | 17,166 | 221,679 | 205,169 | 213,501 | 18,796 | 423,446 |
| Gloucester | 72,219 | 29,334 | 42,885 | 19,429 | 17,355 | 17,919 | 1,279 | 18,380 |
| Hudson | 652,040 | 649,707 | 2,273 | 173,143 | 163,908 | 168,052 | 15,015 | 240,196 |
| Hunterdon | 36,766 | 7,064 | 29,702 | 10,317 | 9,292 | 9,434 | 751 | 11,364 |
| Mercer | 197,318 | 135,902 | 61,416 | 48,501 | 44,807 | 46,118 | 4,535 | 89,873 |
| Middlesex | 217,077 | 173,867 | 43,210 | 54,066 | 49,778 | 51,313 | 4,700 | 80,633 |
| Monmouth | 161,238 | 83,955 | 77,283 | 43,746 | 39,125 | 40,804 | 4,031 | 76,194 |
| Morris | 125,732 | 56,051 | 69,681 | 31,750 | 29,417 | 30,442 | 2,554 | 45,693 |
| Ocean | 37,706 | — | 37,706 | 10,921 | 9,618 | 9,925 | 1,315 | 19,736 |
| Passaic | 309,353 | 293,639 | 15,714 | 83,882 | 78,469 | 80,124 | 7,251 | 140,862 |
| Salem | 42,274 | 15,106 | 27,168 | 11,458 | 9,963 | 10,199 | 774 | 14,223 |
| Somerset | 74,390 | 41,231 | 33,159 | 18,401 | 17,016 | 17,564 | 1,374 | 23,328 |
| Sussex | 29,632 | 9,542 | 20,090 | 8,080 | 7,205 | 7,319 | 737 | 12,595 |
| Union | 328,344 | 306,043 | 21,701 | 84,870 | 80,336 | 82,453 | 6,470 | 128,284 |
| Warren | 50,181 | 26,246 | 23,935 | 13,892 | 12,665 | 12,856 | 1,160 | 16,064 |
| Total State | 1,160,165 | 3,391,713 | 765,392 | 1,100,260 | 1,020,466 | 1,050,612 | 91,715 | \$1,704,931 |

NEW MEXICO

| | |
|-----------------------------|---------|
| Population | 531,818 |
| Families | 129,475 |
| Radio Homes, 1940 Census | 66,609 |
| Radio Homes, NAB Projection | 69,053 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|------------|------------|--------|--------|----------|-------------|----------------|----------------|----------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Bernalillo | 69,391 | 35,449 | 33,942 | 18,079 | 12,688 | 13,396 | 1,220 | \$27,188 |
| Catron | 4,881 | — | 4,881 | 1,313 | 550 | 558 | 90 | 370 |
| Chaves | 23,980 | 13,482 | 10,498 | 6,091 | 3,955 | 4,088 | 479 | 9,220 |
| Colfax | 18,718 | 7,607 | 11,111 | 4,634 | 3,014 | 3,057 | 354 | 5,127 |
| Curry | 18,159 | 10,605 | 8,094 | 4,809 | 3,502 | 3,633 | 418 | 8,803 |
| De Baca | 3,725 | — | 3,725 | 934 | 490 | 508 | 81 | 780 |
| Dona Ana | 30,411 | 8,385 | 22,026 | 7,270 | 3,695 | 3,746 | 412 | 5,483 |
| Eddy | 24,311 | 11,187 | 13,124 | 6,059 | 3,867 | 3,983 | 377 | 8,519 |
| Grant | 20,050 | 5,044 | 15,006 | 4,890 | 2,993 | 3,059 | 263 | 5,116 |
| Guadalupe | 8,646 | — | 8,646 | 1,908 | 551 | 590 | 139 | 1,503 |
| Harding | 4,374 | — | 4,374 | 1,057 | 450 | 477 | 72 | 702 |
| Hidalgo | 4,821 | 3,101 | 1,720 | 1,246 | 737 | 746 | 111 | 1,709 |
| Lea | 21,154 | 10,619 | 10,535 | 6,161 | 4,254 | 4,559 | 392 | 8,752 |
| Lincoln | 8,557 | — | 8,557 | 2,119 | 1,094 | 1,144 | 179 | 1,438 |
| Luna | 6,457 | 3,608 | 2,849 | 1,687 | 970 | 987 | 150 | 2,294 |
| McKinley | 23,641 | 7,041 | 16,600 | 5,318 | 2,283 | 2,385 | 303 | 6,736 |
| Mora | 10,981 | — | 10,981 | 2,399 | 333 | 340 | 109 | 633 |
| Otero | 10,522 | 3,950 | 6,572 | 2,638 | 1,315 | 1,348 | 207 | 2,364 |
| Quay | 12,111 | 6,194 | 5,917 | 3,212 | 2,069 | 2,132 | 255 | 3,614 |
| Rio Arriba | 25,352 | — | 25,352 | 5,499 | 1,039 | 1,058 | 194 | 1,761 |
| Roosevelt | 14,549 | 5,104 | 9,445 | 3,628 | 2,087 | 2,206 | 222 | 3,152 |
| Sandoval | 13,898 | — | 13,898 | 3,082 | 743 | 765 | 134 | 876 |
| San Juan | 17,115 | — | 17,115 | 3,750 | 1,385 | 1,440 | 160 | 2,127 |
| San Miguel | 27,910 | 12,362 | 15,548 | 6,330 | 2,029 | 2,073 | 334 | 4,482 |
| Santa Fe | 30,826 | 20,325 | 10,501 | 7,289 | 4,074 | 4,161 | 369 | 9,045 |
| Sierra | 6,962 | 2,940 | 4,022 | 1,908 | 877 | 883 | 169 | 1,221 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Socorro | 11,422 | 3,712 | 7,710 | 2,666 | 881 | 897 | 173 | 1,520 |
| Taos | 18,528 | — | 18,528 | 4,109 | 921 | 948 | 255 | 1,796 |
| Torrance | 11,026 | — | 11,026 | 2,628 | 970 | 1,008 | 175 | 1,291 |
| Union | 9,095 | 3,188 | 5,907 | 2,354 | 1,366 | 1,395 | 189 | 2,073 |
| Valencia | 20,245 | 3,038 | 17,207 | 4,408 | 1,127 | 1,183 | 235 | 2,422 |
| Total State | 531,818 | 176,401 | 355,417 | 129,175 | 66,609 | 69,053 | 8,220 | \$132,117 |

NEW YORK

Population 13,479,142
 Families 3,662,113
 Radio Homes, 1910 Census . . . 3,885,703
 Radio Homes, NAB Projection 3,498,754

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|-------------------|-------------------|------------------|------------------|------------------|------------------|----------------|--------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Albany | 221,315 | 172,634 | 48,681 | 62,616 | 58,590 | 59,994 | 5,286 | \$124,944 |
| Allegany | 39,681 | 5,942 | 33,739 | 11,191 | 9,311 | 9,585 | 764 | 11,740 |
| Bronx | 1,394,711 | 1,394,711 | — | 377,813 | 357,134 | 370,084 | 25,551 | 395,649 |
| Broome | 165,749 | 114,050 | 51,699 | 43,739 | 40,239 | 41,219 | 3,037 | 68,342 |
| Cattaraugus | 72,652 | 32,723 | 39,929 | 19,869 | 17,354 | 17,878 | 1,331 | 28,172 |
| Cayuga | 65,508 | 35,753 | 29,755 | 18,057 | 15,934 | 16,434 | 1,406 | 24,615 |
| Chautauqua | 123,580 | 75,812 | 47,768 | 35,976 | 32,632 | 33,487 | 2,354 | 44,202 |
| Chemung | 73,718 | 52,505 | 21,213 | 20,576 | 18,454 | 19,206 | 1,658 | 33,917 |
| Chenango | 36,454 | 8,694 | 27,760 | 10,387 | 8,883 | 9,082 | 872 | 14,641 |
| Clinton | 54,066 | 21,181 | 32,885 | 11,859 | 9,778 | 9,982 | 891 | 16,142 |
| Columbia | 41,464 | 11,517 | 29,947 | 11,708 | 10,229 | 10,514 | 1,054 | 14,607 |
| Cortland | 33,668 | 18,809 | 14,859 | 9,689 | 8,615 | 8,879 | 771 | 15,262 |
| Delaware | 40,989 | 6,709 | 34,280 | 11,414 | 9,361 | 9,592 | 966 | 15,964 |
| Dutchess | 120,542 | 56,477 | 64,065 | 28,532 | 25,690 | 26,386 | 2,440 | 52,783 |
| Erie | 798,377 | 666,868 | 131,509 | 208,868 | 191,969 | 202,875 | 15,911 | 327,366 |
| Essex | 34,178 | 8,404 | 25,774 | 8,707 | 7,238 | 7,473 | 791 | 12,126 |
| Franklin | 44,286 | 19,466 | 24,820 | 11,186 | 8,954 | 9,235 | 1,035 | 16,080 |
| Fulton | 48,597 | 34,153 | 14,444 | 14,648 | 13,327 | 13,523 | 1,054 | 29,056 |
| Genesee | 44,481 | 21,680 | 22,801 | 11,872 | 10,745 | 11,071 | 797 | 16,426 |
| Greene | 27,926 | 5,429 | 22,497 | 8,201 | 7,229 | 7,363 | 808 | 9,870 |
| Hamilton | 4,188 | — | 4,188 | 1,184 | 949 | 971 | 216 | 1,459 |
| Herkimer | 59,927 | 38,485 | 21,042 | 16,412 | 14,788 | 15,170 | 1,318 | 19,928 |
| Jefferson | 84,003 | 37,592 | 46,411 | 23,113 | 20,380 | 20,834 | 2,052 | 33,591 |
| Kings | 2,698,285 | 2,698,285 | — | 716,933 | 668,277 | 960,679 | 57,015 | 870,358 |
| Lewis | 22,815 | 3,578 | 19,237 | 5,980 | 4,774 | 4,905 | 479 | 5,778 |
| Livingston | 38,510 | 8,506 | 30,004 | 9,571 | 8,553 | 8,577 | 802 | 11,378 |
| Madison | 39,598 | 14,441 | 25,157 | 11,272 | 9,845 | 10,163 | 884 | 15,170 |
| Monroe | 438,230 | 363,276 | 74,954 | 121,086 | 113,480 | 117,687 | 8,591 | 203,857 |
| Montgomery | 59,142 | 38,676 | 20,466 | 16,497 | 15,286 | 15,588 | 1,291 | 23,542 |
| Nassau | 406,748 | 195,750 | 210,998 | 108,501 | 101,464 | 105,487 | 8,608 | 194,072 |
| New York | 1,889,924 | 1,889,924 | — | 548,378 | 449,120 | 515,992 | 66,560 | 1,915,398 |
| Niagara | 160,110 | 122,662 | 37,448 | 42,018 | 39,742 | 40,453 | 2,032 | 64,455 |
| Oneida | 203,636 | 145,203 | 58,433 | 52,783 | 48,388 | 49,453 | 4,288 | 76,379 |
| Onondaga | 295,108 | 225,028 | 70,080 | 80,630 | 74,709 | 77,631 | 5,289 | 130,114 |
| Ontario | 55,367 | 23,876 | 31,491 | 14,869 | 13,270 | 13,805 | 1,107 | 20,364 |
| Orange | 140,113 | 77,120 | 62,993 | 36,975 | 33,337 | 34,116 | 3,369 | 62,270 |
| Orleans | 27,760 | 10,531 | 17,229 | 7,954 | 7,001 | 7,147 | 530 | 8,538 |
| Oswego | 71,275 | 35,424 | 35,851 | 19,554 | 17,284 | 17,752 | 1,387 | 22,000 |
| Otsego | 46,082 | 14,330 | 31,752 | 13,486 | 11,450 | 11,737 | 1,077 | 18,776 |
| Putnam | 16,555 | — | 16,555 | 4,478 | 3,959 | 4,023 | 422 | 8,257 |
| Queens | 1,297,634 | 1,297,634 | — | 361,689 | 344,838 | 356,324 | 24,030 | 475,149 |
| Rensselaer | 121,834 | 85,351 | 36,483 | 34,417 | 31,911 | 32,681 | 2,600 | 46,020 |
| Richmond | 174,441 | 174,441 | — | 43,076 | 40,836 | 41,934 | 3,416 | 54,170 |
| Rockland | 74,261 | 21,724 | 52,537 | 16,252 | 15,033 | 15,333 | 1,254 | 24,553 |
| St. Lawrence | 91,098 | 39,991 | 51,107 | 23,058 | 19,904 | 20,748 | 1,572 | 27,825 |
| Saratoga | 65,606 | 34,635 | 30,971 | 18,271 | 16,507 | 16,833 | 1,556 | 21,619 |
| Schenectady | 122,494 | 95,509 | 26,985 | 35,246 | 33,534 | 34,199 | 2,488 | 53,677 |
| Seneca | 20,812 | 2,617 | 18,195 | 6,116 | 5,003 | 5,127 | 401 | 6,645 |
| Schuyler | 12,979 | 2,913 | 10,066 | 3,780 | 3,146 | 3,254 | 307 | 3,568 |
| Seneca | 25,732 | 10,462 | 15,270 | 6,351 | 5,399 | 5,706 | 477 | 5,804 |
| Stetson | 84,927 | 39,107 | 45,820 | 23,575 | 20,031 | 20,748 | 1,572 | 27,825 |
| Suffolk | 197,355 | 34,424 | 162,931 | 47,676 | 43,682 | 44,651 | 4,793 | 93,394 |
| Sullivan | 37,901 | 7,525 | 30,376 | 10,810 | 9,224 | 9,515 | 1,396 | 19,392 |
| Tioga | 27,072 | 10,518 | 16,554 | 7,914 | 6,545 | 6,850 | 543 | 8,301 |
| Tompkins | 42,340 | 19,730 | 22,610 | 12,315 | 11,087 | 11,369 | 749 | 18,691 |
| Ulster | 87,017 | 36,505 | 50,512 | 24,761 | 22,088 | 22,427 | 2,060 | 32,924 |
| Warren | 36,035 | 18,836 | 17,199 | 10,348 | 9,041 | 9,139 | 884 | 20,414 |
| Washington | 46,726 | 18,298 | 28,428 | 12,369 | 10,597 | 10,823 | 919 | 11,461 |
| Wayne | 52,747 | 16,218 | 36,529 | 15,923 | 13,131 | 13,630 | 1,000 | 19,477 |
| Westchester | 573,558 | 479,921 | 93,637 | 147,735 | 139,523 | 143,924 | 12,074 | 290,636 |
| Wyoming | 31,394 | 8,002 | 23,392 | 8,310 | 7,339 | 7,471 | 578 | 8,975 |
| Yates | 16,381 | 5,308 | 11,073 | 4,919 | 4,272 | 4,394 | 259 | 4,688 |
| Total State | 13,479,142 | 11,165,893 | 2,313,249 | 3,662,113 | 3,385,703 | 3,498,751 | 302,325 | \$6,243,699 |

All money figures in the retail-service column are in thousands (\$'000) of dollars.

N. CAROLINA

Population 3,571,623
 Families 789,659
 Radio Homes, 1940
 Census 471,863
 Radio Homes, NAB
 Projection 487,353

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-------------|------------|---------|--------|----------|-------------|----------------|----------------|----------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Alamance | 57,427 | 16,537 | 40,890 | 13,024 | 9,675 | 9,891 | 802 | \$14,894 |
| Alexander | 13,454 | | 13,454 | 2,890 | 1,596 | 1,633 | 155 | 1,206 |
| Alleghany | 8,341 | | 8,341 | 1,988 | 860 | 878 | 157 | 647 |
| Anson | 28,443 | 3,587 | 24,856 | 5,977 | 2,731 | 2,842 | 284 | 3,544 |
| Ashe | 22,664 | | 22,664 | 4,868 | 2,218 | 2,308 | 313 | 1,333 |
| Avery | 13,561 | | 13,561 | 2,764 | 1,285 | 1,306 | 141 | 572 |
| Beaufort | 36,431 | 8,569 | 27,862 | 8,154 | 3,822 | 3,899 | 595 | 5,917 |
| Bertie | 26,201 | | 26,201 | 5,353 | 2,273 | 2,349 | 270 | 2,662 |
| Bladen | 27,156 | | 27,156 | 5,621 | 2,342 | 2,418 | 259 | 2,940 |
| Brunswick | 17,125 | | 17,125 | 3,673 | 1,406 | 1,460 | 232 | 1,218 |
| Buncombe | 108,755 | 51,310 | 57,445 | 26,375 | 19,024 | 19,593 | 1,530 | 32,476 |
| Burke | 38,615 | 10,285 | 28,330 | 7,783 | 5,242 | 5,340 | 456 | 5,736 |
| Cabarrus | 59,393 | 15,572 | 43,821 | 13,176 | 10,315 | 10,537 | 747 | 14,695 |
| Caldwell | 35,795 | 7,598 | 28,197 | 7,617 | 4,775 | 4,890 | 391 | 5,765 |
| Camden | 5,440 | | 5,440 | 1,271 | 656 | 672 | 73 | 211 |
| Carteret | 18,284 | 6,967 | 11,317 | 4,361 | 2,321 | 2,366 | 311 | 3,183 |
| Caswell | 20,032 | | 20,032 | 3,916 | 1,691 | 1,831 | 136 | 1,052 |
| Catawba | 51,653 | 18,894 | 32,759 | 11,709 | 8,733 | 8,982 | 704 | 10,703 |
| Chatham | 24,726 | | 24,726 | 5,368 | 2,827 | 3,000 | 274 | 2,832 |
| Cherokee | 18,813 | | 18,813 | 4,021 | 1,902 | 1,970 | 225 | 1,784 |
| Chowan | 11,572 | 3,835 | 7,737 | 2,530 | 1,200 | 1,229 | 161 | 1,859 |
| Clay | 6,405 | | 6,405 | 1,401 | 513 | 537 | 64 | 177 |
| Cleveland | 58,055 | 20,584 | 37,471 | 12,474 | 8,022 | 8,200 | 561 | 9,490 |
| Columbus | 45,663 | 3,011 | 42,652 | 9,798 | 4,331 | 4,500 | 474 | 6,674 |
| Craven | 31,298 | 11,815 | 19,483 | 7,367 | 3,598 | 3,702 | 529 | 6,310 |
| Cumberland | 59,320 | 17,428 | 41,892 | 11,960 | 6,079 | 6,299 | 621 | 10,740 |
| Currituck | 6,709 | | 6,709 | 1,663 | 704 | 724 | 112 | 505 |
| Dare | 6,041 | | 6,041 | 1,454 | 909 | 938 | 151 | 827 |
| Davidson | 53,377 | 21,591 | 31,786 | 12,029 | 8,729 | 9,057 | 566 | 8,547 |
| Davie | 14,909 | | 14,909 | 3,320 | 2,003 | 2,100 | 207 | 1,730 |
| Duplin | 39,739 | | 39,739 | 8,683 | 3,684 | 3,815 | 504 | 3,991 |
| Durham | 80,244 | 60,105 | 20,049 | 19,898 | 14,882 | 15,275 | 1,186 | 27,823 |
| Edgecombe | 49,162 | 19,126 | 30,036 | 10,333 | 5,497 | 5,696 | 550 | 9,223 |
| Forsyth | 126,475 | 79,815 | 46,660 | 30,800 | 22,900 | 23,338 | 1,832 | 35,265 |
| Franklin | 30,382 | | 30,382 | 6,522 | 2,703 | 2,838 | 266 | 2,803 |
| Gaston | 87,531 | 32,461 | 55,070 | 19,529 | 14,656 | 15,029 | 1,030 | 16,552 |
| Gates | 10,060 | | 10,060 | 2,124 | 799 | 871 | 93 | 671 |
| Graham | 6,418 | | 6,418 | 1,316 | 537 | 548 | 65 | 371 |
| Granville | 29,344 | 3,991 | 25,353 | 6,189 | 2,860 | 2,841 | 297 | 3,799 |
| Greene | 18,548 | | 18,548 | 3,566 | 2,015 | 2,086 | 138 | 1,516 |
| Guilford | 153,916 | 97,814 | 56,102 | 36,842 | 28,486 | 29,540 | 2,088 | 48,105 |
| Halifax | 56,512 | 11,104 | 45,408 | 11,446 | 4,967 | 5,100 | 706 | 9,075 |
| Harnett | 44,230 | 5,256 | 38,983 | 9,205 | 5,029 | 5,177 | 483 | 5,830 |
| Haywood | 34,804 | 7,977 | 26,827 | 7,651 | 4,449 | 4,574 | 400 | 5,727 |
| Henderson | 26,049 | 5,381 | 20,668 | 6,363 | 4,076 | 4,268 | 316 | 5,697 |
| Hertford | 19,352 | | 19,352 | 4,024 | 1,854 | 1,942 | 205 | 2,026 |
| Hoke | 14,937 | | 14,937 | 2,900 | 1,246 | 1,306 | 107 | 1,401 |
| Hyde | 7,860 | | 7,860 | 1,720 | 665 | 683 | 142 | 451 |
| Iredell | 50,424 | 18,122 | 32,302 | 11,438 | 7,621 | 7,817 | 755 | 8,929 |
| Jackson | 19,366 | | 19,366 | 4,008 | 1,664 | 1,721 | 185 | 2,166 |
| Johnston | 63,798 | 3,678 | 60,120 | 13,813 | 7,063 | 7,235 | 670 | 7,820 |
| Jones | 10,926 | | 10,926 | 2,185 | 862 | 924 | 91 | 637 |
| Lee | 18,743 | 4,960 | 13,783 | 4,148 | 2,718 | 2,836 | 241 | 3,906 |
| Lenoir | 41,211 | 15,388 | 25,823 | 8,860 | 5,182 | 5,411 | 497 | 9,384 |
| Lincoln | 24,187 | 4,525 | 19,662 | 5,190 | 3,411 | 3,494 | 352 | 3,320 |
| McDowell | 22,996 | 2,889 | 20,107 | 5,015 | 2,893 | 2,996 | 259 | 3,031 |
| Macon | 15,880 | | 15,880 | 3,489 | 1,453 | 1,498 | 240 | 1,759 |
| Madison | 22,522 | | 22,522 | 4,846 | 2,048 | 2,120 | 298 | 1,370 |
| Martin | 26,111 | 3,966 | 22,145 | 5,144 | 2,178 | 2,259 | 341 | 4,083 |
| Mecklenburg | 151,824 | 100,899 | 50,927 | 36,320 | 26,847 | 27,785 | 1,929 | 55,395 |
| Mitchell | 15,980 | | 15,980 | 3,392 | 1,924 | 1,985 | 174 | 1,665 |
| Montgomery | 16,280 | | 16,280 | 3,593 | 1,923 | 2,002 | 243 | 2,433 |
| Moore | 30,969 | 3,225 | 27,744 | 6,719 | 3,631 | 3,816 | 376 | 4,946 |
| Nash | 55,608 | 13,590 | 42,018 | 11,780 | 6,246 | 6,394 | 530 | 9,280 |
| New Hanover | 47,935 | 33,407 | 14,528 | 12,054 | 7,803 | 8,230 | 948 | 17,480 |
| Northampton | 28,299 | | 28,299 | 5,622 | 1,950 | 2,045 | 235 | 1,679 |
| Onslow | 17,939 | | 17,939 | 3,777 | 1,445 | 1,579 | 223 | 1,609 |
| Orange | 23,072 | 3,654 | 19,418 | 5,239 | 3,374 | 3,474 | 270 | 3,685 |
| Pamlico | 9,706 | | 9,706 | 2,170 | 817 | 856 | 122 | 480 |
| Pasquotank | 20,568 | 11,564 | 9,004 | 4,867 | 2,998 | 3,107 | 361 | 5,265 |
| Pender | 17,710 | | 17,710 | 3,754 | 1,449 | 1,487 | 179 | 1,386 |
| Perquimans | 9,773 | | 9,773 | 2,269 | 1,001 | 1,030 | 157 | 1,262 |
| Person | 25,029 | 4,609 | 20,420 | 5,113 | 2,629 | 2,697 | 255 | 3,157 |
| Pitt | 61,244 | 15,654 | 45,590 | 12,733 | 6,802 | 6,977 | 681 | 12,359 |
| Polk | 11,874 | | 11,874 | 2,679 | 1,511 | 1,548 | 135 | 1,123 |
| Randolph | 44,554 | 6,981 | 37,573 | 10,318 | 6,595 | 7,042 | 538 | 6,056 |
| Richmond | 36,810 | 8,768 | 28,042 | 8,094 | 4,819 | 4,832 | 328 | 6,169 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|----------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Robeson | 76,860 | 5,803 | 71,057 | 15,741 | 6,788 | 7,062 | 783 | 11,668 |
| Rockingham | 57,898 | 10,387 | 47,511 | 12,923 | 8,865 | 9,072 | 824 | 11,122 |
| Rowan | 69,206 | 22,109 | 47,097 | 16,336 | 12,697 | 13,032 | 932 | 16,173 |
| Rutherford | 45,577 | 8,987 | 36,590 | 9,981 | 6,349 | 6,476 | 557 | 6,190 |
| Sampson | 47,440 | 3,557 | 43,883 | 9,776 | 4,239 | 4,377 | 537 | 5,445 |
| Scotland | 23,232 | 5,685 | 17,547 | 4,917 | 2,090 | 2,223 | 259 | 3,418 |
| Stanly | 32,834 | 4,060 | 28,774 | 7,575 | 5,419 | 5,611 | 420 | 6,309 |
| Stokes | 22,656 | | 22,656 | 4,838 | 2,639 | 2,694 | 250 | 1,530 |
| Surry | 41,783 | 9,020 | 32,763 | 9,190 | 5,605 | 5,744 | 565 | 7,490 |
| Swain | 12,177 | | 12,177 | 2,505 | 941 | 967 | 154 | 830 |
| Transylvania | 12,241 | 3,061 | 9,180 | 2,663 | 1,570 | 1,673 | 122 | 1,903 |
| Tyrell | 5,556 | | 5,556 | 1,210 | 579 | 588 | 80 | 439 |
| Union | 39,097 | 6,475 | 32,622 | 8,508 | 4,997 | 5,200 | 497 | 5,199 |
| Vance | 29,961 | 7,647 | 22,314 | 6,394 | 3,290 | 3,422 | 380 | 6,356 |
| Wake | 109,544 | 16,897 | 62,647 | 24,330 | 16,529 | 17,024 | 1,441 | 33,976 |
| Warren | 23,145 | | 23,145 | 4,532 | 1,440 | 1,488 | 243 | 2,354 |
| Washington | 12,323 | | 12,323 | 2,604 | 1,200 | 1,228 | 182 | 1,362 |
| Watauga | 18,114 | | 18,114 | 3,846 | 2,008 | 2,055 | 261 | 1,958 |
| Wayne | 58,328 | 20,203 | 38,125 | 12,019 | 6,736 | 6,937 | 707 | 11,629 |
| Wilkes | 43,003 | 4,478 | 38,525 | 9,049 | 4,086 | 4,249 | 534 | 4,792 |
| Wilson | 50,219 | 19,234 | 30,985 | 11,061 | 6,191 | 6,449 | 637 | 10,396 |
| Yadkin | 20,657 | | 20,657 | 4,542 | 2,566 | 2,693 | 211 | 1,295 |
| Yancey | 17,202 | | 17,202 | 3,585 | 1,475 | 1,515 | 230 | 748 |
| Total State | 3,571,623 | 974,175 | 2,597,448 | 789,639 | 471,863 | 487,353 | 41,328 | \$675,361 |

N. DAKOTA

| | |
|-----------------------------|---------|
| Population | 641,935 |
| Families | 152,043 |
| Radio Homes, 1940 Census | 131,000 |
| Radio Homes, NAB Projection | 134,437 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|---------------|------------|--------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Adams | 4,604 | | 4,604 | 1,140 | 963 | 1,008 | 93 | \$1,022 |
| Barnes | 17,814 | 5,017 | 11,897 | 4,446 | 3,945 | 4,044 | 355 | 4,872 |
| Benson | 12,629 | | 12,629 | 2,828 | 2,459 | 2,504 | 177 | 1,734 |
| Billings | 2,531 | | 2,531 | 562 | 423 | 427 | 17 | 102 |
| Bottineau | 13,253 | | 13,253 | 3,351 | 2,851 | 2,926 | 263 | 2,628 |
| Bowman | 3,860 | | 3,860 | 1,033 | 822 | 845 | 107 | 1,107 |
| Burke | 7,653 | | 7,653 | 1,989 | 1,734 | 1,764 | 181 | 1,199 |
| Burleigh | 22,736 | 15,496 | 7,240 | 5,472 | 4,868 | 5,051 | 329 | 9,639 |
| Cass | 52,849 | 32,580 | 20,269 | 13,222 | 12,191 | 12,538 | 944 | 25,513 |
| Cavalier | 13,923 | | 13,923 | 3,118 | 2,665 | 2,720 | 258 | 2,492 |
| Dickey | 9,696 | | 9,696 | 2,375 | 2,037 | 2,080 | 180 | 2,085 |
| Divide | 7,086 | | 7,086 | 1,878 | 1,658 | 1,691 | 137 | 1,271 |
| Dunn | 8,376 | | 8,376 | 1,814 | 1,397 | 1,445 | 111 | 799 |
| Eddy | 5,741 | | 5,741 | 1,363 | 1,215 | 1,247 | 111 | 1,564 |
| Emmons | 11,699 | | 11,699 | 2,268 | 1,776 | 1,814 | 115 | 1,378 |
| Foster | 5,824 | | 5,824 | 1,394 | 1,221 | 1,254 | 135 | 1,596 |
| Golden Valley | 3,498 | | 3,498 | 896 | 762 | 784 | 89 | 895 |
| Grand Forks | 34,518 | 20,228 | 14,290 | 8,616 | 7,844 | 8,018 | 571 | 14,355 |
| Grant | 8,264 | | 8,264 | 1,802 | 1,355 | 1,382 | 98 | 793 |
| Griggs | 5,818 | | 5,818 | 1,410 | 1,231 | 1,250 | 105 | 1,136 |
| Hettinger | 7,457 | | 7,457 | 1,622 | 1,337 | 1,348 | 117 | 1,468 |
| Kidder | 6,692 | | 6,692 | 1,507 | 1,263 | 1,289 | 108 | 909 |
| La Moure | 10,298 | | 10,298 | 3,388 | 2,927 | 2,998 | 183 | 1,635 |
| Logan | 7,561 | | 7,561 | 1,574 | 1,247 | 1,264 | 100 | 845 |
| McHenry | 14,034 | | 14,034 | 3,355 | 2,827 | 2,873 | 249 | 2,177 |
| McIntosh | 8,984 | | 8,984 | 1,995 | 1,536 | 1,559 | 124 | 1,194 |
| McKenzie | 8,426 | | 8,426 | 2,179 | 1,805 | 1,837 | 113 | 1,052 |
| McLean | 16,082 | | 16,082 | 3,806 | 3,126 | 3,179 | 253 | 2,294 |
| Mercer | 9,611 | | 9,611 | 2,075 | 1,599 | 1,620 | 123 | 1,393 |
| Morton | 20,184 | 6,685 | 13,499 | 4,482 | 3,842 | 3,994 | 320 | 4,578 |
| Mountrail | 10,482 | | 10,482 | 2,679 | 2,274 | 2,320 | 203 | 1,905 |
| Nelson | 9,129 | | 9,129 | 2,185 | 1,925 | 1,972 | 193 | 1,761 |
| Oliver | 3,859 | | 3,859 | 824 | 671 | 706 | 29 | 231 |
| Pembina | 15,671 | | 15,671 | 3,625 | 3,166 | 3,236 | 331 | 3,316 |
| Pierce | 9,208 | | 9,208 | 1,993 | 1,661 | 1,716 | 130 | 1,903 |
| Ramsey | 15,626 | 6,204 | 9,422 | 3,714 | 3,340 | 3,458 | 308 | 5,794 |
| Ransom | 10,061 | | 10,061 | 2,449 | 2,122 | 2,227 | 187 | 2,362 |
| Renville | 5,533 | | 5,533 | 1,461 | 1,299 | 1,337 | 108 | 1,023 |
| Richland | 20,519 | 3,747 | 16,772 | 4,867 | 4,320 | 4,452 | 366 | 5,627 |
| Rolette | 12,583 | | 12,583 | 2,663 | 1,860 | 1,898 | 149 | 1,094 |
| Sargent | 8,693 | | 8,693 | 2,120 | 1,827 | 1,869 | 157 | 1,219 |
| Sheridan | 6,616 | | 6,616 | 1,484 | 1,255 | 1,286 | 117 | 748 |
| Sioux | 4,410 | | 4,410 | 942 | 656 | 671 | 47 | 525 |
| Slope | 2,932 | | 2,932 | 746 | 614 | 630 | 31 | 149 |
| Stark | 15,414 | 5,839 | 9,575 | 3,396 | 2,848 | 2,927 | 207 | 3,960 |
| Steele | 6,193 | | 6,193 | 1,425 | 1,228 | 1,249 | 102 | 853 |
| Stutsman | 23,496 | 8,790 | 14,706 | 5,166 | 4,562 | 4,677 | 373 | 6,418 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES 1910 NAB | | | RETAIL—SERVICE | |
|--------------------|----------------|----------------|----------------|----------------|-------------------------|----------------|---------------|------------------|--|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales | |
| Townsend | 7,200 | — | 7,200 | 1,755 | 1,520 | 1,583 | 160 | 1,669 | |
| Truitt | 12,300 | — | 12,300 | 2,897 | 2,587 | 2,642 | 249 | 3,209 | |
| Walsh | 20,747 | 4,070 | 16,677 | 4,555 | 3,919 | 4,015 | 331 | 5,032 | |
| Ward | 31,981 | 16,577 | 15,404 | 8,139 | 7,244 | 7,471 | 647 | 11,920 | |
| Wells | 11,198 | — | 11,198 | 2,682 | 2,386 | 2,442 | 227 | 2,436 | |
| Williams | 16,315 | 5,790 | 10,525 | 4,307 | 3,690 | 3,801 | 340 | 5,001 | |
| Total State | 641,935 | 131,923 | 510,012 | 152,013 | 131,006 | 131,137 | 11,010 | \$162,780 | |

OHIO

Population **6,907,612**
 Families **1,897,796**
 Radio Homes, 1910 Census **1,697,672**
 Radio Homes, NAB Projection **1,739,399**

| County | POPULATION | | | Families | RADIO HOMES 1910 NAB | | | RETAIL—SERVICE | |
|------------|------------|-----------|--------|----------|-------------------------|------------|--------|----------------|--|
| | Total | Urban | Rural | | Census | Projection | Stores | Sales | |
| Adams | 21,705 | — | 21,705 | 5,883 | 3,966 | 4,013 | 384 | \$3,068 | |
| Allen | 73,303 | 47,797 | 25,506 | 20,255 | 18,570 | 18,991 | 1,444 | 20,477 | |
| Ashland | 29,785 | 12,453 | 17,332 | 8,673 | 7,508 | 7,826 | 511 | 10,652 | |
| Ashtabula | 68,674 | 34,931 | 33,743 | 19,573 | 17,353 | 17,852 | 1,366 | 25,217 | |
| Athens | 46,166 | 15,911 | 30,255 | 12,251 | 9,612 | 10,042 | 774 | 11,875 | |
| Auglaize | 28,037 | 10,757 | 17,280 | 7,931 | 7,048 | 7,200 | 589 | 7,496 | |
| Belmont | 95,614 | 45,228 | 50,386 | 25,046 | 20,983 | 21,436 | 1,719 | 21,387 | |
| Brown | 21,638 | — | 21,638 | 6,256 | 4,692 | 4,694 | 423 | 3,903 | |
| Butler | 120,249 | 84,568 | 35,681 | 32,496 | 29,254 | 29,979 | 2,014 | 41,878 | |
| Carroll | 17,449 | 3,922 | 13,527 | 4,726 | 3,821 | 3,928 | 304 | 3,187 | |
| Champaign | 25,258 | 8,335 | 16,923 | 7,263 | 6,321 | 6,422 | 482 | 6,068 | |
| Clark | 95,647 | 70,662 | 24,985 | 26,653 | 24,258 | 24,780 | 1,728 | 35,536 | |
| Clermont | 34,109 | — | 34,109 | 9,732 | 7,993 | 8,114 | 625 | 7,303 | |
| Clinton | 22,574 | 5,971 | 16,603 | 6,824 | 5,781 | 5,924 | 516 | 7,742 | |
| Columbiana | 90,121 | 54,717 | 35,404 | 34,435 | 31,437 | 32,082 | 1,870 | 31,967 | |
| Coshocton | 30,594 | 11,509 | 19,085 | 8,720 | 7,208 | 7,381 | 584 | 8,507 | |
| Crawford | 35,571 | 22,749 | 12,822 | 10,386 | 9,334 | 9,548 | 737 | 11,892 | |
| Cuyahoga | 1,217,250 | 1,183,490 | 33,760 | 336,519 | 318,752 | 323,878 | 24,211 | 555,343 | |
| Darke | 38,831 | 7,745 | 31,086 | 11,145 | 9,443 | 9,663 | 798 | 10,718 | |
| Defiance | 24,367 | 12,293 | 12,074 | 6,860 | 5,944 | 6,101 | 490 | 7,386 | |
| Delaware | 26,780 | 8,944 | 17,836 | 7,586 | 6,366 | 6,665 | 517 | 7,320 | |
| Erie | 43,201 | 24,874 | 18,327 | 12,042 | 10,918 | 11,239 | 954 | 16,811 | |
| Fairfield | 48,490 | 21,940 | 26,550 | 13,274 | 11,470 | 11,712 | 794 | 13,135 | |
| Fayette | 21,385 | 9,402 | 11,983 | 6,066 | 4,916 | 5,013 | 391 | 7,369 | |
| Franklin | 388,712 | 330,268 | 58,444 | 105,742 | 96,785 | 100,569 | 7,025 | 186,311 | |
| Fulton | 23,626 | 3,016 | 20,610 | 6,801 | 5,823 | 5,983 | 468 | 7,407 | |
| Gallia | 24,930 | 7,832 | 17,098 | 6,051 | 3,995 | 4,144 | 310 | 4,514 | |
| Geauga | 19,430 | — | 19,430 | 5,193 | 4,255 | 4,318 | 306 | 4,546 | |
| Greene | 35,863 | 13,182 | 22,681 | 9,661 | 8,281 | 8,481 | 502 | 9,377 | |
| Guernsey | 38,822 | 15,044 | 23,778 | 11,055 | 8,808 | 9,156 | 709 | 9,427 | |
| Hamilton | 621,987 | 544,766 | 77,221 | 181,342 | 166,269 | 169,927 | 12,138 | 209,853 | |
| Hancock | 40,793 | 22,361 | 18,432 | 11,950 | 10,753 | 11,057 | 732 | 12,905 | |
| Hardin | 27,061 | 7,593 | 19,468 | 7,966 | 6,739 | 6,906 | 587 | 6,898 | |
| Harrison | 20,313 | 2,868 | 17,505 | 5,545 | 4,368 | 4,533 | 343 | 3,646 | |
| Henry | 22,756 | 4,825 | 17,931 | 6,320 | 5,525 | 5,621 | 418 | 6,090 | |
| Highland | 27,099 | 8,941 | 18,158 | 8,014 | 6,428 | 6,572 | 548 | 7,622 | |
| Hoeking | 21,504 | 6,177 | 15,327 | 5,729 | 4,396 | 4,486 | 321 | 4,395 | |
| Holmes | 17,876 | — | 17,876 | 4,532 | 2,994 | 3,063 | 294 | 3,708 | |
| Huron | 34,806 | 16,005 | 18,795 | 9,920 | 8,820 | 9,069 | 763 | 11,677 | |
| Jackson | 27,064 | 11,832 | 15,232 | 7,079 | 5,463 | 5,562 | 436 | 6,598 | |
| Jefferson | 98,129 | 50,269 | 47,860 | 24,565 | 21,380 | 21,742 | 1,768 | 34,649 | |
| Knox | 31,024 | 10,122 | 20,902 | 9,153 | 7,749 | 8,087 | 556 | 9,706 | |
| Lake | 50,020 | 24,282 | 25,738 | 13,774 | 12,959 | 13,217 | 897 | 18,498 | |
| Lawrence | 46,705 | 15,851 | 30,854 | 11,310 | 8,520 | 8,699 | 637 | 8,480 | |
| Licking | 62,279 | 31,487 | 30,792 | 18,346 | 15,759 | 16,120 | 1,098 | 20,043 | |
| Lorain | 29,624 | 9,808 | 19,816 | 8,767 | 7,614 | 7,785 | 687 | 8,927 | |
| Lorain | 112,390 | 78,975 | 33,415 | 30,228 | 27,895 | 28,497 | 2,047 | 39,348 | |
| Lucas | 344,333 | 287,032 | 57,301 | 96,079 | 89,929 | 92,162 | 6,109 | 155,392 | |
| Madison | 21,811 | 4,697 | 17,114 | 5,451 | 4,309 | 4,414 | 375 | 6,033 | |
| Mahoning | 240,251 | 197,050 | 43,201 | 59,065 | 53,413 | 54,759 | 3,714 | 97,399 | |
| Marion | 44,898 | 30,817 | 14,081 | 12,761 | 11,289 | 11,769 | 734 | 14,759 | |
| Medina | 33,034 | 10,854 | 22,180 | 9,397 | 8,328 | 8,597 | 630 | 11,367 | |
| Meigs | 24,104 | 6,937 | 17,167 | 6,708 | 4,895 | 5,019 | 391 | 5,111 | |
| Mercer | 26,256 | 4,841 | 21,415 | 6,658 | 5,818 | 5,927 | 522 | 7,107 | |
| Miami | 52,632 | 28,625 | 24,007 | 15,047 | 13,867 | 14,148 | 914 | 17,761 | |
| Monroe | 18,641 | — | 18,641 | 4,915 | 3,224 | 3,333 | 271 | 2,224 | |
| Montgomery | 295,480 | 223,914 | 71,566 | 82,139 | 76,044 | 78,076 | 5,143 | 129,680 | |
| Morgan | 14,227 | — | 14,227 | 3,973 | 2,928 | 3,020 | 216 | 2,457 | |
| Morrow | 15,646 | — | 15,646 | 4,571 | 3,695 | 3,824 | 190 | 2,882 | |
| Muskingum | 69,795 | 37,500 | 32,295 | 19,845 | 17,252 | 17,656 | 1,240 | 24,697 | |
| Noble | 14,587 | — | 14,587 | 4,017 | 2,722 | 2,760 | 257 | 2,000 | |
| Ottawa | 24,360 | 4,505 | 19,855 | 6,886 | 6,026 | 6,264 | 510 | 7,683 | |
| Paulding | 15,527 | — | 15,527 | 4,384 | 3,642 | 3,723 | 323 | 3,425 | |
| Perry | 31,087 | 6,939 | 24,148 | 8,357 | 6,708 | 6,884 | 479 | 6,051 | |
| Pickaway | 27,882 | 7,982 | 19,907 | 6,960 | 5,527 | 5,622 | 442 | 5,732 | |
| Pike | 16,113 | — | 16,113 | 3,919 | 2,373 | 2,437 | 251 | 2,152 | |
| Portage | 46,660 | 17,119 | 29,541 | 12,798 | 11,221 | 11,545 | 789 | 15,282 | |

| County | -POPULATION- | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-------------------|--------------|-----------|-----------|-----------|-------------|----------------|----------------|-------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Preble | 23,329 | 3,552 | 19,777 | 6,764 | 5,743 | 5,858 | 530 | 6,324 |
| Putnam | 25,016 | — | 25,016 | 6,493 | 5,621 | 5,775 | 524 | 5,772 |
| Richland | 73,853 | 43,797 | 30,056 | 20,050 | 17,986 | 18,570 | 1,293 | 28,730 |
| Ross | 52,147 | 20,129 | 32,018 | 13,095 | 10,270 | 10,516 | 718 | 13,747 |
| Sandusky | 41,014 | 20,478 | 20,536 | 11,691 | 10,506 | 10,791 | 855 | 13,878 |
| Scioto | 86,565 | 46,490 | 40,075 | 21,590 | 17,305 | 18,029 | 1,456 | 23,749 |
| Seneca | 48,499 | 27,422 | 21,077 | 13,205 | 11,673 | 12,047 | 1,000 | 16,464 |
| Shelby | 26,071 | 9,790 | 16,281 | 7,009 | 6,273 | 6,400 | 473 | 7,112 |
| Stark | 234,887 | 165,380 | 69,507 | 62,183 | 56,730 | 58,199 | 4,260 | 92,205 |
| Summit | 333,405 | 292,817 | 46,588 | 91,561 | 85,603 | 87,816 | 6,070 | 140,031 |
| Trumbull | 133,315 | 76,320 | 55,995 | 33,752 | 33,285 | 31,127 | 2,022 | 39,555 |
| Tuscarawas | 68,816 | 37,431 | 31,385 | 18,925 | 16,394 | 16,733 | 1,314 | 20,971 |
| Union | 20,012 | 4,037 | 15,975 | 5,757 | 4,982 | 5,056 | 375 | 6,005 |
| Van Wert | 26,759 | 11,887 | 14,872 | 7,667 | 6,750 | 6,956 | 484 | 7,607 |
| Vinton | 11,573 | — | 11,573 | 2,956 | 1,920 | 1,952 | 144 | 1,279 |
| Warren | 29,894 | 8,401 | 21,493 | 8,205 | 7,001 | 7,192 | 500 | 7,072 |
| Washington | 43,537 | 14,543 | 28,994 | 12,116 | 9,151 | 9,443 | 699 | 10,843 |
| Wayne | 50,520 | 18,577 | 31,723 | 13,497 | 11,428 | 11,639 | 1,019 | 16,966 |
| Williams | 25,510 | 9,107 | 16,403 | 7,662 | 6,770 | 6,969 | 626 | 8,550 |
| Wood | 51,796 | 13,263 | 38,533 | 14,581 | 12,926 | 13,268 | 1,124 | 13,150 |
| Wyandot | 19,218 | 6,891 | 12,327 | 5,439 | 4,679 | 4,747 | 384 | 5,901 |
| Total State | 6,097,612 | 1,612,986 | 2,291,626 | 1,897,796 | 1,697,672 | 1,739,399 | 127,215 | \$2,616,387 |

OKLAHOMA

Population

Families

Radio Homes, 1910 Census

Radio Homes, NAB Projection

RETAIL—SERVICE Stores Sales

2,336,434

610,481

405,754

420,182

| County | -POPULATION- | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|------------------|--------------|--------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Adair | 15,755 | — | 15,755 | 3,652 | 1,412 | 1,474 | 174 | \$1,090 |
| Alfalfa | 14,129 | 2,553 | 11,576 | 3,962 | 3,127 | 3,180 | 283 | 2,676 |
| Atoka | 18,702 | 2,548 | 16,154 | 4,417 | 1,787 | 1,877 | 225 | 1,715 |
| Beaver | 8,648 | — | 8,648 | 2,352 | 1,578 | 1,597 | 142 | 1,016 |
| Beckham | 22,160 | 8,058 | 14,111 | 6,075 | 3,924 | 4,088 | 468 | 5,426 |
| Blaine | 18,543 | 2,828 | 15,715 | 4,847 | 3,125 | 3,266 | 388 | 3,781 |
| Bryan | 38,138 | 38,138 | 10,027 | 9,347 | 5,643 | 5,924 | 445 | 6,215 |
| Caddo | 41,567 | 5,579 | 35,988 | 10,483 | 6,526 | 6,797 | 687 | 7,444 |
| Canadian | 27,329 | 10,078 | 17,251 | 7,003 | 5,427 | 5,595 | 435 | 6,427 |
| Carter | 13,292 | 16,886 | 26,406 | 11,235 | 7,121 | 7,412 | 770 | 9,358 |
| Cherokee | 21,030 | 3,027 | 18,003 | 4,926 | 1,821 | 1,925 | 237 | 1,987 |
| Choctaw | 28,358 | 5,909 | 22,449 | 6,992 | 3,091 | 3,173 | 299 | 3,076 |
| Cimarron | 3,654 | — | 3,654 | 1,019 | 671 | 686 | 97 | 873 |
| Cleveland | 27,728 | 11,429 | 16,299 | 6,823 | 5,987 | 5,190 | 433 | 6,068 |
| Coal | 12,811 | — | 12,811 | 3,125 | 1,430 | 1,463 | 143 | 1,467 |
| Comanche | 38,988 | 18,055 | 20,933 | 9,237 | 6,259 | 6,435 | 650 | 10,350 |
| Cotton | 12,884 | — | 12,884 | 3,374 | 2,167 | 2,238 | 201 | 2,703 |
| Craig | 21,083 | 5,685 | 15,398 | 4,871 | 2,932 | 3,043 | 264 | 3,896 |
| Creek | 55,503 | 22,602 | 32,901 | 14,562 | 9,417 | 9,724 | 938 | 11,108 |
| Custer | 23,068 | 9,240 | 13,828 | 6,091 | 4,340 | 4,502 | 486 | 5,939 |
| Delaware | 18,592 | — | 18,592 | 4,509 | 2,038 | 2,117 | 194 | 1,216 |
| Dewey | 11,981 | — | 11,981 | 3,185 | 2,001 | 2,038 | 248 | 1,738 |
| Ellis | 8,466 | — | 8,466 | 2,382 | 1,544 | 1,631 | 179 | 1,752 |
| Garfield | 45,484 | 28,081 | 17,403 | 12,944 | 10,767 | 11,001 | 901 | 17,915 |
| Garvin | 31,150 | 5,104 | 26,046 | 7,712 | 4,076 | 4,288 | 599 | 4,802 |
| Grady | 41,116 | 14,111 | 27,005 | 10,757 | 6,809 | 7,097 | 697 | 8,419 |
| Grant | 13,128 | — | 13,128 | 3,815 | 3,117 | 3,199 | 262 | 2,609 |
| Greer | 14,550 | 4,193 | 10,357 | 3,776 | 2,466 | 2,569 | 291 | 2,929 |
| Harmon | 10,019 | 2,732 | 7,287 | 2,572 | 1,716 | 1,801 | 131 | 1,317 |
| Harper | 6,454 | — | 6,454 | 1,744 | 1,141 | 1,171 | 142 | 1,098 |
| Haskell | 17,324 | — | 17,324 | 3,974 | 1,964 | 2,043 | 188 | 1,694 |
| Hughes | 29,189 | 6,632 | 22,557 | 7,005 | 4,146 | 4,243 | 357 | 4,147 |
| Jackson | 22,708 | 8,593 | 14,115 | 6,159 | 1,233 | 1,355 | 400 | 4,646 |
| Jefferson | 15,107 | — | 15,107 | 3,837 | 2,234 | 2,298 | 234 | 2,178 |
| Johnston | 15,960 | — | 15,960 | 3,878 | 1,863 | 1,908 | 211 | 1,379 |
| Kay | 47,084 | 28,528 | 18,556 | 13,218 | 10,620 | 10,945 | 891 | 14,451 |
| Kingfisher | 15,617 | 3,352 | 12,265 | 4,220 | 3,065 | 3,191 | 256 | 3,662 |
| Kiowa | 22,817 | 5,177 | 17,640 | 6,191 | 4,179 | 4,350 | 442 | 4,824 |
| Latimer | 12,380 | — | 12,380 | 2,981 | 1,362 | 1,391 | 158 | 1,188 |
| Le Flore | 45,866 | 4,020 | 41,846 | 10,919 | 5,425 | 5,557 | 521 | 4,900 |
| Lincoln | 29,529 | 2,738 | 26,791 | 7,707 | 4,470 | 4,607 | 373 | 3,747 |
| Logan | 25,245 | 10,018 | 15,227 | 7,045 | 4,146 | 4,067 | 467 | 6,287 |
| Love | 11,433 | — | 11,433 | 2,772 | 1,471 | 1,494 | 153 | 1,057 |
| McClain | 19,205 | 3,116 | 16,089 | 4,046 | 2,724 | 2,796 | 286 | 2,170 |
| McCurtain | 41,318 | 3,689 | 37,629 | 9,754 | 3,704 | 3,796 | 409 | 3,608 |
| McIntosh | 24,097 | — | 24,097 | 5,395 | 2,496 | 2,641 | 240 | 2,100 |

All money figures in the retail service column are in thousands (\$000) of dollars.

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|--------------------|------------------|----------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | Families | 1910 Census | NAB Projection | Stores | Sales |
| Major | 11,946 | — | 11,946 | 3,188 | 2,057 | 2,109 | 230 | 1,825 |
| Marshall | 12,384 | 2,594 | 9,790 | 2,987 | 1,646 | 1,687 | 155 | 1,623 |
| Mays | 21,668 | 2,501 | 19,167 | 5,428 | 2,754 | 2,885 | 379 | 3,039 |
| Murray | 13,841 | 4,970 | 8,871 | 3,424 | 2,043 | 1,192 | 301 | 2,260 |
| Muskogee | 65,914 | 32,332 | 33,582 | 16,910 | 10,428 | 10,801 | 1,143 | 16,032 |
| Noble | 14,826 | 5,045 | 9,781 | 4,096 | 3,070 | 3,168 | 303 | 3,279 |
| Nowata | 15,774 | 3,904 | 11,870 | 4,193 | 2,688 | 2,659 | 212 | 2,677 |
| Oklfuskee | 26,279 | 3,811 | 22,468 | 6,270 | 3,237 | 3,313 | 367 | 3,048 |
| Oklahoma | 244,159 | 211,016 | 33,143 | 69,951 | 57,392 | 59,619 | 5,104 | 104,680 |
| Okmulgee | 50,101 | 22,956 | 27,145 | 12,909 | 8,091 | 8,331 | 845 | 10,688 |
| Osage | 41,502 | 8,710 | 32,792 | 10,979 | 7,600 | 8,020 | 652 | 8,417 |
| Ottawa | 35,849 | 14,193 | 21,656 | 10,119 | 6,664 | 6,945 | 533 | 7,379 |
| Pawnee | 17,395 | 5,252 | 12,143 | 4,588 | 2,897 | 3,079 | 284 | 2,710 |
| Payne | 36,057 | 17,800 | 18,257 | 9,969 | 7,465 | 7,709 | 744 | 10,886 |
| Pittsburg | 48,985 | 14,997 | 33,988 | 11,560 | 6,955 | 7,318 | 644 | 8,370 |
| Ponfotee | 39,792 | 15,143 | 24,649 | 10,155 | 6,605 | 6,987 | 704 | 10,167 |
| Pottawatomie | 54,377 | 22,053 | 32,324 | 14,131 | 9,776 | 10,032 | 1,074 | 13,597 |
| Pushmataha | 19,466 | 3,254 | 16,212 | 4,639 | 1,918 | 1,969 | 187 | 1,864 |
| Roger Mills | 10,736 | — | 10,736 | 2,838 | 1,564 | 1,603 | 180 | 1,232 |
| Rogers | 21,078 | 4,134 | 16,944 | 5,438 | 3,118 | 3,266 | 415 | 3,370 |
| Seminole | 61,291 | 21,862 | 39,339 | 15,138 | 9,746 | 10,052 | 1,030 | 13,740 |
| Sequoyah | 23,138 | — | 23,138 | 5,277 | 1,915 | 1,976 | 235 | 1,639 |
| Stephens | 31,090 | 12,106 | 18,984 | 8,029 | 5,143 | 5,370 | 518 | 6,034 |
| Texas | 9,896 | — | 9,896 | 2,745 | 1,919 | 1,972 | 261 | 3,068 |
| Tillman | 20,754 | 5,109 | 15,645 | 5,618 | 3,770 | 3,944 | 404 | 3,490 |
| Tulsa | 193,363 | 148,294 | 45,069 | 54,645 | 44,945 | 46,414 | 3,789 | 80,671 |
| Wagoner | 21,642 | 3,535 | 18,107 | 5,147 | 2,285 | 2,348 | 257 | 1,934 |
| Washington | 30,559 | 16,267 | 14,292 | 8,624 | 6,766 | 6,899 | 542 | 9,893 |
| Washita | 22,279 | 2,776 | 19,503 | 5,838 | 4,067 | 4,212 | 314 | 3,232 |
| Woods | 14,915 | 5,055 | 9,860 | 4,255 | 3,244 | 3,339 | 339 | 4,202 |
| Woodward | 16,270 | 5,406 | 10,864 | 4,052 | 2,803 | 2,890 | 320 | 4,960 |
| Total State | 2,336,434 | 879,663 | 1,456,771 | 610,481 | 405,754 | 420,182 | 39,448 | \$549,054 |

OREGON

Population 1,089,684
 Families 337,492
 Radio Homes, 1940 Census 290,641
 Radio Homes, NAB Projection 299,226

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|--------------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | Families | 1910 Census | NAB Projection | Stores | Sales |
| Baker | 18,297 | 9,342 | 8,955 | 5,406 | 4,413 | 4,525 | 404 | \$7,630 |
| Benton | 18,629 | 8,392 | 10,237 | 5,669 | 4,828 | 4,978 | 385 | 8,471 |
| Clackamas | 57,130 | 6,124 | 51,006 | 17,669 | 15,303 | 15,704 | 876 | 13,107 |
| Clatsop | 24,697 | 13,291 | 11,406 | 7,605 | 6,572 | 6,746 | 635 | 11,744 |
| Columbia | 20,971 | 4,304 | 16,667 | 6,240 | 5,278 | 5,399 | 368 | 5,604 |
| Coos | 32,466 | 12,848 | 19,618 | 10,177 | 8,364 | 8,601 | 699 | 12,691 |
| Crook | 5,533 | — | 5,533 | 1,585 | 1,273 | 1,320 | 69 | 1,544 |
| Curry | 4,301 | — | 4,301 | 1,412 | 986 | 1,027 | 125 | 1,225 |
| Deschutes | 18,631 | 10,021 | 8,610 | 5,543 | 4,570 | 4,770 | 366 | 9,084 |
| Douglas | 25,728 | 4,924 | 20,804 | 7,872 | 6,289 | 6,526 | 691 | 8,288 |
| Gilliam | 2,844 | — | 2,844 | 815 | 661 | 677 | 96 | 1,396 |
| Grant | 6,380 | — | 6,380 | 1,931 | 1,583 | 1,607 | 151 | 2,006 |
| Harney | 5,374 | 2,566 | 2,808 | 1,630 | 1,285 | 1,341 | 117 | 2,527 |
| Hood River | 11,580 | 3,280 | 8,300 | 3,408 | 2,942 | 3,025 | 243 | 4,046 |
| Jackson | 36,213 | 16,025 | 20,188 | 11,396 | 9,641 | 9,916 | 671 | 14,435 |
| Jefferson | 2,042 | — | 2,042 | 630 | 468 | 481 | 35 | 569 |
| Josephine | 16,301 | 6,028 | 10,273 | 5,320 | 4,005 | 4,170 | 354 | 5,641 |
| Klanath | 40,497 | 16,497 | 24,000 | 11,977 | 10,151 | 10,499 | 727 | 22,472 |
| Lako | 6,293 | — | 6,293 | 1,926 | 1,492 | 1,563 | 107 | 2,660 |
| Lane | 69,096 | 27,269 | 41,827 | 20,922 | 17,816 | 18,295 | 1,206 | 26,640 |
| Lincoln | 14,549 | — | 14,549 | 4,711 | 3,418 | 3,619 | 431 | 4,533 |
| Linn | 30,485 | 8,383 | 22,102 | 9,135 | 7,260 | 7,494 | 558 | 8,861 |
| Malheur | 19,797 | 3,551 | 16,246 | 5,196 | 4,013 | 4,117 | 336 | 5,408 |
| Marion | 75,246 | 33,833 | 41,413 | 20,862 | 18,499 | 18,866 | 1,436 | 28,503 |
| Morrow | 4,337 | — | 4,337 | 1,243 | 1,008 | 1,026 | 97 | 1,282 |
| Multnomah | 355,099 | 305,394 | 49,705 | 117,267 | 106,855 | 110,049 | 8,220 | 211,335 |
| Polk | 19,989 | 3,579 | 16,410 | 5,867 | 4,819 | 4,950 | 348 | 3,904 |
| Sherman | 2,321 | — | 2,321 | 747 | 618 | 653 | 71 | 662 |
| Tillamook | 12,263 | 2,751 | 9,512 | 3,714 | 3,059 | 3,152 | 288 | 4,056 |
| Umatilla | 26,030 | 8,847 | 17,183 | 7,451 | 6,140 | 6,334 | 569 | 10,587 |
| Union | 17,399 | 7,747 | 9,652 | 5,316 | 4,508 | 4,638 | 421 | 6,661 |
| Wallowa | 7,625 | — | 7,623 | 2,172 | 1,781 | 1,814 | 163 | 2,389 |
| Wasco | 13,069 | 6,266 | 6,803 | 4,017 | 3,320 | 3,410 | 322 | 6,923 |
| Washington | 39,194 | 3,747 | 35,447 | 11,890 | 10,025 | 10,331 | 643 | 9,878 |
| Wheeler | 2,974 | — | 2,974 | 888 | 656 | 684 | 64 | 823 |
| Yambill | 26,336 | 6,666 | 19,670 | 7,883 | 6,742 | 6,919 | 532 | 8,578 |
| Total State | 1,089,684 | 531,675 | 558,009 | 337,492 | 290,641 | 299,226 | 22,714 | \$176,363 |

PENNA.

Population 9,900,180
 Families 2,515,524
 Radio Homes, 1940 Census . . . 2,265,921
 Radio Homes, NAB Projection 2,323,980

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------|--------------------|
| | Total | Urban | Rural | Families | 1940 Census | NAB Projection | Stores | Sales |
| Adams | 39,435 | 5,916 | 33,519 | 10,194 | 8,366 | 8,561 | 607 | 37,841 |
| Allegheny | 1,411,539 | 1,183,831 | 227,708 | 360,094 | 355,520 | 342,860 | 21,449 | 562,492 |
| Armstrong | 81,087 | 23,562 | 57,525 | 20,098 | 17,142 | 17,447 | 1,073 | 17,639 |
| Beaver | 156,754 | 103,888 | 52,866 | 38,832 | 31,919 | 35,681 | 2,342 | 44,104 |
| Bedford | 40,809 | 3,268 | 37,541 | 10,188 | 7,553 | 7,738 | 656 | 8,307 |
| Berks | 241,884 | 144,757 | 97,127 | 63,692 | 58,515 | 59,579 | 5,960 | 87,545 |
| Blair | 140,358 | 100,465 | 39,893 | 36,281 | 32,772 | 33,624 | 2,292 | 45,838 |
| Bradford | 50,615 | 15,938 | 34,677 | 13,936 | 11,432 | 11,741 | 956 | 13,559 |
| Bucks | 107,715 | 31,635 | 76,080 | 28,112 | 25,838 | 26,447 | 2,010 | 27,603 |
| Butler | 87,590 | 24,477 | 63,113 | 22,225 | 19,295 | 19,696 | 1,313 | 25,901 |
| Cambria | 213,459 | 114,567 | 98,892 | 48,512 | 42,720 | 43,438 | 2,791 | 62,429 |
| Cameron | 6,852 | 3,775 | 3,077 | 1,872 | 1,620 | 1,676 | 127 | 2,072 |
| Carbon | 61,735 | 37,361 | 24,374 | 14,780 | 13,665 | 13,903 | 1,153 | 12,503 |
| Centre | 52,608 | 15,493 | 37,115 | 13,271 | 11,335 | 11,564 | 834 | 15,713 |
| Chester | 135,626 | 53,342 | 82,284 | 33,046 | 29,184 | 29,885 | 2,362 | 43,933 |
| Clarion | 38,410 | 3,798 | 34,612 | 9,730 | 7,760 | 7,906 | 562 | 8,902 |
| Clearfield | 92,094 | 24,874 | 67,220 | 22,657 | 19,035 | 19,299 | 1,314 | 19,921 |
| Clinton | 34,557 | 14,594 | 19,963 | 8,904 | 7,662 | 7,835 | 627 | 9,292 |
| Columbia | 51,413 | 22,980 | 28,433 | 13,565 | 11,698 | 11,944 | 874 | 12,418 |
| Crawford | 71,644 | 27,045 | 44,599 | 19,966 | 17,200 | 17,530 | 1,217 | 22,800 |
| Cumberland | 74,806 | 26,867 | 37,939 | 20,419 | 17,936 | 18,439 | 1,329 | 21,693 |
| Dauphin | 177,410 | 119,721 | 57,689 | 46,572 | 42,999 | 43,978 | 3,573 | 71,915 |
| Delaware | 310,756 | 228,240 | 82,516 | 80,057 | 76,616 | 77,840 | 4,510 | 96,441 |
| Elk | 34,443 | 18,861 | 15,582 | 8,066 | 7,038 | 7,302 | 518 | 7,854 |
| Erie | 180,889 | 134,355 | 46,534 | 48,010 | 43,538 | 44,849 | 3,591 | 65,554 |
| Payette | 200,999 | 49,791 | 151,208 | 17,902 | 40,780 | 41,407 | 2,398 | 51,071 |
| Forest | 5,791 | — | 5,791 | 1,558 | 1,203 | 1,234 | 96 | 968 |
| Franklin | 69,378 | 28,177 | 41,201 | 17,766 | 14,527 | 14,972 | 1,111 | 18,346 |
| Fulton | 10,673 | — | 10,673 | 2,614 | 1,915 | 2,013 | 234 | 1,374 |
| Greene | 44,671 | 4,891 | 39,780 | 10,914 | 8,666 | 8,846 | 537 | 8,058 |
| Huntingdon | 41,836 | 11,933 | 29,903 | 10,405 | 8,210 | 8,460 | 666 | 9,094 |
| Indiana | 79,854 | 18,134 | 61,720 | 19,221 | 16,065 | 16,298 | 1,133 | 18,015 |
| Jefferson | 54,090 | 20,263 | 33,827 | 13,571 | 11,401 | 11,693 | 787 | 13,428 |
| Juniata | 15,373 | — | 15,373 | 3,979 | 2,980 | 3,016 | 320 | 2,833 |
| Lackawanna | 301,243 | 269,997 | 31,246 | 72,374 | 65,710 | 67,682 | 5,342 | 87,567 |
| Lancaster | 212,504 | 94,932 | 117,572 | 55,376 | 47,219 | 48,007 | 5,089 | 76,578 |
| Lawrence | 96,877 | 58,541 | 38,336 | 24,797 | 22,195 | 22,847 | 1,671 | 30,918 |
| Lebanon | 72,641 | 35,137 | 37,504 | 19,028 | 17,142 | 17,350 | 1,450 | 23,322 |
| Lehigh | 177,533 | 132,021 | 45,512 | 45,563 | 42,495 | 43,217 | 3,855 | 68,828 |
| Luzerne | 441,518 | 336,561 | 104,957 | 102,117 | 93,367 | 95,516 | 8,123 | 116,864 |
| Lycoming | 93,633 | 61,445 | 32,188 | 25,704 | 22,611 | 23,181 | 1,817 | 30,745 |
| McKean | 56,673 | 23,824 | 32,849 | 15,212 | 13,465 | 13,914 | 990 | 19,481 |
| Mercer | 101,039 | 59,095 | 41,944 | 25,771 | 22,816 | 23,612 | 1,823 | 33,054 |
| Mifflin | 42,993 | 16,014 | 26,979 | 10,908 | 8,955 | 9,234 | 834 | 12,453 |
| Monroe | 29,802 | 12,590 | 17,212 | 8,079 | 7,094 | 7,194 | 796 | 11,466 |
| Montgomery | 289,247 | 188,316 | 100,931 | 71,141 | 66,749 | 68,533 | 5,461 | 109,009 |
| Montour | 15,466 | 7,122 | 8,344 | 3,468 | 2,838 | 2,950 | 219 | 2,881 |
| Northampton | 168,959 | 120,299 | 48,660 | 43,312 | 40,215 | 41,060 | 3,379 | 58,645 |
| Northum- | | | | | | | | |
| berland | 126,887 | 70,993 | 55,894 | 31,632 | 28,018 | 28,732 | 2,370 | 31,212 |
| Perry | 23,213 | — | 23,213 | 6,208 | 5,023 | 5,092 | 416 | 4,128 |
| Philadelphia | 1,931,334 | 1,931,334 | — | 506,980 | 470,187 | 487,635 | 42,033 | 845,069 |
| Pike | 7,452 | — | 7,452 | 2,314 | 1,905 | 1,955 | 185 | 1,658 |
| Potter | 18,201 | 3,197 | 15,004 | 5,068 | 3,924 | 4,038 | 328 | 4,898 |
| Schuylkill | 228,331 | 130,222 | 98,109 | 53,621 | 47,282 | 48,604 | 4,786 | 54,081 |
| Snyder | 20,208 | 2,877 | 17,331 | 5,348 | 4,194 | 4,269 | 403 | 3,081 |
| Somerset | 84,957 | 17,737 | 67,220 | 20,423 | 16,536 | 16,761 | 1,185 | 19,499 |
| Sullivan | 7,504 | — | 7,504 | 1,927 | 1,454 | 1,467 | 164 | 1,038 |
| Susquehanna | 33,893 | 7,066 | 26,827 | 9,025 | 7,313 | 7,480 | 571 | 6,718 |
| Tioga | 35,004 | 3,665 | 31,339 | 9,671 | 7,833 | 8,072 | 619 | 8,549 |
| Union | 20,247 | 3,571 | 16,676 | 4,909 | 4,173 | 4,292 | 423 | 4,284 |
| Venango | 63,958 | 34,017 | 29,941 | 16,277 | 13,779 | 14,335 | 992 | 18,136 |
| Warren | 42,789 | 14,891 | 27,898 | 11,105 | 9,247 | 9,628 | 607 | 17,485 |
| Washington | 210,852 | 89,228 | 121,624 | 52,333 | 46,109 | 46,949 | 3,121 | 58,259 |
| Wayne | 29,934 | 5,687 | 24,247 | 7,785 | 6,488 | 6,642 | 556 | 7,621 |
| Westmoreland | 303,411 | 146,573 | 156,838 | 74,215 | 66,160 | 67,467 | 4,354 | 78,368 |
| Wyoming | 16,702 | — | 16,702 | 4,538 | 3,582 | 3,714 | 353 | 4,572 |
| York | 178,022 | 83,186 | 94,836 | 48,252 | 43,008 | 43,789 | 3,214 | 58,410 |
| Total State | 9,900,180 | 6,586,877 | 3,313,303 | 2,515,524 | 2,265,921 | 2,323,980 | 179,692 | \$3,316,477 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

RHODE IS.

Population 713,346
 Families 187,706
 Radio Homes, 1940 Census 176,739
 Radio Homes, NAB Projection 179,652

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|--------------------------|----------------|----------------|---------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | Families | 1940 Census | NAB Projection | Stores | Sales |
| Bristol | 25,548 | 25,548 | — | 6,478 | 6,170 | 6,266 | 448 | \$6,075 |
| Kent | 58,311 | 50,787 | 7,524 | 15,302 | 14,301 | 14,615 | 1,135 | 17,340 |
| Newport | 46,696 | 30,532 | 16,164 | 11,981 | 11,256 | 11,490 | 922 | 18,462 |
| Providence | 550,298 | 535,317 | 14,981 | 145,070 | 137,059 | 139,184 | 11,190 | 221,859 |
| Washington | 32,493 | 11,199 | 21,294 | 8,875 | 7,953 | 8,097 | 728 | 14,417 |
| Total State . . . | 713,346 | 653,383 | 59,963 | 187,706 | 176,739 | 179,652 | 11,123 | \$296,690 |

S. CAROLINA

Population 1,899,804
 Families 434,968
 Radio Homes, 1940 Census 209,542
 Radio Homes, NAB Projection 215,636

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|--------------------------|------------------|----------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | Families | 1940 Census | NAB Projection | Stores | Sales |
| Abbeville | 22,931 | 22,931 | 4,950 | 5,399 | 2,219 | 2,303 | 350 | \$2,653 |
| Aiken | 49,916 | 8,797 | 41,119 | 12,418 | 5,861 | 6,090 | 686 | 6,478 |
| Allendale | 13,040 | — | 13,040 | 2,916 | 723 | 737 | 162 | 1,315 |
| Anderson | 88,712 | 24,678 | 64,034 | 20,746 | 12,758 | 13,065 | 1,197 | 15,716 |
| Bamberg | 18,643 | 300 | 15,643 | 4,292 | 1,260 | 1,330 | 269 | 2,666 |
| Barnwell | 20,138 | — | 20,138 | 4,780 | 1,153 | 1,184 | 300 | 2,225 |
| Beaufort | 22,037 | 3,185 | 18,852 | 1,935 | 1,128 | 1,163 | 276 | 2,594 |
| Berkley | 27,128 | — | 27,128 | 5,779 | 1,476 | 1,528 | 246 | 1,995 |
| Calhoun | 16,229 | — | 16,229 | 3,610 | 876 | 930 | 229 | 1,939 |
| Charleston | 121,105 | 71,275 | 49,830 | 31,907 | 16,969 | 17,589 | 1,776 | 35,121 |
| Cherokee | 33,290 | 7,636 | 25,654 | 7,218 | 4,141 | 4,252 | 411 | 3,670 |
| Chester | 32,579 | 6,392 | 26,187 | 7,374 | 3,615 | 3,693 | 339 | 5,292 |
| Chesterfield | 35,963 | 4,497 | 31,466 | 7,601 | 3,124 | 3,206 | 410 | 4,386 |
| Clarendon | 31,500 | — | 31,500 | 6,377 | 1,598 | 1,642 | 262 | 3,009 |
| Colleton | 26,268 | 3,373 | 22,895 | 6,145 | 1,838 | 1,861 | 308 | 3,434 |
| Darlington | 45,198 | 11,635 | 33,563 | 10,269 | 4,457 | 4,621 | 516 | 7,484 |
| Dillon | 29,625 | 3,867 | 25,758 | 6,180 | 2,476 | 2,548 | 337 | 3,977 |
| Dorchester | 19,928 | 3,023 | 16,905 | 4,473 | 1,641 | 1,704 | 247 | 2,493 |
| Edgefield | 17,894 | — | 17,894 | 4,035 | 1,278 | 1,334 | 262 | 2,087 |
| Fairfield | 24,187 | 3,181 | 21,006 | 5,266 | 1,877 | 1,929 | 228 | 2,748 |
| Florence | 70,582 | 18,576 | 52,006 | 15,597 | 7,199 | 7,351 | 865 | 15,192 |
| Georgetown | 26,352 | 5,559 | 20,793 | 5,994 | 2,105 | 2,198 | 338 | 4,117 |
| Greenville | 136,580 | 37,083 | 99,497 | 33,813 | 23,136 | 23,757 | 1,833 | 40,113 |
| Greenwood | 40,083 | 13,020 | 27,063 | 9,474 | 5,302 | 5,459 | 646 | 9,387 |
| Hampton | 17,465 | — | 17,465 | 4,106 | 1,084 | 1,109 | 157 | 1,499 |
| Horry | 51,951 | 5,066 | 46,885 | 10,831 | 4,050 | 4,141 | 584 | 8,401 |
| Jasper | 11,011 | — | 11,011 | 2,490 | 671 | 690 | 76 | 644 |
| Kershaw | 32,913 | 5,747 | 27,166 | 7,189 | 2,520 | 2,619 | 106 | 4,044 |
| Lancaster | 33,542 | 4,430 | 29,112 | 7,360 | 4,090 | 4,221 | 330 | 5,062 |
| Laurens | 44,785 | 12,598 | 31,587 | 10,106 | 5,526 | 5,664 | 559 | 6,980 |
| Lee | 24,908 | 2,995 | 21,913 | 5,311 | 1,480 | 1,506 | 278 | 2,981 |
| Lexington | 35,994 | 2,745 | 33,249 | 8,399 | 1,331 | 1,427 | 188 | 4,288 |
| McCormick | 10,367 | — | 10,367 | 2,271 | 576 | 585 | 132 | 914 |
| Marion | 30,107 | 10,138 | 19,969 | 6,600 | 2,826 | 2,898 | 364 | 5,332 |
| Marlboro | 33,281 | 4,895 | 28,386 | 7,259 | 2,509 | 2,579 | 321 | 4,483 |
| Newberry | 33,577 | 10,782 | 22,795 | 7,960 | 3,718 | 3,814 | 515 | 5,827 |
| Oconee | 36,512 | 2,820 | 33,692 | 8,080 | 4,105 | 4,161 | 439 | 4,563 |
| Orangeburg | 63,707 | 10,521 | 53,186 | 14,651 | 4,930 | 5,049 | 984 | 10,064 |
| Pickens | 37,111 | 5,183 | 31,928 | 8,281 | 5,075 | 5,215 | 537 | 5,140 |
| Richland | 104,843 | 65,904 | 38,939 | 24,210 | 15,347 | 15,856 | 1,554 | 38,221 |
| Saluda | 17,192 | 188 | 17,004 | 3,861 | 1,395 | 1,426 | 243 | 1,273 |
| Spartanburg | 127,733 | 36,348 | 91,385 | 29,497 | 19,406 | 19,936 | 1,424 | 28,917 |
| Sumter | 52,463 | 15,874 | 36,589 | 11,521 | 4,264 | 4,437 | 524 | 10,460 |
| Union | 31,360 | 8,478 | 22,882 | 6,908 | 3,763 | 3,847 | 476 | 5,636 |
| Williamsburg | 41,011 | 3,182 | 37,829 | 8,315 | 2,209 | 2,275 | 357 | 3,939 |
| York | 58,663 | 24,490 | 34,173 | 13,224 | 7,474 | 7,730 | 730 | 11,342 |
| Total State . . . | 1,899,804 | 466,111 | 1,433,693 | 431,968 | 209,542 | 215,636 | 23,871 | \$351,101 |

S. DAKOTA

| | |
|-----------------------------------|---------|
| Population | 642,961 |
| Families | 165,428 |
| Radio Homes, 1940 Census | 136,049 |
| Radio Homes, NAB Projection | 139,854 |

| County | POPULATION | | | RADIO HOMES | | RETAIL—SERVICE | | |
|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|------------------|
| | Total | Urban | Rural | Families | 1940 Census | NAB Projection | Stores | Sales |
| Armstrong | 42 | — | 42 | 11 | 9 | 9 | — | — |
| Aurora | 5,387 | — | 5,387 | 1,398 | 1,055 | 1,118 | 117 | \$867 |
| Beadle | 19,648 | 10,843 | 8,805 | 5,231 | 4,545 | 4,065 | 395 | 7,125 |
| Bennett | 3,983 | — | 3,983 | 991 | 540 | 548 | 73 | 503 |
| Bon Homme | 10,241 | — | 10,241 | 2,769 | 2,171 | 2,231 | 209 | 1,894 |
| Brookings | 16,560 | 5,346 | 11,214 | 4,266 | 3,740 | 3,830 | 331 | 5,440 |
| Brown | 29,676 | 17,015 | 12,661 | 7,711 | 7,000 | 7,170 | 592 | 11,708 |
| Brule | 6,195 | — | 6,195 | 1,674 | 1,339 | 1,357 | 166 | 1,781 |
| Buffalo | 1,853 | — | 1,853 | 434 | 257 | 261 | 14 | 100 |
| Butte | 8,004 | — | 8,004 | 2,138 | 1,751 | 1,794 | 219 | 3,448 |
| Campbell | 5,033 | — | 5,033 | 1,120 | 848 | 873 | 62 | 498 |
| Charles Mix | 13,449 | — | 13,449 | 3,233 | 2,279 | 2,350 | 185 | 1,815 |
| Clark | 8,955 | — | 8,955 | 2,315 | 1,949 | 1,996 | 163 | 1,566 |
| Clay | 9,592 | 3,324 | 6,268 | 2,619 | 2,269 | 2,320 | 180 | 2,389 |
| Codington | 17,014 | 10,617 | 6,397 | 4,318 | 3,783 | 3,902 | 382 | 8,026 |
| Corson | 6,755 | — | 6,755 | 1,587 | 1,095 | 1,167 | 106 | 847 |
| Custer | 6,023 | — | 6,023 | 1,708 | 1,214 | 1,245 | 143 | 1,619 |
| Davison | 15,336 | 10,633 | 4,703 | 4,192 | 3,671 | 3,779 | 422 | 7,665 |
| Day | 13,565 | — | 13,565 | 3,346 | 2,794 | 2,843 | 257 | 3,191 |
| Devel | 8,450 | — | 8,450 | 2,038 | 1,691 | 1,772 | 141 | 1,237 |
| Dewey | 5,709 | — | 5,709 | 1,338 | 940 | 958 | 107 | 822 |
| Douglas | 6,348 | — | 6,348 | 1,579 | 1,227 | 1,271 | 123 | 995 |
| Edmunds | 7,814 | — | 7,814 | 1,830 | 1,488 | 1,511 | 114 | 1,169 |
| Fall River | 8,089 | 4,083 | 4,006 | 2,073 | 1,648 | 1,699 | 190 | 2,128 |
| Faulk | 5,168 | — | 5,168 | 1,329 | 1,165 | 1,198 | 139 | 965 |
| Grant | 10,552 | 2,745 | 7,807 | 2,665 | 2,397 | 2,429 | 210 | 2,226 |
| Gregory | 9,554 | — | 9,554 | 2,404 | 1,730 | 1,821 | 179 | 1,674 |
| Haakon | 3,515 | — | 3,515 | 1,004 | 809 | 834 | 88 | 948 |
| Hamlin | 7,562 | — | 7,562 | 1,893 | 1,581 | 1,607 | 165 | 1,344 |
| Hand | 7,166 | — | 7,166 | 1,795 | 1,536 | 1,569 | 106 | 1,427 |
| Hanson | 5,400 | — | 5,400 | 1,368 | 1,140 | 1,162 | 79 | 625 |
| Harding | 3,010 | — | 3,010 | 831 | 589 | 594 | 40 | 380 |
| Hughes | 6,624 | 4,322 | 2,302 | 1,858 | 1,601 | 1,639 | 165 | 2,065 |
| Hutchinson | 12,668 | — | 12,668 | 3,111 | 2,423 | 2,467 | 238 | 2,253 |
| Hyde | 3,113 | — | 3,113 | 788 | 675 | 686 | 59 | 824 |
| Jackson | 1,955 | — | 1,955 | 555 | 414 | 423 | 70 | 529 |
| Jerauld | 4,752 | — | 4,752 | 1,271 | 1,054 | 1,064 | 112 | 1,077 |
| Jones | 2,509 | — | 2,509 | 690 | 552 | 569 | 57 | 579 |
| Kingsbury | 10,831 | — | 10,831 | 2,843 | 2,342 | 2,419 | 272 | 2,417 |
| Lake | 12,412 | 5,018 | 7,394 | 3,159 | 2,778 | 2,832 | 269 | 3,592 |
| Lawrence | 19,093 | 11,620 | 7,473 | 5,330 | 4,652 | 4,753 | 372 | 7,455 |
| Lincoln | 13,171 | 2,518 | 10,653 | 3,429 | 2,935 | 3,027 | 226 | 2,447 |
| Lyman | 5,045 | — | 5,045 | 1,281 | 989 | 1,000 | 108 | 875 |
| McCook | 9,793 | — | 9,793 | 2,466 | 2,047 | 2,101 | 207 | 1,632 |
| McPherson | 8,353 | — | 8,353 | 1,871 | 1,334 | 1,365 | 125 | 1,045 |
| Marshall | 8,880 | — | 8,880 | 2,122 | 1,730 | 1,790 | 172 | 2,126 |
| Meade | 9,735 | 2,008 | 6,727 | 2,668 | 2,019 | 2,131 | 205 | 2,226 |
| Mellette | 4,107 | — | 4,107 | 960 | 496 | 511 | 66 | 370 |
| Miner | 6,836 | — | 6,836 | 1,781 | 1,500 | 1,523 | 142 | 1,141 |
| Minnehaha | 57,697 | 40,832 | 16,865 | 15,504 | 14,073 | 14,409 | 1,185 | 27,782 |
| Moody | 9,341 | — | 9,341 | 2,469 | 2,140 | 2,214 | 168 | 2,011 |
| Pennington | 23,799 | 13,844 | 9,955 | 6,677 | 5,502 | 5,719 | 591 | 12,147 |
| Perkins | 6,585 | — | 6,585 | 1,705 | 1,309 | 1,371 | 117 | 1,448 |
| Potter | 4,614 | — | 4,614 | 1,195 | 975 | 1,018 | 155 | 1,198 |
| Roberts | 15,887 | 2,513 | 13,374 | 3,815 | 3,156 | 3,221 | 270 | 3,078 |
| Sanborn | 5,754 | — | 5,754 | 1,566 | 1,210 | 1,259 | 124 | 966 |
| Shannon | 5,366 | — | 5,366 | 1,183 | 539 | 546 | 29 | 312 |
| Spink | 12,527 | — | 12,527 | 3,178 | 2,822 | 2,864 | 293 | 2,845 |
| Stanley | 1,959 | — | 1,959 | 575 | 458 | 483 | 36 | 335 |
| Sully | 2,668 | — | 2,668 | 656 | 529 | 544 | 40 | 401 |
| Todd | 5,714 | — | 5,714 | 1,344 | 652 | 675 | 54 | 416 |
| Tripp | 9,937 | — | 9,937 | 2,482 | 1,910 | 1,979 | 181 | 2,718 |
| Turner | 13,270 | — | 13,270 | 3,539 | 2,923 | 3,029 | 300 | 2,368 |
| Union | 11,675 | — | 11,675 | 3,058 | 2,572 | 2,639 | 221 | 2,352 |
| Walworth | 7,274 | 3,008 | 4,266 | 1,815 | 1,541 | 1,585 | 152 | 2,026 |
| Washabaugh | 1,980 | — | 1,980 | 439 | 222 | 227 | 17 | 81 |
| Washington | 1,789 | — | 1,789 | 368 | 185 | 191 | 8 | 72 |
| Yankton | 16,725 | 6,798 | 9,927 | 3,870 | 2,131 | 3,242 | 247 | 4,843 |
| Ziebach | 2,875 | — | 2,875 | 708 | 430 | 447 | 31 | 237 |
| Total State | 642,961 | 158,087 | 484,874 | 165,428 | 136,019 | 139,854 | 12,781 | \$177,601 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

TENNESSEE

Population 2,915,841
 Families 714,894
 Radio Homes, 1940 Census 434,733
 Radio Homes, NAB Projection 446,943

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|------------|------------|---------|--------|-------------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | Families | 1910 Census | NAB Projection | Stores | Sales |
| Anderson | 26,504 | 2,761 | 23,743 | 5,977 | 3,610 | 3,659 | 263 | \$3,234 |
| Bedford | 23,151 | 6,537 | 16,614 | 6,199 | 4,046 | 4,196 | 305 | 4,317 |
| Benton | 11,976 | — | 11,976 | 2,999 | 1,207 | 1,254 | 187 | 1,316 |
| Bledsoe | 8,358 | — | 8,358 | 1,744 | 706 | 727 | 89 | 656 |
| Blount | 41,116 | 10,740 | 30,376 | 9,534 | 6,072 | 6,896 | 378 | 6,645 |
| Bradley | 28,198 | 11,351 | 17,147 | 6,873 | 4,453 | 4,593 | 398 | 5,270 |
| Campbell | 31,131 | 4,010 | 27,121 | 6,709 | 3,739 | 3,783 | 308 | 4,468 |
| Cannon | 9,880 | — | 9,880 | 2,375 | 910 | 939 | 152 | 665 |
| Carroll | 25,978 | — | 25,978 | 6,713 | 3,419 | 3,483 | 340 | 3,199 |
| Carter | 35,127 | 8,516 | 26,611 | 7,761 | 4,935 | 5,158 | 331 | 5,392 |
| Cheatham | 9,928 | — | 9,928 | 2,335 | 1,196 | 1,246 | 135 | 965 |
| Chester | 11,124 | — | 11,124 | 2,642 | 1,219 | 1,248 | 142 | 1,139 |
| Claiborne | 24,657 | — | 24,657 | 5,338 | 2,389 | 2,568 | 249 | 1,721 |
| Clay | 10,904 | — | 10,904 | 2,313 | 897 | 910 | 115 | 531 |
| Cocke | 24,083 | 3,575 | 20,508 | 5,284 | 2,442 | 2,530 | 250 | 2,352 |
| Coffee | 18,959 | 4,549 | 14,410 | 4,616 | 2,482 | 2,568 | 305 | 2,846 |
| Crockett | 17,330 | — | 17,330 | 4,425 | 2,250 | 2,290 | 228 | 1,845 |
| Cumberland | 15,592 | — | 15,592 | 3,451 | 1,440 | 1,492 | 122 | 1,576 |
| Davidson | 257,267 | 167,402 | 89,865 | 66,823 | 53,655 | 54,922 | 4,261 | 99,342 |
| Deatur | 10,261 | — | 10,261 | 2,444 | 1,261 | 1,284 | 151 | 868 |
| De Kalb | 14,588 | — | 14,588 | 3,555 | 1,674 | 1,711 | 187 | 1,243 |
| Dickson | 19,718 | 3,504 | 16,214 | 4,831 | 2,356 | 2,425 | 280 | 2,872 |
| Dyer | 34,920 | 10,034 | 24,886 | 9,016 | 5,580 | 5,685 | 412 | 7,806 |
| Fayette | 30,332 | — | 30,332 | 6,813 | 1,428 | 1,476 | 174 | 2,069 |
| Fentress | 14,262 | — | 14,262 | 2,888 | 1,005 | 1,029 | 124 | 1,256 |
| Franklin | 23,892 | 2,760 | 21,132 | 5,505 | 3,139 | 3,254 | 212 | 3,165 |
| Gibson | 44,835 | 11,595 | 33,240 | 11,854 | 6,731 | 6,831 | 571 | 6,498 |
| Giles | 29,240 | 5,314 | 23,926 | 7,191 | 3,840 | 3,921 | 429 | 4,237 |
| Grainger | 14,356 | — | 14,356 | 3,233 | 1,193 | 1,239 | 152 | 894 |
| Greene | 39,405 | 6,784 | 32,621 | 9,065 | 5,146 | 5,272 | 505 | 5,664 |
| Grundy | 11,552 | — | 11,552 | 2,574 | 1,372 | 1,390 | 93 | 821 |
| Hamblen | 18,611 | 8,050 | 10,561 | 4,550 | 2,708 | 2,762 | 201 | 4,096 |
| Hamilton | 180,478 | 131,102 | 49,376 | 45,942 | 34,753 | 35,677 | 2,989 | 64,617 |
| Hancock | 11,231 | — | 11,231 | 2,343 | 806 | 825 | 93 | 419 |
| Hardeman | 23,590 | — | 23,590 | 5,033 | 1,891 | 1,946 | 258 | 2,353 |
| Hardin | 17,806 | — | 17,806 | 4,120 | 1,859 | 2,028 | 182 | 1,422 |
| Hawkins | 28,523 | — | 28,523 | 6,405 | 3,326 | 3,389 | 359 | 2,592 |
| Haywood | 27,699 | 4,012 | 23,687 | 6,541 | 2,022 | 2,096 | 253 | 3,283 |
| Henderson | 19,220 | 2,526 | 16,694 | 4,611 | 2,413 | 2,446 | 197 | 2,020 |
| Henry | 25,877 | 6,395 | 19,482 | 6,893 | 3,630 | 3,676 | 354 | 4,374 |
| Hickman | 14,873 | — | 14,873 | 3,391 | 1,661 | 1,695 | 172 | 1,090 |
| Houston | 6,432 | — | 6,432 | 1,512 | 764 | 771 | 95 | 549 |
| Humphreys | 12,421 | — | 12,421 | 2,958 | 1,331 | 1,368 | 138 | 1,344 |
| Jackson | 15,082 | — | 15,082 | 3,344 | 1,364 | 1,392 | 174 | 1,038 |
| Jefferson | 18,621 | 2,576 | 16,045 | 4,264 | 2,541 | 2,582 | 163 | 1,825 |
| Johnson | 12,998 | — | 12,998 | 2,825 | 1,199 | 1,254 | 140 | 765 |
| Knox | 178,468 | 111,580 | 66,888 | 43,990 | 33,956 | 34,573 | 2,390 | 60,799 |
| Lake | 11,235 | — | 11,235 | 3,046 | 1,299 | 1,321 | 147 | 1,812 |
| Lauderdale | 24,461 | 2,784 | 21,677 | 5,961 | 2,700 | 2,743 | 312 | 3,842 |
| Lawrence | 28,726 | 3,807 | 24,919 | 6,533 | 3,205 | 3,253 | 327 | 3,931 |
| Lewis | 5,849 | — | 5,849 | 1,313 | 726 | 738 | 68 | 720 |
| Lincoln | 27,214 | 4,684 | 22,530 | 6,651 | 3,973 | 4,084 | 272 | 3,962 |
| Loudon | 19,838 | 7,390 | 12,448 | 4,571 | 2,947 | 3,011 | 212 | 2,983 |
| McMinn | 30,781 | 10,292 | 20,489 | 7,376 | 4,454 | 4,603 | 361 | 5,287 |
| McNairy | 20,424 | — | 20,424 | 4,846 | 2,112 | 2,155 | 248 | 1,787 |
| Macon | 14,904 | — | 14,904 | 3,691 | 1,745 | 1,784 | 258 | 1,085 |
| Madison | 54,115 | 24,332 | 29,783 | 14,360 | 8,400 | 8,588 | 628 | 13,230 |
| Marion | 19,140 | — | 19,140 | 4,286 | 2,429 | 2,474 | 244 | 2,522 |
| Marshall | 16,030 | 3,582 | 12,448 | 4,260 | 2,692 | 2,796 | 198 | 3,188 |
| Maury | 40,357 | 13,668 | 26,689 | 10,377 | 6,538 | 6,728 | 561 | 8,197 |
| Meigs | 6,393 | — | 6,393 | 1,395 | 684 | 702 | 45 | 214 |
| Monroe | 24,275 | 2,593 | 21,682 | 5,328 | 2,527 | 2,560 | 200 | 2,338 |
| Montgomery | 33,346 | 11,831 | 21,515 | 8,288 | 4,810 | 4,913 | 502 | 6,259 |
| Moore | 4,093 | — | 4,093 | 1,031 | 537 | 551 | 31 | 187 |
| Morgan | 15,242 | — | 15,242 | 3,085 | 1,597 | 1,614 | 154 | 1,020 |
| Obion | 30,978 | 7,256 | 23,722 | 8,268 | 5,319 | 5,439 | 424 | 5,804 |
| Overton | 18,883 | — | 18,883 | 4,064 | 1,228 | 1,263 | 186 | 1,226 |
| Perry | 7,535 | — | 7,535 | 1,770 | 954 | 958 | 105 | 685 |
| Pickett | 6,213 | — | 6,213 | 1,282 | 459 | 462 | 86 | 348 |
| Polk | 15,473 | — | 15,473 | 3,242 | 1,735 | 1,774 | 192 | 2,488 |
| Putnam | 26,250 | 4,364 | 21,886 | 6,036 | 2,765 | 2,866 | 373 | 3,385 |
| Rhea | 16,353 | — | 16,353 | 3,754 | 2,025 | 2,085 | 183 | 2,522 |
| Roane | 27,795 | 9,601 | 18,194 | 6,295 | 3,675 | 3,724 | 288 | 3,751 |
| Robertson | 29,046 | 6,668 | 22,378 | 7,182 | 3,925 | 4,049 | 379 | 4,067 |
| Rutherford | 33,604 | 9,495 | 24,109 | 8,381 | 4,849 | 5,090 | 430 | 6,508 |
| Scott | 15,966 | — | 15,966 | 3,349 | 1,474 | 1,492 | 159 | 1,621 |
| Sequatchie | 6,038 | — | 6,038 | 1,111 | 514 | 525 | 57 | 384 |
| Sevier | 25,291 | — | 25,291 | 5,078 | 2,398 | 2,462 | 183 | 2,325 |
| Shelby | 358,250 | 292,942 | 65,308 | 96,769 | 65,665 | 68,364 | 5,442 | 153,441 |
| Smith | 16,148 | — | 16,148 | 4,168 | 2,259 | 2,335 | 220 | 1,801 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|------------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Stewart | 13,549 | — | 13,549 | 3,049 | 1,522 | 1,566 | 144 | 847 |
| Sullivan | 69,085 | 28,408 | 40,677 | 16,079 | 11,750 | 12,102 | 606 | 18,008 |
| Sumner | 32,719 | 4,829 | 27,890 | 8,146 | 4,485 | 4,680 | 335 | 3,724 |
| Tipton | 28,036 | 3,513 | 24,523 | 6,775 | 3,009 | 3,095 | 252 | 3,811 |
| Trousdale | 6,113 | — | 6,113 | 1,534 | 907 | 939 | 68 | 699 |
| Uicoi | 14,128 | 3,350 | 10,778 | 3,050 | 1,729 | 1,783 | 226 | 1,764 |
| Union | 9,030 | — | 9,030 | 2,004 | 778 | 818 | 110 | 491 |
| Van Buren | 4,090 | — | 4,090 | 894 | 379 | 393 | 32 | 127 |
| Warren | 19,764 | 4,649 | 15,115 | 4,939 | 2,540 | 2,617 | 262 | 2,901 |
| Washington | 51,631 | 25,332 | 26,299 | 11,690 | 8,032 | 8,231 | 735 | 14,230 |
| Wayne | 13,638 | — | 13,638 | 3,081 | 1,230 | 1,242 | 140 | 994 |
| Weakley | 29,498 | 3,587 | 25,911 | 8,092 | 4,306 | 4,382 | 427 | 1,142 |
| White | 15,983 | 2,506 | 13,477 | 3,733 | 1,568 | 1,628 | 201 | 1,509 |
| Williamson | 25,220 | 4,120 | 21,100 | 6,080 | 3,374 | 3,487 | 292 | 3,323 |
| Wilson | 25,267 | 5,950 | 19,317 | 6,699 | 3,889 | 4,016 | 293 | 3,518 |
| Total State | 2,915,841 | 1,027,206 | 1,888,635 | 714,894 | 434,733 | 446,943 | 37,613 | \$650,526 |

TEXAS

Population 6,414,824
 Families 1,678,674
 Radio Homes, 1940 Census 1,090,206
 Radio Homes, NAB Projection 1,220,042

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|---------------|------------|---------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Anderson | 37,092 | 12,144 | 24,948 | 9,643 | 4,958 | 5,176 | 579 | \$7,069 |
| Andrews | 1,277 | — | 1,277 | 354 | 264 | 268 | 39 | 364 |
| Angelina | 32,201 | 9,567 | 22,634 | 8,524 | 4,818 | 5,091 | 417 | 6,788 |
| Aransas | 3,469 | 348 | 3,121 | 961 | 553 | 572 | 77 | 701 |
| Archer | 7,599 | — | 7,599 | 1,997 | 1,405 | 1,459 | 168 | 1,362 |
| Armstrong | 2,495 | — | 2,495 | 699 | 576 | 585 | 54 | 499 |
| Atascosa | 19,275 | — | 19,275 | 4,103 | 1,609 | 1,683 | 316 | 2,385 |
| Austin | 17,384 | — | 17,384 | 4,774 | 2,012 | 2,047 | 324 | 2,906 |
| Bailey | 6,318 | — | 6,318 | 1,592 | 1,030 | 1,042 | 110 | 1,378 |
| Bandera | 4,234 | — | 4,234 | 1,212 | 717 | 720 | 74 | 586 |
| Bastrop | 21,610 | 3,100 | 18,510 | 5,516 | 2,290 | 2,341 | 300 | 3,040 |
| Baylor | 7,755 | 3,328 | 4,427 | 2,026 | 1,350 | 1,375 | 167 | 2,117 |
| Bee | 16,481 | 6,789 | 9,692 | 3,971 | 2,210 | 2,246 | 346 | 4,915 |
| Bell | 44,863 | 18,916 | 25,947 | 12,149 | 7,833 | 8,081 | 839 | 10,866 |
| Bexar | 338,176 | 259,554 | 78,622 | 84,698 | 63,406 | 64,431 | 6,454 | 120,258 |
| Blanco | 4,264 | — | 4,264 | 1,159 | 730 | 750 | 81 | 920 |
| Borden | 1,396 | — | 1,396 | 344 | 211 | 217 | 6 | 24 |
| Bosque | 15,761 | — | 15,761 | 4,298 | 2,795 | 2,894 | 308 | 2,439 |
| Bowie | 50,208 | 17,019 | 33,189 | 13,431 | 7,626 | 7,829 | 860 | 12,480 |
| Brazoria | 27,069 | 5,666 | 21,403 | 6,506 | 4,086 | 4,112 | 421 | 7,060 |
| Brazos | 26,977 | 11,842 | 15,135 | 7,198 | 3,871 | 3,978 | 379 | 8,604 |
| Brewster | 6,478 | 3,866 | 2,612 | 1,626 | 848 | 869 | 161 | 2,106 |
| Briscoe | 4,056 | — | 4,056 | 1,066 | 695 | 704 | 115 | 879 |
| Brooks | 6,362 | — | 6,362 | 1,345 | 467 | 469 | 95 | 1,482 |
| Brown | 25,924 | 13,398 | 12,526 | 7,286 | 5,073 | 5,183 | 624 | 7,852 |
| Burleson | 18,334 | — | 18,334 | 4,678 | 1,633 | 1,681 | 236 | 2,221 |
| Burnet | 10,771 | — | 10,771 | 2,881 | 1,788 | 1,811 | 182 | 1,962 |
| Caldwell | 24,893 | 9,455 | 15,438 | 6,014 | 3,110 | 3,190 | 438 | 6,057 |
| Calhoun | 5,911 | — | 5,911 | 1,509 | 780 | 798 | 114 | 1,122 |
| Callahan | 11,568 | — | 11,568 | 3,141 | 1,901 | 2,009 | 230 | 2,088 |
| Cameron | 83,202 | 44,890 | 38,312 | 19,725 | 9,368 | 9,644 | 1,691 | 19,120 |
| Camp | 10,285 | 2,916 | 7,369 | 2,665 | 1,285 | 1,313 | 190 | 1,421 |
| Carson | 6,624 | — | 6,624 | 1,757 | 1,506 | 1,537 | 142 | 1,853 |
| Cass | 33,496 | — | 33,496 | 8,152 | 3,564 | 3,683 | 394 | 5,120 |
| Castro | 4,631 | — | 4,631 | 1,134 | 840 | 861 | 73 | 943 |
| Chambers | 7,511 | — | 7,511 | 2,097 | 1,343 | 1,367 | 125 | 1,985 |
| Cherokee | 43,970 | 12,912 | 31,058 | 10,606 | 5,116 | 5,337 | 621 | 7,374 |
| Childress | 12,149 | 6,464 | 5,685 | 3,316 | 2,382 | 2,407 | 291 | 4,105 |
| Clay | 12,524 | — | 12,524 | 3,403 | 2,121 | 2,193 | 243 | 2,067 |
| Cochran | 3,735 | — | 3,735 | 886 | 543 | 560 | 89 | 693 |
| Coke | 4,590 | — | 4,590 | 1,235 | 711 | 728 | 75 | 644 |
| Coleman | 20,571 | 6,054 | 14,517 | 5,459 | 3,608 | 3,704 | 411 | 3,973 |
| Collin | 47,190 | 8,555 | 38,635 | 12,698 | 8,749 | 9,017 | 771 | 8,697 |
| Collingsworth | 10,331 | 3,308 | 7,023 | 2,723 | 1,808 | 1,824 | 212 | 2,458 |
| Colorado | 17,812 | — | 17,812 | 4,716 | 2,078 | 2,128 | 331 | 4,311 |
| Comal | 12,312 | 6,976 | 5,345 | 3,305 | 2,084 | 2,149 | 292 | 3,877 |
| Comanche | 19,245 | 3,209 | 16,036 | 5,283 | 3,389 | 3,494 | 257 | 3,407 |
| Concho | 6,192 | — | 6,192 | 1,571 | 1,003 | 1,036 | 130 | 1,239 |
| Cooke | 24,909 | 9,651 | 15,258 | 6,376 | 4,607 | 4,763 | 405 | 6,161 |
| Corvell | 20,226 | 3,177 | 17,049 | 5,119 | 3,064 | 3,134 | 320 | 2,779 |
| Cottle | 7,079 | 2,677 | 4,402 | 1,900 | 1,245 | 1,258 | 168 | 2,100 |
| Crane | 2,841 | — | 2,841 | 806 | 624 | 657 | 79 | 939 |
| Crockett | 2,809 | — | 2,809 | 719 | 441 | 454 | 58 | 1,224 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|------------|------------|---------|---------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Crosby | 10,046 | — | 10,046 | 2,654 | 1,845 | 1,915 | 188 | 2,198 |
| Culberson | 1,653 | — | 1,653 | 448 | 234 | 240 | 57 | 709 |
| Dallam | 6,494 | 4,441 | 2,053 | 1,734 | 1,292 | 1,354 | 177 | 2,796 |
| Dallas | 398,564 | 319,480 | 79,084 | 113,053 | 93,564 | 96,130 | 7,674 | 205,466 |
| Dawson | 15,367 | 6,038 | 9,329 | 3,990 | 2,694 | 2,730 | 325 | 4,829 |
| Deaf Smith | 6,056 | 2,584 | 3,472 | 1,600 | 1,272 | 1,304 | 140 | 2,744 |
| Delta | 12,858 | 2,537 | 10,321 | 3,347 | 2,224 | 2,311 | 162 | 1,703 |
| Denton | 33,658 | 11,192 | 22,466 | 9,241 | 6,646 | 6,856 | 656 | 8,908 |
| De Witt | 24,935 | 7,418 | 17,517 | 6,492 | 3,185 | 3,265 | 518 | 6,468 |
| Dickens | 7,847 | — | 7,847 | 2,020 | 1,334 | 1,363 | 133 | 2,384 |
| Dimmit | 8,542 | — | 8,542 | 1,909 | 692 | 726 | 103 | 1,078 |
| Donley | 7,487 | — | 7,487 | 1,996 | 1,479 | 1,511 | 159 | 1,936 |
| Duval | 20,565 | 5,755 | 14,810 | 4,720 | 2,325 | 2,360 | 328 | 3,831 |
| Eastland | 30,345 | 13,270 | 17,075 | 8,374 | 5,423 | 5,693 | 662 | 7,430 |
| Ector | 15,051 | 9,573 | 5,478 | 4,445 | 3,459 | 3,568 | 361 | 9,570 |
| Edwards | 2,933 | — | 2,933 | 779 | 482 | 494 | 60 | 492 |
| Ellis | 44,733 | 15,742 | 31,991 | 12,919 | 8,112 | 8,288 | 971 | 10,024 |
| El Paso | 131,067 | 96,810 | 34,257 | 31,605 | 22,696 | 23,088 | 2,324 | 45,669 |
| Erath | 20,760 | 7,314 | 13,446 | 5,831 | 3,511 | 3,622 | 309 | 3,978 |
| Falls | 35,984 | 6,542 | 29,442 | 8,863 | 4,093 | 4,203 | 483 | 5,480 |
| Fannin | 41,064 | 6,349 | 34,715 | 11,007 | 7,439 | 7,581 | 612 | 6,209 |
| Fayette | 29,246 | 2,531 | 26,715 | 7,558 | 3,142 | 3,209 | 531 | 4,978 |
| Fisher | 12,932 | — | 12,932 | 3,266 | 2,013 | 2,099 | 194 | 1,837 |
| Floyd | 10,659 | 2,726 | 7,933 | 2,814 | 2,088 | 2,156 | 178 | 2,717 |
| Foard | 5,237 | — | 5,237 | 1,387 | 887 | 908 | 106 | 1,104 |
| Fort Bend | 32,963 | 3,457 | 29,506 | 7,709 | 3,319 | 3,355 | 540 | 7,474 |
| Franklin | 8,378 | — | 8,378 | 2,255 | 1,342 | 1,383 | 85 | 1,083 |
| Freestone | 21,138 | 3,157 | 17,981 | 5,440 | 2,238 | 2,324 | 327 | 3,108 |
| Frio | 9,297 | 3,164 | 6,043 | 2,138 | 819 | 840 | 163 | 1,388 |
| Gaines | 8,136 | 3,225 | 4,911 | 2,243 | 1,597 | 1,570 | 233 | 3,275 |
| Galveston | 81,173 | 66,610 | 14,563 | 22,152 | 18,060 | 18,363 | 1,842 | 35,786 |
| Garza | 5,678 | — | 5,678 | 1,522 | 1,085 | 1,122 | 125 | 1,792 |
| Gillespie | 10,670 | 3,544 | 7,126 | 2,817 | 1,614 | 1,624 | 227 | 2,842 |
| Glasscock | 1,193 | — | 1,193 | 323 | 269 | 263 | 16 | 98 |
| Goliad | 8,798 | — | 8,798 | 2,087 | 777 | 789 | 114 | 1,235 |
| Gonzales | 26,075 | 4,722 | 21,353 | 6,266 | 2,895 | 2,930 | 425 | 4,119 |
| Gray | 23,911 | 12,895 | 11,016 | 6,769 | 5,740 | 5,816 | 513 | 10,794 |
| Grayson | 69,499 | 32,737 | 36,762 | 19,497 | 14,595 | 14,851 | 1,409 | 19,193 |
| Gregg | 58,927 | 24,840 | 33,187 | 16,290 | 11,118 | 11,368 | 1,248 | 23,563 |
| Grimes | 21,960 | 6,138 | 15,822 | 5,601 | 2,086 | 2,174 | 257 | 3,224 |
| Guadalupe | 25,596 | 7,066 | 18,530 | 6,242 | 3,038 | 3,127 | 448 | 4,394 |
| Hale | 18,813 | 8,263 | 10,550 | 5,956 | 3,879 | 3,982 | 449 | 7,895 |
| Hall | 12,117 | 3,869 | 8,248 | 3,209 | 2,025 | 2,049 | 263 | 3,310 |
| Hamilton | 13,303 | 2,716 | 10,587 | 3,705 | 2,326 | 2,372 | 296 | 2,851 |
| Hansford | 2,783 | — | 2,783 | 737 | 583 | 591 | 75 | 1,280 |
| Hardeman | 11,073 | 3,767 | 7,306 | 3,008 | 2,092 | 2,165 | 266 | 3,043 |
| Hardin | 15,875 | 2,525 | 13,350 | 4,228 | 2,295 | 2,397 | 255 | 3,157 |
| Harris | 528,961 | 410,885 | 118,077 | 146,439 | 116,300 | 120,628 | 9,268 | 239,223 |
| Harrison | 50,900 | 18,410 | 32,490 | 12,726 | 5,556 | 5,754 | 594 | 9,747 |
| Hartley | 1,873 | 241 | 1,632 | 478 | 387 | 394 | 25 | 293 |
| Haskell | 14,905 | 3,051 | 11,854 | 3,960 | 2,690 | 2,659 | 276 | 2,848 |
| Hays | 15,349 | 6,096 | 9,343 | 3,728 | 1,990 | 2,057 | 280 | 3,176 |
| Hemphill | 4,170 | — | 4,170 | 1,137 | 820 | 825 | 98 | 1,532 |
| Henderson | 31,822 | 4,765 | 27,057 | 8,071 | 4,208 | 4,296 | 385 | 4,894 |
| Hidalgo | 106,059 | 50,580 | 55,479 | 23,784 | 10,231 | 10,554 | 1,586 | 20,508 |
| Hill | 38,355 | 7,799 | 30,556 | 10,317 | 6,347 | 6,489 | 680 | 6,614 |
| Hockley | 12,693 | 3,091 | 9,602 | 3,179 | 2,236 | 2,308 | 211 | 2,861 |
| Hood | 6,674 | — | 6,674 | 1,803 | 994 | 1,020 | 142 | 932 |
| Hopkins | 30,274 | 6,742 | 23,532 | 8,004 | 5,010 | 5,087 | 547 | 5,781 |
| Houston | 31,137 | 4,636 | 26,601 | 7,734 | 2,740 | 2,995 | 331 | 3,915 |
| Howard | 20,990 | 12,604 | 8,386 | 5,439 | 1,143 | 4,280 | 533 | 10,534 |
| Hudspeth | 3,149 | — | 3,149 | 815 | 352 | 355 | 73 | 487 |
| Hunt | 48,793 | 18,694 | 30,099 | 13,317 | 9,587 | 9,862 | 971 | 12,013 |
| Hutchinson | 19,069 | 10,018 | 9,051 | 5,289 | 4,527 | 4,655 | 307 | 7,165 |
| Irion | 1,963 | — | 1,963 | 562 | 354 | 355 | 43 | 312 |
| Jack | 10,206 | — | 10,206 | 2,758 | 1,652 | 1,664 | 227 | 1,963 |
| Jackson | 11,720 | 2,724 | 8,996 | 2,846 | 1,557 | 1,571 | 191 | 2,185 |
| Jasper | 17,491 | 3,497 | 13,994 | 4,351 | 1,993 | 2,021 | 239 | 3,184 |
| Jeff Davis | 2,375 | — | 2,375 | 580 | 375 | 379 | 43 | 397 |
| Jefferson | 145,329 | 105,201 | 40,128 | 39,173 | 30,298 | 31,338 | 2,533 | 57,967 |
| Jim Hogg | 5,449 | — | 5,449 | 1,217 | 594 | 583 | 131 | 1,525 |
| Jim Wells | 20,239 | 7,792 | 12,447 | 4,735 | 2,340 | 2,383 | 377 | 5,999 |
| Johnson | 30,384 | 10,558 | 19,846 | 8,624 | 5,988 | 6,082 | 620 | 6,990 |
| Jones | 23,378 | 4,810 | 18,568 | 6,182 | 4,078 | 4,271 | 435 | 6,183 |
| Karnes | 19,248 | 2,891 | 16,357 | 4,238 | 1,722 | 1,788 | 301 | 3,398 |
| Kaufman | 38,308 | 13,135 | 25,173 | 9,200 | 5,396 | 5,416 | 673 | 6,825 |
| Kendall | 5,080 | — | 5,080 | 1,507 | 892 | 868 | 137 | 1,389 |
| Kenedy | 700 | — | 700 | 134 | 81 | 83 | 3 | 18 |
| Kent | 3,413 | — | 3,413 | 874 | 479 | 505 | 58 | 486 |
| Kerr | 11,650 | 5,572 | 6,078 | 3,136 | 2,225 | 2,252 | 244 | 4,819 |
| Kimble | 5,064 | — | 5,064 | 1,368 | 871 | 893 | 98 | 1,368 |
| King | 1,066 | — | 1,066 | 267 | 209 | 214 | 201 | 291 |
| Kinney | 4,533 | 2,653 | 1,880 | 897 | 428 | 430 | 74 | 714 |
| Kleberg | 13,344 | 7,782 | 5,562 | 3,228 | 1,950 | 1,999 | 257 | 3,768 |
| Knox | 10,090 | — | 10,090 | 2,560 | 1,582 | 1,635 | 227 | 2,236 |

| County | POPULATION | | | RADIO HOMES | | | RETAIL—SERVICE | |
|---------------|------------|---------|--------|-------------|----------------|---------------------------|----------------|---------|
| | Total | Urban | Rural | Families | 1910 Census | 1910 NAB Projection | Stores | Sales |
| Lamar | 50,425 | 18,678 | 31,747 | 13,049 | 7,816 | 8,027 | 657 | 9,654 |
| Lamb | 17,006 | 3,817 | 13,789 | 4,567 | 3,141 | 3,206 | 369 | 4,887 |
| Lampasas | 9,167 | 3,426 | 5,741 | 2,673 | 1,770 | 1,812 | 199 | 2,404 |
| La Salle | 8,003 | 3,633 | 4,370 | 1,899 | 554 | 570 | 157 | 1,178 |
| Lavaca | 25,485 | 2,789 | 22,696 | 6,612 | 2,799 | 2,862 | 363 | 3,579 |
| Lee | 12,751 | — | 12,751 | 3,048 | 1,180 | 1,205 | 202 | 1,643 |
| Leon | 17,733 | — | 17,733 | 4,457 | 1,542 | 1,602 | 316 | 2,316 |
| Liberty | 24,541 | 3,087 | 21,454 | 6,496 | 3,267 | 3,365 | 448 | 6,362 |
| Limestone | 33,781 | 6,410 | 27,371 | 8,863 | 4,491 | 4,622 | 593 | 5,039 |
| Lipscomb | 3,764 | — | 3,764 | 1,002 | 794 | 805 | 114 | 1,074 |
| Live Oak | 9,799 | — | 9,799 | 2,258 | 1,128 | 1,169 | 148 | 1,532 |
| Llano | 5,996 | 2,658 | 3,338 | 1,695 | 1,144 | 1,152 | 133 | 1,541 |
| Loving | 285 | — | 285 | 86 | 68 | 72 | 9 | *238 |
| Lubbock | 51,782 | 35,440 | 16,342 | 13,821 | 11,007 | 11,345 | 1,076 | 25,008 |
| Lynn | 11,931 | — | 11,931 | 3,086 | 2,183 | 2,221 | 176 | 3,255 |
| McCulloch | 13,208 | 5,002 | 8,206 | 3,500 | 2,334 | 2,380 | 321 | 3,950 |
| McLennan | 101,898 | 58,838 | 43,060 | 27,332 | 18,734 | 19,443 | 1,827 | 31,610 |
| McMullen | 1,374 | — | 1,374 | 364 | 198 | 198 | 26 | 114 |
| Madison | 12,029 | — | 12,029 | 3,052 | 944 | 991 | 174 | 2,485 |
| Marion | 11,457 | 2,797 | 8,660 | 2,842 | 950 | 982 | 206 | 1,755 |
| Martin | 5,556 | — | 5,556 | 1,369 | 827 | 863 | 84 | 1,134 |
| Mason | 5,378 | — | 5,378 | 1,513 | 1,043 | 1,050 | 118 | 1,474 |
| Matagorda | 20,066 | 6,594 | 13,472 | 5,304 | 2,575 | 2,665 | 389 | 5,711 |
| Maverick | 10,071 | 6,459 | 3,612 | 2,172 | 872 | 903 | 167 | 2,136 |
| Medina | 16,106 | — | 16,106 | 3,871 | 1,949 | 1,995 | 210 | 2,285 |
| Menard | 4,521 | — | 4,521 | 1,225 | 816 | 821 | 109 | 1,402 |
| Midland | 11,721 | 9,352 | 2,369 | 3,323 | 2,430 | 2,467 | 233 | 6,272 |
| Milam | 33,120 | 5,040 | 28,080 | 8,272 | 3,873 | 4,024 | 467 | 4,739 |
| Mills | 7,951 | — | 7,951 | 2,150 | 1,319 | 1,333 | 151 | 1,414 |
| Mitchell | 12,477 | 5,213 | 7,264 | 3,332 | 2,175 | 2,226 | 269 | 3,223 |
| Montague | 20,442 | 6,075 | 14,367 | 5,433 | 3,424 | 3,528 | 395 | 4,018 |
| Montgomery | 23,055 | 4,624 | 18,431 | 6,011 | 2,899 | 3,006 | 360 | 4,763 |
| Moore | 4,461 | — | 4,461 | 1,204 | 1,048 | 1,083 | 102 | 1,467 |
| Morris | 9,819 | — | 9,819 | 2,423 | 972 | 1,011 | 138 | 1,287 |
| Motley | 4,994 | — | 4,994 | 1,325 | 856 | 863 | 104 | 1,206 |
| Nacogdoches | 35,392 | 7,538 | 27,854 | 8,832 | 4,207 | 4,419 | 491 | 6,937 |
| Navarro | 51,308 | 15,232 | 36,076 | 13,505 | 7,789 | 7,924 | 852 | 10,046 |
| Newton | 13,700 | — | 13,700 | 3,254 | 1,156 | 1,177 | 161 | 1,276 |
| Nolan | 17,309 | 10,367 | 6,942 | 4,644 | 3,218 | 3,487 | 331 | 6,270 |
| Nueces | 92,661 | 64,081 | 28,580 | 23,992 | 15,366 | 15,753 | 2,029 | 40,771 |
| Ochiltree | 4,213 | — | 4,213 | 1,136 | 966 | 974 | 108 | 2,065 |
| Oldham | 1,385 | — | 1,385 | 353 | 307 | 318 | 46 | 434 |
| Orange | 17,382 | 7,472 | 9,910 | 4,598 | 2,838 | 3,022 | 282 | 3,713 |
| Palo Pinto | 18,456 | 6,303 | 12,153 | 5,120 | 3,327 | 3,814 | 454 | 4,440 |
| Panola | 22,513 | — | 22,513 | 5,359 | 2,051 | 2,078 | 229 | 2,231 |
| Parker | 20,482 | 5,924 | 14,558 | 5,613 | 3,455 | 3,510 | 381 | 3,763 |
| Parmer | 5,890 | — | 5,890 | 1,504 | 1,141 | 1,175 | 123 | 1,506 |
| Pecos | 8,185 | 3,294 | 4,891 | 2,029 | 1,239 | 1,332 | 201 | 2,911 |
| Polk | 20,635 | — | 20,635 | 5,165 | 2,374 | 2,432 | 232 | 3,758 |
| Potter | 54,265 | 50,023 | 4,242 | 15,062 | 13,388 | 13,773 | 1,188 | 28,888 |
| Presidio | 10,925 | 3,805 | 7,120 | 2,186 | 792 | 816 | 181 | 2,219 |
| Rains | 7,334 | — | 7,334 | 1,800 | 953 | 970 | 83 | 427 |
| Randall | 7,185 | 4,285 | 2,900 | 2,011 | 1,702 | 1,763 | 118 | 1,578 |
| Reagan | 1,997 | — | 1,997 | 568 | 477 | 496 | 55 | 615 |
| Real | 2,420 | — | 2,420 | 660 | 332 | 335 | 48 | 307 |
| Red River | 29,769 | 4,095 | 25,674 | 7,491 | 3,711 | 3,778 | 440 | 4,079 |
| Reeves | 8,006 | 4,855 | 3,151 | 2,050 | 1,203 | 1,232 | 246 | 3,908 |
| Refugio | 10,383 | 4,077 | 6,306 | 2,627 | 1,628 | 1,674 | 235 | 3,309 |
| Roberts | 1,289 | — | 1,289 | 360 | 293 | 300 | 28 | 457 |
| Robertson | 25,710 | 3,511 | 22,199 | 6,291 | 2,496 | 2,578 | 390 | 3,607 |
| Rockwall | 7,051 | — | 7,051 | 1,953 | 1,148 | 1,177 | 143 | 1,102 |
| Runnels | 18,903 | 4,472 | 14,431 | 4,922 | 3,337 | 3,483 | 403 | 4,918 |
| Rusk | 51,023 | 6,500 | 44,523 | 12,972 | 7,200 | 7,406 | 752 | 11,398 |
| Sabine | 10,896 | — | 10,896 | 2,736 | 1,032 | 1,080 | 137 | 1,277 |
| San Augustine | 12,471 | — | 12,471 | 2,926 | 867 | 939 | 146 | 1,650 |
| San Jacinto | 9,056 | — | 9,056 | 2,296 | 459 | 483 | 97 | 616 |
| San Patricio | 28,871 | 10,203 | 18,668 | 7,131 | 4,028 | 4,192 | 517 | 8,204 |
| San Saba | 11,012 | 2,927 | 8,085 | 2,882 | 1,768 | 1,813 | 181 | 1,979 |
| Schleicher | 3,083 | — | 3,083 | 845 | 518 | 523 | 59 | 589 |
| Scurry | 11,545 | 3,815 | 7,730 | 3,093 | 2,051 | 2,109 | 249 | 2,862 |
| Shackelford | 6,211 | — | 6,211 | 1,705 | 1,256 | 1,312 | 135 | 1,407 |
| Shelby | 29,235 | 3,010 | 26,225 | 7,395 | 3,131 | 3,253 | 404 | 4,357 |
| Sherman | 2,026 | — | 2,026 | 540 | 435 | 441 | 40 | 637 |
| Smith | 69,090 | 28,279 | 40,811 | 18,093 | 11,230 | 11,613 | 1,297 | 21,281 |
| Somervell | 3,071 | — | 3,071 | 836 | 432 | 436 | 66 | 418 |
| Starr | 13,312 | — | 13,312 | 2,555 | 630 | 658 | 274 | 1,236 |
| Stephens | 12,356 | 5,826 | 6,530 | 3,568 | 2,439 | 2,591 | 281 | 3,926 |
| Sterling | 1,404 | — | 1,404 | 399 | 264 | 295 | 39 | 545 |
| Stonewall | 5,589 | — | 5,589 | 1,371 | 807 | 821 | 85 | 634 |
| Sutton | 3,977 | 2,528 | 1,449 | 1,022 | 572 | 573 | 104 | 1,450 |
| Swisher | 6,528 | — | 6,528 | 1,768 | 1,399 | 1,446 | 166 | 1,920 |
| Tarrant | 225,521 | 181,902 | 43,619 | 64,517 | 52,082 | 53,708 | 4,573 | 107,841 |
| Taylor | 44,147 | 26,612 | 17,535 | 11,780 | 9,023 | 9,444 | 1,048 | 17,205 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION-- | | | RADIO HOMES | | RETAIL—SERVICE | | |
|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------|---------------------|
| | Total | Urban | Rural | Families | 1940 Census | NAB Projection | Stores | Sales |
| Terrell | 2,952 | — | 2,952 | 753 | 392 | 395 | 81 | 907 |
| Terry | 11,160 | 4,009 | 7,151 | 2,863 | 1,951 | 2,004 | 197 | 3,338 |
| Throckmorton | 4,275 | — | 4,275 | 1,134 | 737 | 756 | 100 | 704 |
| Titus | 19,228 | 4,528 | 14,700 | 5,085 | 2,748 | 2,819 | 329 | 3,974 |
| Tom Green | 39,302 | 25,802 | 13,500 | 10,499 | 7,770 | 7,936 | 960 | 17,235 |
| Travis | 111,053 | 87,930 | 12,123 | 28,076 | 20,170 | 20,627 | 1,797 | 43,976 |
| Trinity | 13,705 | — | 13,705 | 3,358 | 1,387 | 1,468 | 190 | 2,261 |
| Tyler | 11,948 | — | 11,948 | 2,942 | 1,381 | 1,412 | 182 | 1,844 |
| Upshur | 26,178 | 3,155 | 23,023 | 6,482 | 3,344 | 3,427 | 340 | 3,538 |
| Upton | 4,297 | 2,695 | 1,702 | 1,264 | 1,013 | 1,028 | 145 | 2,349 |
| Uvalde | 13,246 | 6,679 | 6,567 | 3,368 | 1,786 | 1,819 | 283 | 3,764 |
| Val Verde | 15,453 | 13,343 | 2,110 | 3,664 | 1,874 | 1,931 | 337 | 4,218 |
| Van Zandt | 31,155 | — | 31,155 | 7,997 | 4,892 | 5,072 | 456 | 4,641 |
| Victoria | 23,741 | 11,666 | 12,175 | 6,190 | 3,756 | 3,847 | 451 | 9,064 |
| Walker | 19,868 | 5,108 | 14,760 | 4,563 | 1,951 | 2,039 | 256 | 3,721 |
| Waller | 10,280 | — | 10,280 | 2,739 | 976 | 999 | 184 | 2,003 |
| Ward | 9,575 | 3,944 | 5,631 | 2,612 | 1,801 | 1,842 | 262 | *4,001 |
| Washington | 25,387 | 6,435 | 18,952 | 6,628 | 2,318 | 2,367 | 437 | 4,623 |
| Webb | 45,916 | 39,274 | 6,642 | 10,025 | 4,349 | 4,465 | 710 | 10,761 |
| Wharton | 36,158 | 8,292 | 27,866 | 9,295 | 4,687 | 4,790 | 576 | 8,904 |
| Wheeler | 12,411 | 3,123 | 9,288 | 3,235 | 2,246 | 2,276 | 297 | 3,577 |
| Wichita | 73,604 | 53,514 | 20,090 | 19,949 | 15,845 | 16,407 | 1,646 | 31,850 |
| Wilbarger | 20,474 | 9,277 | 11,197 | 5,479 | 4,012 | 4,146 | 405 | 6,695 |
| Willacy | 13,230 | 4,050 | 9,180 | 3,105 | 1,322 | 1,369 | 271 | 2,370 |
| Williamson | 41,698 | 11,557 | 30,141 | 10,965 | 6,380 | 6,558 | 801 | 9,169 |
| Wilson | 17,066 | — | 17,066 | 3,872 | 1,477 | 1,512 | 258 | 2,191 |
| Winkler | 6,141 | 2,584 | 3,557 | 1,764 | 1,348 | 1,370 | 206 | 3,194 |
| Wise | 19,074 | 2,578 | 16,496 | 5,140 | 3,043 | 3,220 | 354 | 2,914 |
| Wood | 24,360 | 3,223 | 21,137 | 6,275 | 3,579 | 3,651 | 439 | 4,035 |
| Yoakum | 5,354 | — | 5,354 | 1,494 | 987 | 1,017 | 153 | 918 |
| Young | 19,004 | 8,672 | 10,332 | 5,179 | 3,685 | 3,753 | 481 | 6,730 |
| Zapata | 3,916 | — | 3,916 | 861 | 170 | 171 | 69 | 119 |
| Zavala | 11,603 | 6,529 | 5,074 | 2,440 | 721 | 760 | 165 | 1,337 |
| Total State | 6,414,821 | 2,011,389 | 3,503,435 | 1,678,396 | 1,090,306 | 1,122,042 | 116,824 | \$19,109,914 |

(*) Includes Service Establishments Receipts of Loving County.
(**) Retail sales only.

UTAH

Population 550,310
Families 139,487
Radio Homes, 1940 Census 126,418
Radio Homes, NAB Projection 128,923

| County | POPULATION-- | | | RADIO HOMES | | RETAIL—SERVICE | | |
|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------|------------------|
| | Total | Urban | Rural | Families | 1940 Census | NAB Projection | Stores | Sales |
| Beaver | 5,014 | — | 5,014 | 1,245 | 1,050 | 1,073 | 94 | \$1,099 |
| Box Elder | 18,832 | 5,641 | 13,191 | 4,516 | 4,134 | 4,215 | 327 | 4,499 |
| CACHE | 29,797 | 11,868 | 17,929 | 7,470 | 6,981 | 7,116 | 455 | 8,692 |
| Carbon | 18,459 | 8,057 | 10,402 | 4,608 | 3,836 | 3,888 | 274 | 6,466 |
| Daggett | 564 | — | 564 | 131 | 76 | 80 | 7 | 64 |
| Davis | 15,784 | 3,357 | 12,427 | 3,776 | 3,503 | 3,562 | 179 | 2,796 |
| Duchesne | 8,958 | — | 8,958 | 1,961 | 1,467 | 1,500 | 110 | 1,304 |
| Emery | 7,072 | — | 7,072 | 1,615 | 1,341 | 1,359 | 90 | 674 |
| Garfield | 5,253 | — | 5,253 | 1,092 | 835 | 850 | 80 | 541 |
| Grand | 2,070 | — | 2,070 | 515 | 347 | 353 | 35 | 455 |
| Iron | 8,351 | 4,695 | 3,656 | 2,049 | 1,794 | 1,814 | 145 | 3,727 |
| Juab | 7,392 | 2,835 | 4,557 | 1,943 | 1,736 | 1,762 | 124 | 1,636 |
| Kane | 2,561 | — | 2,561 | 563 | 442 | 457 | 53 | 505 |
| Millard | 9,613 | — | 9,613 | 2,180 | 1,890 | 1,954 | 170 | 2,133 |
| Morgan | 2,611 | — | 2,611 | 634 | 576 | 598 | 43 | 488 |
| Piute | 2,203 | — | 2,203 | 545 | 436 | 453 | 37 | 364 |
| Rich | 2,028 | — | 2,028 | 497 | 468 | 475 | 24 | 166 |
| Salt Lake | 211,023 | 167,084 | 44,539 | 56,621 | 52,972 | 53,955 | 3,347 | 94,342 |
| San Juan | 4,712 | — | 4,712 | 997 | 405 | 420 | 40 | 430 |
| Sanpete | 16,063 | — | 16,063 | 4,011 | 3,620 | 3,685 | 360 | 2,655 |
| Sevier | 12,112 | 3,584 | 8,528 | 2,962 | 2,571 | 2,661 | 263 | 3,195 |
| Summit | 8,714 | 3,739 | 4,975 | 2,197 | 2,020 | 2,073 | 172 | 1,638 |
| Tooele | 9,133 | 5,001 | 4,132 | 2,359 | 2,120 | 2,155 | 157 | 2,198 |
| Uintah | 9,898 | — | 9,898 | 2,224 | 1,677 | 1,700 | 108 | 1,674 |
| Utah | 57,382 | 39,605 | 17,777 | 13,708 | 12,696 | 12,975 | 823 | 15,174 |
| Wasatch | 5,754 | 2,748 | 3,006 | 1,407 | 1,265 | 1,297 | 95 | 1,360 |
| Washington | 9,269 | 3,591 | 5,678 | 2,064 | 1,677 | 1,711 | 175 | 1,842 |
| Wayne | 2,394 | — | 2,394 | 494 | 391 | 403 | 34 | 132 |
| Weber | 56,714 | 43,688 | 13,026 | 15,103 | 14,092 | 14,379 | 938 | 21,896 |
| Total State | 550,310 | 305,493 | 244,817 | 139,487 | 126,418 | 128,923 | 8,759 | \$182,147 |

VERMONT

| | |
|-----------------------------------|---------|
| Population | 359,231 |
| Families | 92,435 |
| Radio Homes, 1940 Census | 80,253 |
| Radio Homes, NAB Projection | 81,905 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-----------------------|----------------|----------------|----------------|---------------|---------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Addison | 17,944 | — | 17,944 | 4,532 | 3,705 | 3,783 | 322 | \$4,079 |
| Bennington | 22,286 | 7,628 | 14,658 | 6,138 | 5,459 | 5,584 | 514 | 7,983 |
| Caledonia | 24,320 | 7,437 | 16,883 | 6,566 | 5,634 | 5,784 | 523 | 9,296 |
| Chittenden | 52,098 | 33,722 | 18,376 | 12,684 | 11,521 | 11,748 | 920 | 22,419 |
| Essex | 6,490 | — | 6,490 | 1,678 | 1,376 | 1,390 | 148 | 1,182 |
| Franklin | 29,601 | 8,037 | 21,564 | 7,370 | 6,472 | 6,566 | 533 | 8,677 |
| Grand Isle | 3,802 | — | 3,802 | 931 | 767 | 790 | 65 | 734 |
| Lamoille | 11,028 | — | 11,028 | 2,852 | 2,381 | 2,411 | 218 | 3,174 |
| Orange | 17,048 | — | 17,048 | 4,470 | 3,544 | 3,607 | 312 | 4,182 |
| Orleans | 21,718 | 4,902 | 16,816 | 5,460 | 4,626 | 4,764 | 484 | 7,147 |
| Rutland | 45,638 | 17,082 | 28,556 | 11,789 | 10,285 | 10,528 | 973 | 18,258 |
| Washington | 41,546 | 21,989 | 19,557 | 10,589 | 9,293 | 9,482 | 851 | 16,280 |
| Windham | 27,850 | 13,858 | 13,992 | 7,365 | 6,455 | 6,544 | 573 | 11,613 |
| Windsor | 37,862 | 8,584 | 29,278 | 10,011 | 8,735 | 8,924 | 772 | 13,427 |
| Total State .. | 359,231 | 123,239 | 235,992 | 92,135 | 80,253 | 81,905 | 7,208 | \$129,351 |

VIRGINIA

| | |
|-----------------------------------|-----------|
| Population | 2,677,773 |
| Families | 627,532 |
| Radio Homes, 1940 Census | 409,978 |
| Radio Homes, NAB Projection | 420,978 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-----------------------|---|--------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Accomac | 33,030 | — | 33,030 | 8,960 | 5,013 | 5,184 | 550 | \$4,246 |
| Albemarle | 44,052 | 19,400 | 24,652 | 10,782 | 6,757 | 6,998 | 674 | 16,070 |
| Charlottesville | Independent city—included in county above | | | | | | | |
| Alleghany | 29,149 | 12,761 | 16,388 | 6,707 | 5,119 | 5,192 | 458 | 8,314 |
| Clifton Forge | Independent city—included in county above | | | | | | | |
| Amelia | 8,495 | — | 8,495 | 1,939 | 635 | 658 | 116 | 751 |
| Amherst | 20,273 | — | 20,273 | 4,129 | 2,112 | 2,154 | 235 | 1,673 |
| Appomattox | 9,020 | — | 9,020 | 2,022 | 931 | 962 | 128 | 1,470 |
| Arlington | 90,563 | 90,563 | — | 24,688 | 22,990 | 23,451 | 867 | 32,226 |
| Alexandria | Independent city—included in county above | | | | | | | |
| Augusta | 56,109 | 20,710 | 35,399 | 12,824 | 9,130 | 9,550 | 797 | 14,700 |
| Staunton | Independent city—included in county above | | | | | | | |
| Bath | 7,191 | — | 7,191 | 1,543 | 950 | 1,007 | 102 | 1,021 |
| Bedford | 29,687 | 3,973 | 25,714 | 6,830 | 3,462 | 3,515 | 405 | 3,579 |
| Bland | 6,731 | — | 6,731 | 1,424 | 841 | 848 | 78 | 355 |
| Botetourt | 16,447 | — | 16,447 | 3,697 | 2,308 | 2,346 | 234 | 1,600 |
| Brunswick | 19,575 | — | 19,575 | 4,082 | 1,608 | 1,643 | 214 | 2,328 |
| Buchanan | 31,477 | — | 31,477 | 6,013 | 3,112 | 3,157 | 453 | 3,654 |
| Buckingham | 13,398 | — | 13,398 | 2,857 | 995 | 1,018 | 149 | 944 |
| Campbell | 70,589 | 47,460 | 23,129 | 17,087 | 11,990 | 12,261 | 1,227 | 26,319 |
| Lynchburg | Independent city—included in county above | | | | | | | |
| Caroline | 13,945 | — | 13,945 | 3,030 | 1,308 | 1,337 | 185 | 1,412 |
| Carroll | 25,904 | 1,390 | 24,514 | 5,734 | 2,814 | 2,887 | 271 | 1,841 |
| Charles City | 4,275 | — | 4,275 | 881 | 312 | 318 | 47 | 188 |
| Charlottesville | 15,861 | — | 15,861 | 3,352 | 1,161 | 1,193 | 223 | 1,207 |
| Chesterfield | 31,183 | 3,194 | 27,989 | 7,599 | 5,716 | 5,870 | 324 | 3,015 |
| Clarke | 7,159 | — | 7,159 | 1,750 | 1,099 | 1,187 | 117 | 1,506 |
| Craig | 3,769 | — | 3,769 | 908 | 577 | 579 | 58 | 393 |
| Culpeper | 13,365 | — | 13,365 | 3,123 | 1,788 | 1,814 | 179 | 3,258 |
| Cumberland | 7,505 | — | 7,505 | 1,631 | 547 | 570 | 75 | 503 |
| Dickenson | 21,266 | — | 21,266 | 4,155 | 2,282 | 2,308 | 244 | 2,181 |
| Dinwiddie | 48,797 | 30,631 | 18,166 | 11,265 | 6,821 | 7,048 | 794 | 15,869 |
| Petersburg | Independent city—included in county above | | | | | | | |
| Elizabeth City | 38,181 | 9,401 | 28,780 | 7,508 | 5,709 | 6,121 | 412 | 7,620 |
| Hampton | Independent city—included in county above | | | | | | | |
| Essex | 7,006 | — | 7,006 | 1,646 | 667 | 705 | 141 | 1,189 |
| Fairfax | 40,929 | 2,576 | 38,353 | 8,747 | 6,938 | 7,105 | 344 | 4,840 |
| Fauquier | 21,039 | — | 21,039 | 4,906 | 2,763 | 2,827 | 310 | 4,028 |
| Floyd | 11,967 | — | 11,967 | 2,823 | 1,312 | 1,324 | 213 | 1,086 |
| Fluvanna | 7,088 | — | 7,088 | 1,657 | 729 | 746 | 98 | 676 |
| Franklin | 25,864 | — | 25,864 | 5,537 | 2,588 | 2,643 | 291 | 2,242 |
| Frederick | 26,103 | 12,095 | 14,008 | 6,731 | 5,217 | 5,337 | 533 | 9,956 |
| Winchester | Independent city—included in county above | | | | | | | |
| Giles | 14,635 | — | 14,635 | 3,114 | 2,048 | 2,084 | 193 | 2,089 |
| Gloucester | 9,548 | — | 9,548 | 2,473 | 1,221 | 1,287 | 151 | 1,552 |
| Goochland | 8,454 | — | 8,454 | 1,708 | 695 | 707 | 102 | 493 |
| Grayson | 21,916 | 1,805 | 20,111 | 4,958 | 2,777 | 2,829 | 297 | 3,656 |
| Greene | 5,218 | — | 5,218 | 1,116 | 324 | 327 | 65 | 269 |
| Greensville | 14,866 | 2,735 | 12,131 | 3,128 | 1,263 | 1,291 | 198 | 2,501 |
| Halifax | 41,271 | 5,252 | 36,019 | 8,732 | 3,404 | 3,617 | 460 | 5,329 |
| Hanover | 18,500 | — | 18,500 | 4,168 | 2,045 | 2,093 | 221 | 2,566 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|---|----------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Henrico | 235,002 | 193,042 | 41,960 | 61,611 | 52,105 | 53,209 | 4,175 | 122,057 |
| Richmond | Independent city—included in county above | | | | | | | |
| Henry | 36,561 | 10,080 | 26,481 | 7,912 | 4,832 | 5,057 | 496 | 7,928 |
| Martinsville | Independent city—included in county above | | | | | | | |
| Highland | 4,875 | — | 4,875 | 1,085 | 686 | 705 | 68 | 321 |
| Isle of Wight | 13,381 | — | 13,381 | 3,121 | 1,234 | 1,271 | 217 | 2,084 |
| James City | 8,849 | 3,942 | 4,907 | 1,739 | 1,115 | 1,167 | 146 | 2,943 |
| Williamsburg | Independent city—included in county above | | | | | | | |
| King and Queen | 6,954 | — | 6,954 | 1,568 | 588 | 605 | 96 | 376 |
| King George | 5,431 | — | 5,431 | 1,259 | 553 | 563 | 70 | 465 |
| King William | 7,855 | — | 7,855 | 1,902 | 908 | 927 | 144 | 1,587 |
| Lancaster | 8,786 | — | 8,786 | 2,182 | 1,079 | 1,115 | 173 | 1,527 |
| Lee | 39,296 | — | 39,296 | 8,227 | 4,056 | 4,134 | 332 | 3,569 |
| Loudoun | 20,291 | — | 20,291 | 4,840 | 3,204 | 3,306 | 305 | 4,422 |
| Louisa | 13,665 | — | 13,665 | 3,237 | 1,395 | 1,425 | 180 | 1,614 |
| Lunenburg | 13,844 | — | 13,844 | 3,152 | 1,316 | 1,354 | 157 | 1,797 |
| Madison | 8,465 | — | 8,465 | 1,870 | 846 | 862 | 114 | 662 |
| Mathews | 7,149 | — | 7,149 | 1,918 | 1,017 | 1,041 | 111 | 1,029 |
| Mecklenburg | 31,933 | — | 31,933 | 6,963 | 2,600 | 2,676 | 473 | 4,919 |
| Middlesex | 6,673 | — | 6,673 | 1,747 | 683 | 724 | 119 | 939 |
| Montgomery | 28,196 | 6,990 | 21,206 | 6,703 | 4,686 | 4,763 | 356 | 5,886 |
| Radford | Independent city—included in county above | | | | | | | |
| Nansemond | 34,114 | 11,343 | 22,771 | 8,121 | 4,378 | 4,560 | 551 | 8,673 |
| Suffolk | Independent city—included in county above | | | | | | | |
| Nelson | 16,241 | — | 16,241 | 3,435 | 1,601 | 1,634 | 248 | 1,476 |
| New Kent | 4,092 | — | 4,092 | 945 | 368 | 376 | 61 | 7659 |
| Norfolk | 238,943 | 203,115 | 35,828 | 61,578 | 48,186 | 49,924 | 4,077 | 92,214 |
| South Norfolk | Independent city—included in county above | | | | | | | |
| Norfolk | Independent city—included in county above | | | | | | | |
| Portsmouth | Independent city—included in county above | | | | | | | |
| Northampton | 17,597 | — | 17,597 | 4,371 | 2,401 | 2,468 | 330 | 3,835 |
| Northumberland | 10,463 | — | 10,463 | 2,455 | 1,292 | 1,342 | 163 | 1,292 |
| Nottoway | 15,556 | 2,699 | 12,857 | 3,464 | 1,737 | 1,812 | 248 | 3,303 |
| Orange | 12,649 | — | 12,649 | 2,964 | 1,647 | 1,681 | 209 | 3,181 |
| Page | 14,863 | — | 14,863 | 3,513 | 2,083 | 2,138 | 238 | 2,093 |
| Patrick | 16,613 | — | 16,613 | 3,523 | 1,337 | 1,367 | 191 | 1,106 |
| Pittsylvania | 94,446 | 32,749 | 61,697 | 21,103 | 12,707 | 12,932 | 1,008 | 21,658 |
| Danville | Independent city—included in county above | | | | | | | |
| Powhatan | 5,671 | — | 5,671 | 1,160 | 488 | 499 | 80 | 545 |
| Prince Edward | 14,922 | 3,475 | 11,447 | 3,427 | 1,524 | 1,556 | 210 | 3,325 |
| Prince George | 20,905 | 8,679 | 12,226 | 4,836 | 3,370 | 3,452 | 289 | 3,535 |
| Hopewell | Independent city—included in county above | | | | | | | |
| Princess Anne | 19,948 | 2,600 | 17,348 | 4,754 | 2,974 | 3,098 | 325 | 3,736 |
| Prince William | 17,738 | — | 17,738 | 3,158 | 1,939 | 2,007 | 253 | 3,208 |
| Pulaski | 22,767 | 8,792 | 13,975 | 5,072 | 3,410 | 3,510 | 290 | 4,322 |
| Rappahannock | 7,208 | — | 7,208 | 1,566 | 614 | 630 | 90 | 552 |
| Richmond | 6,634 | — | 6,634 | 1,512 | 710 | 734 | 135 | 997 |
| Roanoke | 112,184 | 78,479 | 33,705 | 27,949 | 23,422 | 23,878 | 1,713 | 44,335 |
| Roanoke | Independent city—included in county above | | | | | | | |
| Rockbridge | 26,719 | 8,249 | 18,470 | 6,243 | 4,193 | 4,334 | 385 | 5,246 |
| Buena Vista | Independent city—included in county above | | | | | | | |
| Rockingham | 40,057 | 8,768 | 31,289 | 9,658 | 6,528 | 6,721 | 600 | 12,965 |
| Harrisonburg | Independent city—included in county above | | | | | | | |
| Russell | 26,627 | — | 26,627 | 5,430 | 3,023 | 3,082 | 300 | 2,175 |
| Scott | 26,989 | — | 26,989 | 5,793 | 2,716 | 2,769 | 369 | 2,016 |
| Shenandoah | 20,898 | — | 20,898 | 5,275 | 3,677 | 3,766 | 436 | 3,571 |
| Smyth | 28,861 | 7,322 | 21,539 | 5,728 | 3,342 | 3,441 | 413 | 4,098 |
| Southampton | 26,442 | 3,466 | 22,976 | 5,548 | 2,240 | 2,319 | 323 | 3,887 |
| Spotylvania | 19,971 | 10,066 | 9,905 | 4,910 | 3,632 | 3,788 | 418 | 9,145 |
| Fredericksburg | Independent city—included in county above | | | | | | | |
| Stafford | 9,548 | — | 9,548 | 2,119 | 1,350 | 1,392 | 110 | 528 |
| Surry | 6,193 | — | 6,193 | 1,495 | 674 | 686 | 95 | 626 |
| Sussex | 12,485 | — | 12,485 | 2,727 | 935 | 989 | 172 | 1,622 |
| Tazewell | 41,607 | 6,544 | 35,063 | 8,814 | 6,292 | 6,389 | 488 | 7,830 |
| Warren | 11,352 | 3,831 | 7,521 | 2,651 | 1,828 | 1,884 | 230 | 3,188 |
| Warwick | 46,315 | 37,067 | 9,248 | 12,057 | 9,161 | 9,471 | 903 | 21,672 |
| Newport News | Independent city—included in county above | | | | | | | |
| Washington | 47,965 | 13,431 | 34,534 | 10,774 | 6,833 | 6,947 | 641 | 9,475 |
| Bristol | Independent city—included in county above | | | | | | | |
| Westmoreland | 9,512 | — | 9,512 | 2,291 | 885 | 928 | 191 | 1,304 |
| Wise | 52,458 | 11,347 | 41,111 | 11,071 | 6,770 | 6,932 | 595 | 8,465 |
| Wythe | 22,721 | 4,653 | 18,068 | 4,944 | 3,322 | 3,376 | 281 | 4,131 |
| York | 8,857 | — | 8,857 | 2,108 | 1,188 | 1,264 | 106 | 865 |
| Total State | 2,677,773 | 944,675 | 1,733,098 | 627,532 | 409,978 | 421,078 | 38,793 | \$672,402 |

(*) Includes Service Establishment Receipts of New Kent County. (**) Retail sales only.

WASHINGTON

Population 1,736,191
 Families 537,337
 Radio Homes, 1940 Census 472,553
 Radio Homes, NAB Projection 486,684

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------|------------|---------|---------|----------|-------------|----------------|----------------|-----------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Adams | 6,209 | — | 6,209 | 1,686 | 1,507 | 1,548 | 148 | \$2,388 |
| Asotin | 8,365 | 3,115 | 5,249 | 2,447 | 2,174 | 2,239 | 99 | 1,235 |
| Benton | 12,053 | — | 12,053 | 3,329 | 2,748 | 2,810 | 200 | 2,869 |
| Chelan | 34,412 | 11,620 | 22,792 | 10,303 | 9,027 | 9,230 | 719 | 16,959 |
| Clallam | 21,848 | 9,409 | 12,439 | 6,488 | 5,406 | 5,569 | 410 | 7,529 |
| Clark | 49,852 | 23,221 | 26,631 | 14,617 | 13,235 | 13,490 | 851 | 15,270 |
| Columbia | 5,519 | 3,026 | 2,523 | 1,623 | 1,427 | 1,453 | 141 | 1,654 |
| Cowlitz | 40,155 | 19,134 | 21,021 | 11,678 | 10,329 | 10,564 | 715 | 14,753 |
| Douglas | 8,651 | — | 8,651 | 2,539 | 2,202 | 2,268 | 121 | 1,450 |
| Ferry | 4,701 | — | 4,701 | 1,397 | 990 | 1,014 | 86 | 783 |
| Franklin | 6,307 | 3,913 | 2,394 | 1,845 | 1,548 | 1,584 | 149 | 2,063 |
| Garfield | 3,383 | — | 3,383 | 985 | 880 | 896 | 76 | 1,377 |
| Grant | 14,668 | 3,659 | 11,009 | 4,719 | 3,916 | 3,988 | 399 | 5,700 |
| Grays Harbor | 53,166 | 29,681 | 23,485 | 16,572 | 13,918 | 14,372 | 1,148 | 21,357 |
| Island | 6,098 | — | 6,098 | 2,018 | 1,632 | 1,737 | 128 | 1,103 |
| Jefferson | 8,918 | 4,683 | 4,235 | 2,556 | 2,092 | 2,165 | 185 | 2,304 |
| King | 504,980 | 382,214 | 122,766 | 169,125 | 150,794 | 156,460 | 12,440 | 264,082 |
| Kitsap | 44,387 | 15,134 | 29,253 | 13,992 | 12,731 | 13,048 | 794 | 15,761 |
| Kittitas | 20,230 | 5,944 | 14,286 | 5,814 | 4,964 | 5,075 | 415 | 7,623 |
| Klickitat | 11,357 | — | 11,357 | 3,370 | 2,618 | 2,677 | 214 | 3,154 |
| Lewis | 41,393 | 12,271 | 29,122 | 12,260 | 10,278 | 10,635 | 820 | 13,090 |
| Lincoln | 11,361 | — | 11,361 | 3,278 | 2,929 | 2,975 | 290 | 4,621 |
| Mason | 11,603 | 3,707 | 7,896 | 3,616 | 2,967 | 3,028 | 244 | 3,584 |
| Okanogan | 24,546 | 2,918 | 21,618 | 6,803 | 5,368 | 5,509 | 434 | 7,046 |
| Pacific | 15,928 | 4,045 | 11,883 | 4,905 | 4,101 | 4,176 | 367 | 4,875 |
| Pend Oreille | 7,156 | — | 7,156 | 2,091 | 1,572 | 1,615 | 164 | 1,800 |
| Pierce | 181,081 | 117,297 | 64,784 | 74,711 | 49,690 | 50,924 | 2,752 | 72,532 |
| San Juan | 3,157 | — | 3,157 | 1,035 | 855 | 875 | 64 | 650 |
| Skagit | 37,650 | 13,107 | 24,543 | 11,098 | 9,659 | 9,980 | 885 | 12,543 |
| Skamania | 4,633 | — | 4,633 | 1,109 | 1,134 | 1,164 | 104 | 790 |
| Snohomish | 88,754 | 33,018 | 55,736 | 27,426 | 24,388 | 24,947 | 1,741 | 30,381 |
| Spokane | 161,652 | 122,001 | 42,651 | 49,863 | 44,715 | 45,791 | 3,389 | 76,774 |
| Stevens | 19,275 | — | 19,275 | 5,537 | 4,240 | 4,318 | 281 | 3,775 |
| Thurston | 37,285 | 13,254 | 24,031 | 11,584 | 10,324 | 10,569 | 752 | 14,990 |
| Wahkiakum | 4,286 | — | 4,286 | 1,215 | 1,012 | 1,055 | 59 | 746 |
| Walla Walla | 30,547 | 18,109 | 12,438 | 8,449 | 7,319 | 7,647 | 637 | 14,146 |
| Whatcom | 60,355 | 29,314 | 31,041 | 18,181 | 16,660 | 17,062 | 1,189 | 21,069 |
| Whitman | 27,221 | 7,270 | 19,951 | 7,888 | 7,138 | 7,310 | 668 | 10,858 |
| Yakima | 99,019 | 30,904 | 68,115 | 28,495 | 24,046 | 24,887 | 1,660 | 37,112 |
| Total State | 1,736,191 | 921,969 | 814,222 | 537,337 | 472,553 | 486,684 | 36,938 | \$722,300 |

W. VIRGINIA

Population 1,901,974
 Families 444,815
 Radio Homes, 1940 Census 326,347
 Radio Homes, NAB Projection 334,239

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|------------|------------|--------|---------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Barbour | 19,869 | — | 19,869 | 4,866 | 3,044 | 3,111 | 252 | \$2,275 |
| Berkeley | 29,016 | 15,063 | 13,953 | 7,526 | 6,072 | 6,199 | 547 | 7,099 |
| Boone | 28,556 | — | 28,556 | 6,035 | 3,939 | 4,086 | 262 | 4,540 |
| Braxton | 21,658 | — | 21,658 | 1,672 | 2,256 | 2,293 | 238 | 1,961 |
| Brooke | 25,513 | 13,437 | 12,076 | 6,208 | 5,365 | 5,449 | 348 | 4,499 |
| Cabell | 97,459 | 75,566 | 21,893 | 25,104 | 20,179 | 20,785 | 1,502 | 24,752 |
| Cathart | 12,455 | — | 12,455 | 2,604 | 1,429 | 1,446 | 145 | 1,037 |
| Clay | 15,206 | — | 15,206 | 3,042 | 1,467 | 1,507 | 129 | 1,383 |
| Doddridge | 10,923 | — | 10,923 | 2,611 | 1,587 | 1,621 | 106 | 1,092 |
| Fayette | 80,628 | 5,558 | 75,070 | 17,874 | 13,556 | 13,841 | 764 | 17,972 |
| Gilmer | 12,046 | — | 12,046 | 2,708 | 1,447 | 1,472 | 144 | 1,001 |
| Grant | 8,805 | — | 8,805 | 2,018 | 1,225 | 1,252 | 143 | 1,171 |
| Greenbrier | 38,520 | — | 38,520 | 8,682 | 5,944 | 6,018 | 509 | 6,818 |
| Hampshire | 12,974 | — | 12,974 | 3,015 | 1,850 | 1,952 | 191 | 1,570 |
| Hancock | 31,572 | 7,594 | 23,978 | 7,556 | 6,827 | 6,947 | 448 | 6,921 |
| Hardy | 10,813 | — | 10,813 | 2,306 | 1,320 | 1,339 | 163 | 1,165 |
| Harrison | 82,911 | 35,967 | 46,944 | 20,628 | 16,217 | 16,666 | 1,170 | 21,644 |
| Jackson | 16,598 | — | 16,598 | 3,932 | 2,502 | 2,563 | 223 | 1,848 |
| Jefferson | 16,762 | 2,926 | 13,836 | 4,104 | 3,006 | 3,086 | 266 | 2,773 |
| Kanawha | 195,619 | 90,092 | 105,617 | 46,852 | 37,521 | 38,591 | 2,447 | 64,394 |
| Lewis | 22,271 | 8,268 | 14,003 | 5,097 | 3,661 | 3,756 | 289 | 3,912 |

All money figures in the retail service column are in thousands (\$1000) of dollars.

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|--------------------|------------------|----------------|------------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Lincoln | 22,886 | — | 22,886 | 4,671 | 1,983 | 2,028 | 190 | 1,596 |
| Loran | 67,768 | 5,166 | 62,602 | 14,137 | 9,886 | 10,169 | 656 | 15,504 |
| McDowell | 94,354 | 9,206 | 85,148 | 20,022 | 14,838 | 15,062 | 790 | 22,056 |
| Marion | 68,683 | 26,250 | 42,433 | 17,182 | 13,990 | 14,334 | 886 | 16,489 |
| Marshall | 40,189 | 21,502 | 18,687 | 9,486 | 7,524 | 7,324 | 575 | 6,007 |
| Mason | 22,270 | 3,538 | 18,732 | 5,241 | 2,993 | 3,076 | 254 | 2,095 |
| Mercer | 68,289 | 28,067 | 40,222 | 15,575 | 12,231 | 12,458 | 829 | 17,032 |
| Mineral | 22,215 | 8,854 | 13,361 | 5,469 | 4,269 | 4,346 | 333 | 4,043 |
| Mingo | 40,802 | 8,366 | 32,436 | 8,702 | 5,342 | 5,439 | 434 | 8,380 |
| Monongalia | 51,252 | 16,055 | 34,597 | 13,138 | 10,228 | 10,502 | 789 | 14,034 |
| Monroe | 13,577 | — | 13,577 | 2,926 | 1,934 | 1,958 | 170 | 1,184 |
| Morgan | 8,743 | — | 8,743 | 2,151 | 1,554 | 1,630 | 175 | 1,084 |
| Nicholas | 24,070 | 5,051 | 19,019 | 5,072 | 2,884 | 2,949 | 199 | 2,361 |
| Ohio | 73,115 | 61,099 | 12,016 | 19,437 | 17,288 | 17,881 | 1,513 | 35,118 |
| Pendleton | 10,884 | — | 10,884 | 2,169 | 1,315 | 1,351 | 122 | 1,042 |
| Pleasants | 6,692 | — | 6,692 | 1,666 | 1,317 | 1,357 | 107 | 1,282 |
| Pocahontas | 13,906 | — | 13,906 | 3,067 | 1,828 | 1,855 | 209 | 1,867 |
| Preston | 30,416 | — | 30,416 | 7,137 | 4,685 | 4,774 | 409 | 3,521 |
| Putnam | 19,511 | 982 | 18,529 | 4,392 | 2,660 | 2,735 | 193 | 2,183 |
| Raleigh | 86,687 | 12,852 | 73,835 | 18,907 | 14,512 | 14,873 | 914 | 20,840 |
| Randolph | 30,259 | 8,133 | 22,126 | 6,865 | 4,875 | 5,026 | 368 | 6,212 |
| Ritchie | 15,389 | — | 15,389 | 3,885 | 2,477 | 2,534 | 214 | 1,926 |
| Ronne | 20,787 | — | 20,787 | 4,430 | 2,471 | 2,519 | 211 | 2,358 |
| Summers | 20,409 | 5,815 | 14,594 | 4,672 | 2,886 | 2,983 | 244 | 2,915 |
| Taylor | 19,919 | 7,431 | 12,488 | 4,877 | 3,569 | 3,647 | 299 | 3,439 |
| Tucker | 13,173 | — | 13,173 | 3,022 | 2,079 | 2,132 | 186 | 1,784 |
| Tyler | 12,559 | 2,702 | 9,857 | 3,260 | 2,247 | 2,296 | 162 | 1,987 |
| Upshur | 18,360 | 4,450 | 13,910 | 4,585 | 2,815 | 2,969 | 237 | 2,631 |
| Wayne | 35,566 | 7,172 | 28,394 | 7,735 | 4,569 | 4,629 | 297 | 2,246 |
| Webster | 18,080 | — | 18,080 | 3,783 | 2,223 | 2,260 | 124 | 2,024 |
| Weitzel | 22,342 | 3,491 | 18,851 | 5,371 | 3,515 | 3,577 | 383 | 3,541 |
| Wirt | 6,475 | — | 6,475 | 1,565 | 803 | 827 | 84 | 487 |
| Wood | 62,399 | 30,103 | 32,296 | 16,598 | 13,946 | 14,234 | 1,021 | 18,620 |
| Wyoming | 29,744 | 3,026 | 26,748 | 6,190 | 4,161 | 4,221 | 247 | 5,121 |
| Total State | 1,901,974 | 534,292 | 1,367,682 | 411,815 | 326,317 | 331,239 | 21,120 | \$123,651 |

WISCONSIN

| | |
|-----------------------------|-----------|
| Population | 3,137,587 |
| Families | 827,207 |
| Radio Homes, 1940 Census | 743,078 |
| Radio Homes, NAB Projection | 758,449 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-------------|------------|--------|--------|----------|-------------|----------------|----------------|---------|
| | Total | Urban | Rural | | 1910 Census | NAB Projection | Stores | Sales |
| Adams | 8,449 | — | 8,449 | 2,283 | 1,695 | 1,722 | 135 | \$1,133 |
| Ashland | 21,801 | 11,101 | 10,700 | 5,528 | 4,635 | 4,762 | 404 | 7,215 |
| Barron | 34,289 | 5,719 | 28,570 | 8,822 | 7,475 | 7,627 | 661 | 9,839 |
| Bayfield | 15,827 | — | 15,827 | 4,226 | 3,323 | 3,370 | 265 | 2,920 |
| Brown | 83,109 | 52,608 | 30,501 | 20,506 | 18,897 | 19,223 | 1,685 | 37,174 |
| Buffalo | 16,090 | — | 16,090 | 4,124 | 3,402 | 3,452 | 273 | 3,212 |
| Burnett | 11,382 | — | 11,382 | 3,078 | 2,450 | 2,513 | 167 | 1,883 |
| Calumet | 17,618 | — | 17,618 | 4,382 | 3,914 | 3,990 | 404 | 4,445 |
| Chippewa | 40,703 | 10,368 | 30,335 | 9,595 | 8,025 | 8,206 | 722 | 11,347 |
| Clark | 33,972 | 2,562 | 31,410 | 8,600 | 6,794 | 6,942 | 631 | 7,562 |
| Columbia | 32,517 | 9,776 | 22,741 | 8,923 | 7,846 | 8,051 | 747 | 11,221 |
| Crawford | 18,328 | 4,622 | 13,706 | 4,556 | 3,714 | 3,794 | 325 | 3,582 |
| Dane | 130,660 | 72,190 | 58,470 | 35,372 | 33,071 | 33,787 | 2,582 | 62,699 |
| Dodge | 54,280 | 20,752 | 33,528 | 13,918 | 12,624 | 12,886 | 1,094 | 14,009 |
| Door | 19,095 | 5,439 | 13,656 | 4,963 | 4,228 | 4,349 | 433 | 5,913 |
| Douglas | 47,110 | 35,136 | 11,983 | 12,862 | 11,366 | 11,595 | 873 | 17,599 |
| Dunn | 27,375 | 6,582 | 20,793 | 7,036 | 5,923 | 6,086 | 424 | 6,370 |
| Eau Claire | 46,999 | 30,745 | 16,254 | 12,578 | 11,012 | 11,342 | 735 | 18,771 |
| Florence | 4,177 | — | 4,177 | 1,088 | 866 | 878 | 79 | 664 |
| Fond du Lac | 62,353 | 33,685 | 28,668 | 16,362 | 14,918 | 15,265 | 1,310 | 23,144 |
| Forest | 11,805 | — | 11,805 | 2,700 | 2,096 | 2,139 | 189 | 2,279 |
| Grant | 40,639 | 7,725 | 32,914 | 10,847 | 9,178 | 9,337 | 806 | 11,671 |
| Green | 23,146 | 6,128 | 16,964 | 6,477 | 5,778 | 5,870 | 514 | 8,869 |
| Green Lake | 14,092 | 4,215 | 9,877 | 3,998 | 3,470 | 3,503 | 360 | 4,742 |
| Iowa | 20,595 | — | 20,595 | 5,438 | 4,561 | 4,642 | 402 | 4,219 |
| Iron | 10,049 | 3,375 | 6,674 | 2,584 | 2,158 | 2,234 | 279 | 2,469 |
| Jackson | 16,599 | 2,539 | 14,060 | 4,288 | 3,333 | 3,430 | 300 | 3,854 |
| Jefferson | 38,868 | 17,759 | 21,109 | 10,803 | 9,844 | 10,077 | 929 | 15,549 |
| Juneau | 18,708 | 2,621 | 16,087 | 4,938 | 3,792 | 3,908 | 365 | 4,318 |
| Kenosha | 63,505 | 48,765 | 14,740 | 16,764 | 16,054 | 16,303 | 1,196 | 23,377 |
| Kewaunee | 16,680 | 5,185 | 11,495 | 4,261 | 3,733 | 3,772 | 361 | 3,684 |
| La Crosse | 59,653 | 42,707 | 16,946 | 15,851 | 14,516 | 14,781 | 1,107 | 25,196 |
| Lafayette | 18,695 | — | 18,695 | 4,876 | 4,172 | 4,253 | 376 | 4,602 |
| Lanai | 23,227 | 9,495 | 13,732 | 5,634 | 4,832 | 4,935 | 481 | 7,199 |
| Lincoln | 22,536 | 12,076 | 10,460 | 5,778 | 4,720 | 4,842 | 462 | 6,127 |
| Manitowoc | 61,617 | 34,706 | 26,911 | 15,846 | 14,678 | 14,947 | 1,206 | 21,898 |
| Marathon | 75,915 | 27,468 | 48,447 | 18,094 | 15,983 | 15,735 | 1,248 | 22,000 |
| Marquette | 36,225 | 14,183 | 22,042 | 9,143 | 7,743 | 7,931 | 607 | 10,390 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-----------------------|------------------|------------------|------------------|----------------|----------------|----------------|----------------|--------------------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Marquette .. | 9,097 | — | 9,097 | 2,530 | 2,026 | 2,062 | 212 | 1,957 |
| Milwaukee .. | 766,885 | 705,672 | 61,213 | 209,682 | 200,528 | 204,239 | 15,428 | 351,057 |
| Monroe | 30,080 | 9,637 | 20,443 | 7,512 | 5,967 | 6,076 | 565 | 7,764 |
| Oconto | 27,075 | 5,362 | 21,713 | 6,593 | 5,471 | 5,634 | 542 | 4,951 |
| Oneida | 18,938 | 8,501 | 10,437 | 5,059 | 4,158 | 4,297 | 492 | 7,924 |
| Outagamie .. | 70,032 | 42,950 | 27,082 | 17,519 | 16,079 | 16,483 | 1,248 | 26,470 |
| Ozaukee | 18,985 | 4,046 | 14,939 | 5,002 | 4,635 | 4,712 | 407 | 6,395 |
| Pepin | 7,897 | — | 7,897 | 1,987 | 1,620 | 1,638 | 165 | 2,081 |
| Pierce | 21,471 | 2,516 | 18,955 | 5,788 | 4,843 | 4,974 | 461 | 6,004 |
| Polk | 26,197 | — | 26,197 | 6,806 | 5,770 | 5,869 | 439 | 6,296 |
| Portage | 35,800 | 15,777 | 20,023 | 8,386 | 7,012 | 7,120 | 589 | 9,477 |
| Price | 18,407 | 3,252 | 15,215 | 4,770 | 3,551 | 3,671 | 320 | 4,519 |
| Racine | 94,047 | 71,609 | 22,438 | 24,992 | 23,880 | 24,291 | 1,733 | 36,080 |
| Richland | 20,381 | 4,364 | 16,017 | 5,280 | 4,358 | 4,469 | 363 | 4,483 |
| Rock | 80,173 | 51,623 | 28,550 | 22,452 | 20,662 | 21,200 | 1,441 | 32,949 |
| Rusk | 17,737 | 3,671 | 14,066 | 4,416 | 3,509 | 3,572 | 299 | 4,098 |
| St. Croix | 24,842 | 3,277 | 21,565 | 6,349 | 5,541 | 5,758 | 492 | 6,630 |
| Sauk | 33,700 | 10,023 | 23,677 | 9,125 | 7,592 | 7,922 | 722 | 11,003 |
| Sawyer | 11,540 | — | 11,540 | 2,910 | 2,129 | 2,192 | 227 | 2,881 |
| Shawano | 35,378 | 5,565 | 29,813 | 8,551 | 7,053 | 7,183 | 691 | 7,765 |
| Sheboygan .. | 76,221 | 48,203 | 28,018 | 20,558 | 19,202 | 19,576 | 1,370 | 27,287 |
| Taylor | 20,105 | — | 20,105 | 4,928 | 3,631 | 3,699 | 304 | 3,605 |
| Trempealeau .. | 24,381 | — | 24,381 | 6,196 | 5,022 | 5,124 | 437 | 5,500 |
| Vernon | 29,940 | 3,549 | 26,391 | 7,767 | 6,261 | 6,346 | 503 | 5,869 |
| Vilas | 8,894 | — | 8,894 | 2,356 | 1,836 | 1,866 | 158 | 3,621 |
| Walworth | 33,103 | 10,371 | 22,732 | 9,489 | 8,720 | 8,942 | 956 | 14,976 |
| Washington .. | 12,496 | 2,639 | 9,857 | 3,341 | 2,686 | 2,732 | 232 | 3,003 |
| Washington .. | 28,430 | 9,362 | 19,068 | 7,417 | 6,735 | 6,852 | 522 | 8,353 |
| Waukesha | 62,744 | 23,804 | 38,940 | 16,413 | 15,260 | 15,747 | 1,285 | 21,798 |
| Waupaca | 34,614 | 11,263 | 23,351 | 9,085 | 7,793 | 7,961 | 782 | 10,114 |
| Waushara | 14,268 | 32 | 14,236 | 3,911 | 3,128 | 3,173 | 273 | 2,924 |
| Winnebago | 80,507 | 60,215 | 20,292 | 21,742 | 20,162 | 20,590 | 1,465 | 31,389 |
| Wood | 44,465 | 21,775 | 22,690 | 11,173 | 9,839 | 10,000 | 792 | 15,056 |
| Total State .. | 3,137,587 | 1,679,144 | 1,458,443 | 827,207 | 743,078 | 758,149 | 61,062 | \$1,127,415 |

WYOMING

| | |
|-----------------------------|---------|
| Population | 250,742 |
| Families | 69,374 |
| Radio Homes, 1940 Census .. | 57,126 |
| Radio Homes, NAB Projection | 58,531 |

| County | POPULATION | | | Families | RADIO HOMES | | RETAIL—SERVICE | |
|-----------------------|----------------|---------------|----------------|---------------|---------------|----------------|----------------|------------------|
| | Total | Urban | Rural | | 1940 Census | NAB Projection | Stores | Sales |
| Albany | 13,946 | 10,627 | 3,319 | 4,139 | 3,587 | 3,657 | 241 | 80,859 |
| Big Horn | 12,911 | — | 12,911 | 3,307 | 2,697 | 2,747 | 284 | 4,088 |
| Campbell | 6,048 | — | 6,048 | 1,795 | 1,359 | 1,408 | 116 | 1,882 |
| Carbon | 12,044 | 5,531 | 7,113 | 3,765 | 3,227 | 3,005 | 270 | 6,070 |
| Converse | 6,631 | — | 6,631 | 1,939 | 1,504 | 1,563 | 158 | 2,554 |
| Crook | 5,463 | — | 5,463 | 1,480 | 1,065 | 1,105 | 103 | 958 |
| Fremont | 16,095 | 5,134 | 10,961 | 4,359 | 3,041 | 3,127 | 339 | 5,286 |
| Goshen | 12,207 | — | 12,207 | 3,101 | 2,487 | 2,561 | 217 | 3,368 |
| Hot Springs .. | 4,607 | — | 4,607 | 1,424 | 1,087 | 1,105 | 95 | 1,652 |
| Johnson | 4,980 | — | 4,980 | 1,516 | 1,205 | 1,244 | 150 | 1,707 |
| Laramie | 33,651 | 22,474 | 11,177 | 8,180 | 7,437 | 7,566 | 610 | 15,706 |
| Lincoln | 10,286 | — | 10,286 | 2,552 | 2,238 | 2,258 | 219 | 3,097 |
| Natrona | 23,858 | 17,964 | 5,894 | 7,364 | 6,342 | 6,515 | 535 | 13,295 |
| Niobrara | 5,988 | — | 5,988 | 1,720 | 1,353 | 1,394 | 122 | 3,350 |
| Park | 10,976 | 2,536 | 8,440 | 3,087 | 2,463 | 2,539 | 251 | 4,303 |
| Platte | 8,013 | — | 8,013 | 2,232 | 1,751 | 1,799 | 158 | 2,880 |
| Sheridan | 19,255 | 10,529 | 8,726 | 5,427 | 4,660 | 4,754 | 508 | 8,987 |
| Sublette | 2,778 | — | 2,778 | 816 | 648 | 651 | 69 | 856 |
| Sweetwater .. | 19,407 | 12,407 | 6,940 | 5,583 | 4,844 | 4,884 | 357 | 8,878 |
| Teton | 2,543 | — | 2,543 | 715 | 582 | 587 | 75 | 1,178 |
| Vinta | 7,223 | 3,605 | 3,618 | 1,809 | 1,521 | 1,571 | 150 | 2,921 |
| Washakie | 5,858 | 2,710 | 3,148 | 1,443 | 1,121 | 1,170 | 111 | 2,552 |
| Weston | 4,958 | — | 4,958 | 1,421 | 1,104 | 1,121 | 138 | 1,796 |
| Yellowstone | | | | | | | | |
| Nat. Pk. (Part) | 416 | — | 416 | 290 | 193 | 200 | 36 | 879 |
| Total State .. | 250,742 | 93,577 | 157,165 | 69,374 | 57,126 | 58,531 | 5,312 | \$104,700 |

All money figures in the retail-service column are in thousands (\$000) of dollars.

Preliminary Estimates of Civilian Population of the United States, by States: May 1, 1942, With Comparative Figures as of April 1, 1940

(A minus sign (--) denotes decrease.)

| | Total Population (1910 U. S. Census) | Estimated Civilian Population (April 1940) (Source: Census Bur.) | Estimated increase in the Civilian Population between April 1940, and May 1942 | |
|----------------|---|---|--|---------|
| | | | Number | Percent |
| Alabama | 2,832,961 | 2,917,707 | 90,475 | 3.2 |
| Arizona | 499,261 | 464,725 | --32,262 | -6.5 |
| Arkansas | 1,949,387 | 1,973,033 | 25,304 | 1.3 |
| California | 6,907,387 | 7,187,880 | 302,856 | 4.4 |
| Colorado | 1,123,296 | 1,093,569 | --23,864 | -2.1 |
| Connecticut | 1,709,242 | 1,773,101 | 66,535 | 3.9 |
| Delaware | 266,505 | 276,633 | 11,508 | 4.3 |
| D. C. | 663,091 | 821,299 | 163,680 | 24.9 |
| Florida | 1,897,414 | 1,949,086 | 60,895 | 3.2 |
| Georgia | 3,123,723 | 3,081,632 | --14,792 | -0.5 |
| Idaho | 524,873 | 478,969 | --45,809 | -8.7 |
| Illinois | 7,897,241 | 8,008,067 | 132,960 | 1.7 |
| Indiana | 3,427,796 | 3,493,515 | 65,723 | 1.9 |
| Iowa | 2,538,268 | 2,455,132 | --81,300 | -3.2 |
| Kansas | 1,801,028 | 1,725,176 | --69,194 | -3.9 |
| Kentucky | 2,845,627 | 2,762,483 | --69,388 | -2.5 |
| Louisiana | 2,363,880 | 2,435,364 | 77,108 | 3.3 |
| Maine | 847,226 | 835,164 | --7,458 | -0.9 |
| Maryland | 1,821,244 | 1,903,282 | 94,537 | 5.2 |
| Massachusetts | 4,316,721 | 4,290,194 | --26,475 | -0.6 |
| Michigan | 5,256,106 | 5,562,183 | 311,592 | 5.9 |
| Minnesota | 2,792,300 | 2,667,916 | --119,677 | -4.3 |
| Mississippi | 2,183,796 | 2,138,559 | --44,819 | -2.1 |
| Missouri | 3,784,664 | 3,750,257 | --32,953 | -0.9 |
| Montana | 559,456 | 523,825 | --33,903 | -6.1 |
| Nebraska | 1,315,834 | 1,241,143 | --71,708 | -5.5 |
| Nevada | 110,247 | 128,697 | 18,708 | 17.0 |
| New Hampshire | 491,524 | 472,731 | --18,577 | -3.8 |
| New Jersey | 4,160,165 | 4,245,062 | 84,909 | 2.0 |
| New Mexico | 531,818 | 489,872 | --41,851 | -7.9 |
| New York | 13,479,142 | 12,929,781 | --505,586 | -3.8 |
| North Carolina | 3,571,623 | 3,493,047 | --67,406 | -1.9 |
| North Dakota | 641,935 | 588,539 | --53,167 | -8.3 |
| Ohio | 6,907,612 | 6,959,627 | 52,095 | 0.8 |
| Oklahoma | 2,336,434 | 2,180,545 | --146,320 | -6.3 |
| Oregon | 1,089,684 | 1,069,069 | --18,573 | -1.7 |
| Pennsylvania | 9,900,180 | 9,712,618 | --187,556 | -1.9 |
| Rhode Island | 713,346 | 723,897 | 17,125 | 2.4 |
| South Carolina | 1,899,804 | 1,904,418 | 14,756 | 0.8 |
| South Dakota | 642,961 | 589,967 | --52,594 | -8.2 |
| Tennessee | 2,915,841 | 2,932,235 | 16,410 | 0.6 |
| Texas | 6,414,824 | 6,467,012 | 67,604 | 1.1 |
| Utah | 550,310 | 554,054 | 4,074 | 0.7 |
| Vermont | 359,231 | 344,061 | --12,640 | -3.5 |
| Virginia | 2,677,773 | 2,803,861 | 167,812 | 6.4 |
| Washington | 1,736,191 | 1,755,784 | 43,664 | 2.6 |
| West Virginia | 1,901,974 | 1,863,402 | --38,205 | -2.0 |
| Wisconsin | 3,137,587 | 3,064,356 | --72,528 | -2.3 |
| Wyoming | 250,742 | 232,864 | --17,878 | -7.1 |
| Total | 131,669,275 | 131,315,393 | --7,743 | -.006 |

Source: U. S. Department of Commerce, Bureau of Census.

"SHIFTING POPULATIONS"

CHANGES IN POPULATION SINCE THE 1940 CENSUS
AS ESTIMATED BY BUREAU OF CENSUS AND THE OPA

ALABAMA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Birmingham (Jefferson) | 459,930 | 502,000 | 9.1 |
| Mobile (Mobile) | 141,974 | 189,000 | 33.1 |
| Montgomery (Montgomery) | 114,420 | 144,000 | 29.7 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent |
|----------------------|-------------------------|------------------------|
| Barbour 15 | De Kalb 10 | Shelby 10 |
| Calhoun 10 | Lauderdale 10 | Sumter 15 |
| Chilton 40 | Madison 10 | Talladega 30 |
| Dale 10 | | |

ARIZONA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Phoenix (Maricopa) | 186,193 | 186,000 | — |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent |
|-----------------------|-----------------------|-------------------|
| Coconino 20 | Greenlee 30 | Yuma 30 |

ARKANSAS

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Little Rock (Pulaski) | 156,085 | 176,000 | 12.8 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent |
|---------------------|------------------------|------------------------|
| Baxter 10 | Jefferson 15 | Sebastian 30 |
| Desha 10 | Miller 15 | White 30 |

CALIFORNIA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Fresno (Fresno) | 178,565 | 179,000 | — |
| Los Angeles (Los Angeles and Orange) | 2,916,403 | 3,045,000 | 4.5 |
| Sacramento (Sacramento) | 170,333 | 177,000 | 4.1 |
| San Francisco-Oakland (Alameda Contra Costa, Marin, San Francisco, San Mateo, Solano) | 1,161,804 | 1,512,000 | 6.6 |
| San Diego (San Diego) | 289,348 | 373,000 | 35.1 |
| San Jose (Santa Clara) | 174,949 | 173,000 | —0.6 |
| Stockton (San Joaquin) | 134,207 | 131,000 | —2.2 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent |
|-------------------------------|----------------------------|-------------------|
| Inyo 20 | Santa Barbara 10 | Yuba 80 |
| San Louis Obispo 20 | Shasta 10 | |

COLORADO

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------------|---|---|---|
| Denver (Arapahoe, Denver, Jefferson) | 385,287 | 398,000 | 4.2 |
| Pueblo (Pueblo) | 68,870 | 74,000 | 7.1 |

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| | |
|----------|----|
| Per Cent | |
| El Paso | 30 |

CONNECTICUT

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Bridgeport (Fairfield) | 418,384 | 449,000 | 7.4 |
| Hartford-New Britain (Hartford Middlesex) | 506,188 | 557,000 | 10.1 |
| New Haven-Waterbury | 484,316 | 520,000 | 7.4 |

DELAWARE

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Wilmington (New Castle) | 179,562 | 186,000 | 4.5 |

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| | |
|----------|----|
| Per Cent | |
| Sussex | 10 |

DISTRICT OF COLUMBIA

| Metropolitan District— | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Washington, (District of Columbia; Montgomery Prince Georges, Md.; Alexandria City, Arlington, Va.) | 927,056 | 1,151,000 | 25.1 |

FLORIDA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Jacksonville (Duval) | 210,143 | 258,000 | 22.9 |
| Miami (Dade) | 267,739 | 265,000 | -1.1 |
| Tampa-St. Petersburg (Hillsborough, Pinellas) | 272,000 | 273,000 | 0.4 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| | | | | | |
|----------|----|-----------|----|----------|----|
| Per Cent | | Per Cent | | Per Cent | |
| Bay | 20 | Escambia | 10 | Leon | 10 |
| Bradford | 70 | Gulf | 10 | Monroe | 20 |
| Clay | 30 | Highlands | 15 | Okaloosa | 10 |

GEORGIA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|------------------------------------|---|---|---|
| Atlanta (DeKalb, Fulton) | 479,828 | 503,000 | 5.2 |
| Augusta (Richmond) | 81,863 | 89,000 | 8.5 |
| Columbus (Muscogee, Russell, Ala.) | 111,269 | 123,000 | 10.8 |
| Macon (Bibb) | 83,783 | 92,000 | 9.5 |
| Savannah (Chatham) | 117,970 | 127,000 | 8.5 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| | | | | | |
|----------|----|-----------|----|----------|----|
| Per Cent | | Per Cent | | Per Cent | |
| Berrien | 30 | Chattooga | 10 | Liberty | 50 |
| Camden | 10 | Dougherty | 15 | Stephens | 10 |

IDAHO

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

| | Per Cent | | Per Cent | | Per Cent |
|------------------|----------|--------------|----------|--------------|----------|
| Bonneville | 30 | Elmore | 20 | Valley | 10 |
| Clark | 10 | | | | |

ILLINOIS

| | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Metropolitan District—(County) | | | |
| Chicago (Cook, Dupage, Lake; Lake, Ind.) | 4,581,111 | 4,725,000 | 3.3 |
| Decatur (Macon) | 84,693 | 88,000 | 3.5 |
| Peoria (Peoria, Tazewell) | 211,736 | 202,000 | -4.7 |
| Rockford (Winnebago) | 121,178 | 131,000 | 8.3 |
| Springfield (Sangamon) | 117,912 | 116,000 | -1.7 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| | Per Cent | | Per Cent |
|-----------------|----------|--------------|----------|
| Champaign | 10 | Hardin | 10 |

INDIANA

| | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Metropolitan District—(County) | | | |
| Evansville (Vanderburgh; Hen- derson, Ky.) | 157,803 | 168,000 | 6.3 |
| Fort Wayne (Allen) | 155,084 | 165,000 | 6.5 |
| Indianapolis (Marion) | 460,926 | 492,000 | 7.4 |
| South Bend (St. Joseph) | 161,823 | 167,000 | 3.1 |
| Terre Haute (Vigo) | 99,709 | 100,000 | — |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| | Per Cent | | Per Cent | | Per Cent |
|-------------------|----------|---------------|----------|--------------|----------|
| Bartholomew | 10 | LaPorte | 10 | Scott | 10 |
| Johnson | 60 | Porter | 10 | Starke | 20 |

IOWA

| | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--|---|---|---|
| Metropolitan District—(County) | | | |
| Cedar Rapids (Linn) | 89,142 | 90,000 | 1.1 |
| Davenport-Rock Island-Moline (Scott; Rock Island, Ill.) | 198,071 | 211,000 | 6.6 |
| Des Moines (Polk) | 195,835 | 197,000 | 1.0 |
| Sioux City (Woodbury) | 103,627 | 97,000 | -6.7 |
| Waterloo (Black Hawk) | 79,946 | 81,000 | 1.3 |

KANSAS

| | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Metropolitan District—(County) | | | |
| Topeka (Shawnee) | 91,247 | 80,000 | -12.1 |
| Wichita (Sedgewick) | 143,311 | 178,000 | 24.5 |

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| | Per Cent |
|---------------|----------|
| Labette | 15 |

KENTUCKY

| | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--|---|---|---|
| Metropolitan District—(County) | | | |
| Louisville (Jefferson; Clark and Floyd, Ind.) | 451,473 | 498,000 | 10.4 |

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| | Per Cent |
|-------------|----------|
| Union | 70 |

LOUISIANA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--|---|---|---|
| New Orleans (Jefferson, Orleans Parishes) | 544,961 | 571,000 | 5.3 |
| Shreveport (Caddo, Parish) | 150,203 | 157,000 | 4.7 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent |
|-------------------------------|-----------------------|-----------------------|
| Beauregard 10 | La Salle 20 | St. Mary 10 |
| Calcasieu 10 | Rapides 20 | Vernon 30 |
| East Baton Rouge 20 | | |

MAINE

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Portland (Cumberland) | 146,000 | 151,000 | 4.9 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent |
|--------------------------|-------------------|
| Piscataquis 50 | York 10 |

MARYLAND

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--|---|---|---|
| Baltimore (Baltimore City, Anne Arundel, Baltimore) | 1,083,360 | 1,126,000 | 4.9 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent |
|----------------------|----------------------|---------------------|
| Charles 10 | Harford 15 | Howard 10 |

MASSACHUSETTS

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--|--|---|---|
| Boston (Essex, Middlesex, Nor- folk, Plymouth, Suffolk) | 2,824,955 | 2,811,000 | -0.4 |
| Fall River-New Bedford (Bris- tol) | 364,637 | 364,000 | -0.3 |
| Lowell-Lawrence-Haverhill | Included in Boston Metropolitan District | | |
| Springfield - Holyoke (Hampden, Hampshire) | 401,568 | 405,000 | — |
| Worcester (Worcester) | 504,170 | 494,000 | -1.8 |

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| Per Cent |
|-------------------------|
| Barnstable 10 |

MICHIGAN

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|------------------------------------|---|---|---|
| Detroit (Macomb, Oakland Wayne) | 2,377,329 | 2,710,000 | 14.2 |
| Flint (Genesse) | 227,914 | 227,000 | -0.4 |
| Grand Rapids (Kent) | 246,338 | 246,000 | — |
| Kalamazoo (Kalamazoo) | 100,085 | 105,000 | 5.0 |
| Lansing (Ingham) | 130,616 | 219,000 | -1.5 |
| Saginaw-Bay City (Bay, Saginaw) | 205,449 | 204,000 | -0.5 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent |
|------------------------|----------------------|
| Missaukee 10 | Oakland 10 |

MINNESOTA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--|---|---|---|
| Duluth-Superior (St. Louis; Douglas, Wis.) | 254,036 | 240,000 | —5.5 |
| Minneapolis-St. Paul (Anoka, Hennepin, Ramsey, Washington) | 927,707 | 915,000 | —1.0 |

MISSISSIPPI

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Jackson (Hinds) | 107,273 | 116,000 | 8.4 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| | Per Cent | | Per Cent | | Per Cent |
|---------|----------|---------|----------|---------|----------|
| Forrest | 30 | Jackson | 30 | Lowndes | 10 |

MISSOURI

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Kansas City, (Mo.)-Kansas City, (Kansas) (Jackson Co. Mo.; Johnson, Wyandotte Cos., Kansas) | 656,226 | 664,000 | 1.2 |
| St. Joseph (Buchanan) | 94,067 | 83,000 | —11.7 |
| St. Louis (St. Louis City, St. Charles and St. Louis, Cos.; Madison, St. Clair, Ill.) | 1,432,088 | 1,527,000 | 6.8 |
| Springfield (Greene) | 90,541 | 91,000 | — |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| | Per Cent | | Per Cent | | Per Cent |
|--------|----------|--------|----------|---------|----------|
| Boone | 10 | Phelps | 20 | Pulaski | 30 |
| Newton | 30 | | | | |

MONTANA

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| | Per Cent |
|----------|----------|
| Treasure | 20 |

NEBRASKA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Lincoln (Lancaster) | 100,585 | 98,000 | —3.0 |
| Omaha-Council Bluffs, Iowa (Douglas, Pottawattamie, Iowa) | 314,318 | 318,000 | 1.6 |

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| | Per Cent |
|-------|----------|
| Deuel | 30 |

NEVADA

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

| | Per Cent | | Per Cent | | Per Cent |
|--------|----------|---------|----------|-----|----------|
| Clark | 110 | Mineral | 90 | Nye | 10 |
| Lander | 10 | | | | |

NEW HAMPSHIRE

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---------------------------------|---|---|---|
| Manchester (Hillsborough) | 144,888 | 138,000 | —4.8 |

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| | |
|------------------|----------------|
| Rockingham | Per Cent 10 |
|------------------|----------------|

NEW JERSEY

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Atlantic City (Atlantic) | 124,066 | 116,000 | —6.5 |
| Trenton (Mercer) | 197,318 | 202,000 | 2.5 |

NEW MEXICO

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent | | | |
|------------------|----------|---------------|----|-------------|----|
| Bernalillo | 20 | Eddy | 10 | Otero | 10 |
| Chaves | 15 | Hidalgo | 30 | | |

NEW YORK

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--|---|---|---|
| Albany-Schenectady-Troy (Albany, Rensselaer, Schenectady) | 465,643 | 464,000 | —0.4 |
| Binghamton (Broome) | 165,749 | 160,000 | —3.6 |
| Buffalo-Niagara (Erie, Niagara) .. | 958,487 | 970,000 | 1.3 |
| New York-Northeastern N. J. (Bronx, Kings, Nassau, New York, Queens, Richmond, Rock- land, Westchester; Bergen, Es- sex, Hudson, Middlesex, Mon- mouth, Morris, Passaic, Union, N. J.) | 11,143,584 | 10,752,000 | —3.3 |
| Rochester (Monroe) | 438,230 | 423,000 | —3.4 |
| Syracuse (Onondaga) | 295,108 | 288,000 | —2.4 |
| Utica-Rome (Herkimer, Oneida) .. | 263,163 | 241,000 | —8.4 |

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| | |
|----------------|----------------|
| Tompkins | Per Cent 10 |
|----------------|----------------|

NORTH CAROLINA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Asheville (Buncombe) | 108,755 | 101,000 | —7.3 |
| Charlotte (Mecklenburg) | 151,826 | 149,000 | —2.0 |
| Durham (Durham) | 80,244 | 82,000 | 2.5 |
| Greensboro (Guilford) | No Figures Available | | |
| Winston-Salem (Forsyth) | 126,475 | 118,000 | —6.3 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent | | | |
|------------------|----------|-------------------|----|--------------|----|
| Cumberland | 10 | New Hanover | 30 | Orange | 10 |
| Hyde | 10 | Onslow | 50 | | |

NORTH DAKOTA

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| | |
|--------------|----------------|
| Mercer | Per Cent 10 |
|--------------|----------------|

OHIO

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Akron (Summit) | 339,405 | 358,000 | 5.6 |
| Canton (Stark) | 234,887 | 252,000 | 7.2 |
| Cincinnati (Hamilton; Dearborn, Ind.; Campbell, Kenton, Ky.) | 810,097 | 861,000 | 6.3 |
| Cleveland (Cuyahoga) | 1,217,250 | 1,231,000 | 1.2 |
| Columbus (Franklin) | 388,712 | 409,000 | 5.4 |
| Dayton (Montgomery) | 295,480 | 325,000 | 10.2 |
| Hamilton-Middletown (Butler) | 120,249 | 217,000 | 5.8 |
| Springfield (Clark) | 95,647 | 100,000 | 4.2 |
| Toledo (Lucas) | 344,333 | 332,000 | —3.5 |
| Youngstown (Mahoning, Trumbull) | 372,566 | 365,000 | —2.1 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| | Per Cent | | Per Cent |
|--------|----------|---------|----------|
| Greene | 10 | Portage | 10 |

OKLAHOMA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Oklahoma City (Okla.) | 244,159 | 217,000 | —11.1 |
| Tulsa (Tulsa) | 193,363 | 211,000 | 9.3 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| | Per Cent | | Per Cent | | Per Cent |
|----------|----------|------|----------|----------|----------|
| Comanche | 10 | Mays | 20 | Muskogee | 40 |

OREGON

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---------------------------------|---|---|---|
| Portland (Clackamas, Multnomah) | 412,229 | 425,000 | 3.2 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| | Per Cent | | Per Cent | | Per Cent |
|--------|----------|------|----------|----------|----------|
| Benton | 20 | Linn | 40 | Umatilla | 10 |

PENNSYLVANIA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Allentown-Bethlehem-Easton (Le- high, Northampton) | 346,492 | 355,000 | 2.6 |
| Altoona (Blair) | 140,358 | 133,000 | —5.0 |
| Erie (Erie) | 180,889 | 185,000 | 2.2 |
| Harrisburg (Dauphin) | 177,410 | 182,000 | 2.8 |
| Johnstown (Cambria) | 213,459 | 238,000 | 11.7 |
| Lancaster (Lancaster) | 212,504 | 209,000 | —1.9 |
| Philadelphia (Delaware, Mont- gomery, Phil.; Burlington, Cam- den, Gloucester, N. J.) | 2,956,296 | 3,027,000 | 2.5 |
| Pittsburgh (Allegheny, Fayette, Washington, Westmoreland) | 2,126,801 | 2,068,000 | —2.8 |
| Reading (Berks) | 241,884 | 234,000 | —3.3 |
| Scranton — Wilkes-Barre (Lacka- wanna, Luzerne) | 742,761 | 664,000 | —10.6 |
| York (York) | 178,022 | 180,000 | 1.1 |

RHODE ISLAND

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--|---|---|---|
| Providence (Bristol, Kent, New- port, Providence) | 680,853 | 688,000 | 1.6 |

SOUTH CAROLINA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|--|
| Charleston (Charleston) | 121,105 | 147,000 | 24.6 |
| Columbia (Richland) | 104,843 | 122,000 | 16.2 |

County Showing Estimated Percentage Increase In Population (Source: OPA.)

| | |
|------------|----------------|
| Dorchester | Per Cent 10 |
|------------|----------------|

TENNESSEE

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent |
|-------------------------------------|---|---|--|
| Chattanooga (Hamilton; Walker, Ga.) | 211,502 | 229,000 | 8.5 |
| Knoxville (Knox) | 178,468 | 187,000 | 5.1 |
| Memphis (Shelby) | 358,250 | 361,000 | 0.8 |
| Nashville (Davidson) | 257,267 | 274,000 | 6.6 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent |
|---------------------|------------------------|-------------------------|
| Blount 15 | Jefferson 15 | Montgomery 30 |
| Coffee 20 | Loudon 10 | Polk 10 |

TEXAS

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent |
|----------------------------------|---|---|--|
| Amarillo (Potter) | 54,265 | 51,000 | —5.6 |
| Austin (Travis) | 111,053 | 117,000 | 5.4 |
| Beaumont-Port Arthur (Jefferson) | 145,329 | 160,000 | 10.3 |
| Corpus Christi (Nueces) | 92,661 | 119,000 | 28.0 |
| Dallas (Dallas) | 398,561 | 431,000 | 8.3 |
| El Paso (El Paso) | 131,067 | 136,000 | 7.9 |
| Fort Worth (Tarrant) | 225,521 | 236,000 | 4.4 |
| Galveston (Galveston) | 81,173 | 88,000 | 10.0 |
| Houston (Harris) | 528,961 | 555,000 | 4.9 |
| San Antonio (Bexar) | 338,176 | 354,000 | 12.0 |
| Waco (McLennan) | 101,898 | 109,000 | 6.9 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent |
|-----------------------|------------------------|-------------------------|
| Bastrop 70 | Hansford 10 | Moore 30 |
| Bell 30 | Hockley 30 | Oldham 15 |
| Bowie 40 | Jackson 10 | Orange 70 |
| Brazoria 50 | Kleberg 20 | Palo Pinto 15 |
| Brazos 10 | Lubbock 10 | Tarrant 10 |
| Brown 30 | Marion 15 | Taylor 15 |
| Cochran 20 | Matagorda 10 | Terry 30 |
| Hall 15 | Midland 20 | Zapata 10 |

UTAH

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|--|
| Salt Lake City (Salt Lake) | 211,623 | 220,000 | 4.3 |

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

| Per Cent | Per Cent | Per Cent |
|--------------------|---------------------|--------------------|
| Davis 15 | Tooele 10 | Weber 20 |

VERMONT
County Showing Estimated Percentage Increase
In Population (Source: OPA)

Addison Per Cent
 10

VIRGINIA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Norfolk - Portsmouth - Newport News (Hampton, Newport News, Norfolk, Portsmouth, South Norfolk Cities; Elizabeth City, Norfolk, Princess Anne, Warwick) | 343,423 | 129,000 | 33.2 |
| Richmond (Richmond City; Henrico) | 235,002 | 245,000 | 4.3 |
| Roanoke (Roanoke City; Roanoke) | 112,184 | 110,000 | -1.8 |

Additional Counties Showing Estimated Percentage Increases
In Population (Source: OPA.)

| | | |
|--------------------------|-------------------------|-----------------------|
| Per Cent | Per Cent | Per Cent |
| Fairfax 20 | Montgomery 60 | Tazewell 10 |
| Henry 10 | Nottoway 90 | York 10 |
| King George 10 | Pulaski 20 | |

WASHINGTON

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|--------------------------------|---|---|---|
| Seattle (King) | 504,980 | 549,000 | 9.1 |
| Spokane (Spokane) | 164,652 | 156,000 | -4.3 |
| Tacoma (Pierce) | 182,081 | 183,000 | 5.8 |

Additional Counties Showing Estimated Percentage Increases
In Population (Source: OPA.)

| | | |
|-----------------------|---------------------|--------------------|
| Per Cent | Per Cent | Per Cent |
| Clark 20 | Kitsap 70 | Mason 15 |
| Franklin 10 | | |

WEST VIRGINIA

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|---|---|---|---|
| Charleston (Kanawha) | 195,619 | 192,000 | -2.0 |
| Huntington-Ashland (Ky.) (Cabbell; Boyd, Ky.; Lawrence, Ohio) | 190,102 | 186,000 | -2.1 |
| Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio) | 234,131 | 223,000 | -4.7 |

Additional Counties Showing Estimated Percentage Increases
In Population (Source: OPA.)

| | |
|---------------------|-------------------------|
| Per Cent | Per Cent |
| Gilmer 10 | Monongalia 10 |

WISCONSIN

| Metropolitan District—(County) | Total Population (1940 U. S. Census) | Estimated Civilian Population May, 1942 | Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent |
|------------------------------------|---|---|---|
| Madison (Dane) | 130,660 | 135,000 | 3.1 |
| Milwaukee (Milwaukee) | 766,885 | 766,000 | -0.1 |
| Racine - Kenosha (Kenosha, Racine) | 157,552 | 155,000 | -1.3 |

LOCAL WAR EFFORT BROADCASTS

For Six Months

(Compiled by Arthur Stringer)

| | Spots | 3 Min. Live | 5 Min. Live | 10 Min. Live | 15 Min. Live | 20 Min. Live | 25 Min. Live | 30 Min. Live | 35 Min. Live | 40 Min. Live | 45 Min. Live |
|--|------------------|-------------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Army | 248,830 | 410 | 2,430 | 720 | 8,280 | | 470 | 2,930 | | | 7 |
| Navy | 266,140 | 1,060 | 2,610 | 570 | 8,680 | 10 | | 1,200 | | 10 | 20 |
| Marines | 189,080 | | 1,320 | 390 | 8,320 | 30 | 10 | 430 | | | |
| Coast Guard | 134,600 | | 170 | 310 | 740 | 90 | | 60 | | | |
| Civil Service | 133,090 | | 20 | 10 | 180 | | | | | | |
| Recr. Shipyard Workers | 9,070 | | | | | | | | | | |
| Recr. Nurses & Doctors | 90,680 | | 200 | 680 | 1,061 | | 20 | 70 | | | |
| Labor Recr. War Industry Training Info. | 72,810 | | 1,010 | 180 | 1,810 | | | 60 | | | |
| CAA | 6,390 | | 220 | | 90 | | | | | | |
| Treasury | 985,430 | 260 | 2,770 | 420 | 7,690 | 20 | 20 | 2,500 | | 10 | 250 |
| Army Emergency Relief | 24,140 | | 270 | 30 | 430 | | | 30 | | | |
| USO | 96,000 | | 750 | 100 | 1,880 | | 10 | 1,000 | | | |
| Red Cross | 124,430 | 50 | 480 | 740 | 1,880 | | | 210 | | | |
| Civilian Defense, all kinds | 100,630 | 60 | 7,500 | 1,730 | 7,830 | | 10 | 510 | | | 30 |
| Don't Spread Rumors | 5,650 | | | 10 | 270 | | | 10 | | | |
| Victory Gardens | 7,620 | | 400 | 260 | 310 | | | | | | |
| Nutrition | 6,640 | | 760 | 660 | 1,020 | | 80 | | | | |
| Fire Prevention Week (Oct. Only) | 11,240 | | 200 | 80 | 330 | | | | | | |
| Can't Do Business with Hitler | 160 | | 10 | | | | | | | | |
| Neighborhood Call | 390 | | | | 70 | | | | | | |
| This Is Our Enemy | | | | | 10 | | | 140 | | | |
| Three Thirds of a Nation | | | | | | | | 40 | | | |
| The Home Front | | | 120 | | 1,270 | | | 1,360 | | | |
| OWI-WPB-OPA-AGRI | 436,520 | | | | | | | | | | |
| Fuel Conservation | 30,740 | | | | | | | | | | |
| Other Government Agencies | 95,550 | 240 | 2,710 | 1,270 | 18,270 | | 300 | 4,430 | 10 | 10 | 130 |
| TOTALS | 3,075,830 | 2,080 | 23,950 | 8,160 | 70,421 | 150 | 920 | 14,980 | 10 | 30 | 500 |

PTS BY AMERICAN STATIONS

Ending October 1942

(VAB Director of Promotion)

| 55 Min. Live | 60 Min. Live | 80 Min. Live | 85 Min. Live | 90 Min. Live | 105 Min. Live | 130 Min. Live | 178 Min. Live | 210 Min. Live | 260 Min. Live | 360 Min. Live | 3 Min. ET | 5 Min. ET | 10 Min. ET | 15 Min. ET | 20 Min. ET | 30 Min. ET | 45 Min. ET | 60 Min. ET |
|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-----------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 40 | 480 | .. | .. | 20 | .. | .. | .. | .. | .. | .. | .. | 100 | 10 | 18,644 | .. | 10 | .. | .. |
| .. | 10 | .. | 10 | 10 | .. | .. | .. | 10 | 10 | .. | .. | 60 | .. | 16,090 | 20 | 890 | .. | .. |
| .. | .. | .. | .. | .. | 10 | .. | .. | .. | .. | .. | .. | .. | 110 | 9,020 | .. | 120 | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 10 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 50 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 20 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 20 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 300 | .. | 230 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| 20 | 760 | .. | .. | 10 | 20 | .. | 10 | .. | .. | 10 | 700 | 5,290 | .. | 101,930 | .. | 120 | .. | 40 |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| .. | 10 | .. | .. | .. | .. | 10 | .. | .. | .. | .. | .. | .. | .. | 10 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 20 | .. | 20 | .. | .. |
| .. | 20 | .. | .. | 10 | .. | .. | .. | .. | .. | .. | .. | .. | 10 | 270 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| .. | 10 | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 170 | 20 | .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 29,160 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 8,430 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 1,750 | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 340 | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 130 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | 4,370 | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| 10 | 160 | 10 | .. | .. | .. | .. | .. | .. | .. | .. | 30 | 940 | 40 | 9,730 | .. | 750 | 30 | 30 |
| 40 | 1,450 | 10 | 10 | 50 | 30 | 10 | 10 | 10 | 10 | 10 | 730 | 6,860 | 190 | 198,134 | 20 | 4,000 | 30 | 70 |



What Majesty... What Splendor! What a Pain in the Neck!

Nowhere in the country does one encounter such rugged splendor, as is found on the Pacific Coast. Mountains rising majestically 5,000 to nearly 15,000 feet, form natural barriers around most of the Pacific Coast's important cities. It's a Mecca for tourists, but a pain in the neck for long-range broadcasting. Watts bounce off mountains like hail off a tin roof. There's only one way to completely cover these mountain-surrounded markets... *release your message*

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BEAIR AND CO.

locally. Use Don Lee, the only network with enough stations to deliver *local* primary coverage on the entire Pacific Coast. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job... Don Lee.



THE NATION'S GREATEST REGIONAL NETWORK



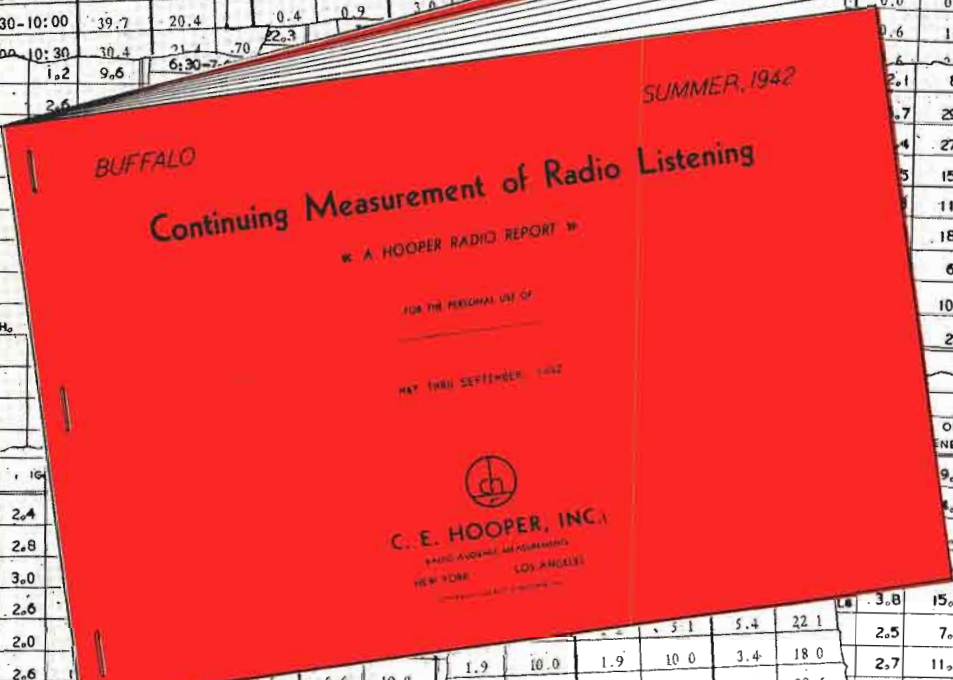
NETWORKS
OF THE
UNITED STATES



NATIONAL
REGIONAL



| EASTERN TIME | USE | RATING | ENTRERS | RATING | PER CENT LISTENERS | RATING | LISTENERS | TIME | USE | RATING | ENTRERS | RATING | PER CENT LISTENERS | RATING | PER CENT LISTENERS |
|--------------|-----|--------|-----------|--------|--------------------|--------|-----------|---------|-----|--------|---------|--------|--------------------|----------|--------------------|
| 6:00-6:30 | | 21.6 | 11.4 | 0.0 | 0.0 | 3.1 | 14 | 00-6:30 | | 21.9 | 5.5 | 2.5 | 11.8 | 0.6 | 2.9 |
| 6:30-7:00 | | 28.9 | 15.5 | 0.0 | 0.0 | 3.4 | 13 | 30-7:00 | | 28.6 | 12.5 | 1.8 | 6.1 | 0.7 | 2.4 |
| 7:00-7:30 | | 36.5 | 14.5 | 0.0 | 0.0 | 5.2 | 16 | 00-7:30 | | 33.6 | 12.4 | 0.7 | 2.0 | 2.2 | 5.9 |
| 7:30-8:00 | | 32.3 | 13.8 | 0.0 | 0.0 | 1.0 | 3 | 30-8:00 | | 33.3 | 6.1 | 0.6 | 4.9 | 1.3 | 3.9 |
| 8:00-8:30 | | 43.5 | 24.8 | 0.0 | 0.0 | 3.0 | 1 | 00-8:30 | | 33.4 | 8.2 | 0.9 | 2.1 | 6.7 | 15.5 |
| 8:30-9:00 | | 41.0 | 25.8 | 0.0 | 0.0 | 5.0 | 1 | 30-9:00 | | 43.1 | | 0.7 | 1.7 | 2.8 | 6.9 |
| 9:00-9:30 | | 41.6 | 21.1 | 0.0 | 0.0 | 2.3 | | 00-9:30 | | | | | | 0.0 | 0.0 |
| 9:30-10:00 | | 39.7 | 20.4 | 0.4 | 0.9 | 3.0 | | | | | | | 0.6 | 1.5 | |
| 10:00-10:30 | | 30.4 | 21.7 | 22.3 | | | | | | | | | 0.6 | 1.5 | |
| | 1.2 | 9.6 | 6:30-7:00 | | | | | | | | | | 2.1 | 8.8 | |
| | 2.6 | | | | | | | | | | | | 0.7 | 29.8 | |
| MUSIC | | | | | | | | | | | | | 4 | 27.6 | |
| CLASSICAL | | | | | | | | | | | | | 5 | 15.0 | |
| ORCHESTRAL | | | | | | | | | | | | | | 11.6 | |
| | | | | | | | | | | | | | | 18.2 | |
| | | | | | | | | | | | | | | 6.5 | |
| | | | | | | | | | | | | | | 10.7 | |
| | | | | | | | | | | | | | | 2.0 | |
| | | | | | | | | | | | | | | OF ENERS | |
| | | | | | | | | | | | | | | 9.2 | |
| | | | | | | | | | | | | | | 4.0 | |
| | | | | | | | | | | | | | | 6 | |
| | | | | | | | | | | | | | | 2 | |
| ABLE | 2.6 | | | | | | | | | | | | 5.1 | 5.4 | 22.1 |
| | 2.0 | | | | | | | | | | | | | | 2.5 |
| | 2.6 | | | | | | | | | | | | | | 7.4 |
| | 2.9 | | | | | | | | | | | | | | 2.7 |
| | 1.9 | | | | | | | | | | | | | | 11.6 |
| | 1.9 | | | | | | | | | | | | | | 3.3 |
| | 1.2 | | | | | | | | | | | | | | 12.9 |
| | 1.7 | | | | | | | | | | | | | | 6.0 |
| | 0.7 | | | | | | | | | | | | | | 5.0 |
| | 4.0 | | | | | | | | | | | | | | 2.5 |
| | | | | | | | | | | | | | | | 6.0 |
| | | | | | | | | | | | | | | | 1.4 |
| | | | | | | | | | | | | | | | 0.6 |



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THE BLUE NETWORK CO., INC.



MARK WOODS

through adolescence, has reached maturity in wartime. It has served the nation in both war and peace.

The Blue Network was created as an independent corporation in January, 1942—with our nation in a war for survival. And, because it was new with no preconceived ideas, its philosophy and its action has been influenced by wartime conditions just as broadcasting, compared to wireless telegraphy, was influenced by the war of twenty-five years ago.

Profitable First Year

In its first year of existence the Blue Network ended "in the black." However, no one can judge a company solely on present financial profits. There are other intangible and non-monetary profits that far outweigh monetary ledger balances. A few concise facts speak for themselves. The Blue Network started with 116 affiliates; today 146 stations are carrying Blue programs. Prospects for 1943 indicate a decided increase, both in the number of clients and network hours and in the number of stations carrying commercial programs.

This record could not be accomplished by following set formulae that had worked in the case of the older networks. Fixed policies were abandoned; new policies established to meet changing conditions. It was felt that an open-minded attitude toward taboos was demanded. Each problem, each condition, was considered on its merits.

Open-Minded Policy

This open-minded attitude, always indicative of a young, aggressive organization, manned by young personnel, was

IN A NATION and a world at war there is only one yardstick by which any individual or any organization may be judged—that is the measurement of service. Radio broadcasting as we know it was born in wartime, and, growing

particularly fitted to meet wartime conditions. A shifting population, changes in the production of durable goods, the revolution in the food industry, fuel and travel rationing—all of these and many more were factors in our programming, our sales policy and our general policies.

Over a period of years network broadcasting, with many of the ablest program producers in show business, formulated its own programs. The Blue opened the doors to outside producers—tapping every source for finished presentations and for embryonic ideas. We found the network ban against transcribed programs unsuited to our needs, and declared our willingness to broadcast such programs, whether or not in the first instance they had been presented over another and competing network.

In order to give opportunity to every type of entertainment pattern, the program department has tried an average of 10 new shows each month. We hope to introduce still other new shows and program innovations in 1943.

Commercial Innovations

In the belief that, under the American system of broadcasting, it is the commercial advertiser or sponsor who provides the listener free of charge that which heretofore only the wealthiest could buy, the Blue gave special consideration to clients. The Blue pioneered in the adoption of the two-per cent cash discount and announced a daytime package rate, a special rate for advertisers buying time across the board on the entire network. Another innovation was a special discount structure under which an advertiser obtains a progressively increasing discount as more stations are ordered for a program.

Needless to say, all of these commercial innovations were available to all advertisers. Such policies were responsible to a large extent for the rise in the average number of stations by commercial clients—from 70 in February to 91 in December.

Broadcasting is an integral part of this modern life, and, if it is to be of service to the people who make it possible, it must change with conditions, meeting new needs as they arise but not forgetting the wisdom learned during years of trial and error. That is the philosophy of America's youngest network.

THE BLUE



**NETWORK FACILITIES
AS OF JAN. 15, 1943**

BLUE NETWORK COMPANY, Inc.

30 Rockefeller Plaza
New York, N. Y.
(Telephone Number, Circle 7-5700)

BOARD OF DIRECTORS

| | |
|-------------------------|----------------------|
| DeSousa, George S. | Jolliffe, Charles B. |
| Hammond, John Hays, Jr. | Kobak, Edgar |
| Heath, Horton H. | Schairer, Otto S. |
| Woods, Mark | |

Officers

| | |
|---|---|
| Trammell, Niles Chairman, Executive Committee | Thrower, Fred M., Jr. Vice-President |
| Woods, Mark President | Yandell, Lunsford P. Vice-President |
| Kobak, Edgar Executive Vice-President | Rynd, Charles E. Treasurer |
| Borroff, E. R. Vice-President | Hennig, Anthony M. Assistant Treasurer |
| Carlin, Phillips Vice-President | Nicol, Alexander D. Controller |
| Gilman, Don E. Vice-President | MacConnach, Lewis Secretary |
| Kiggins, Keith Vice-President | Pfautz, Christian Assistant Secretary |
| Swezey, Robert D. Assistant Secretary | |

DEPARTMENTS AND DIVISIONS

Executive Offices

Woods, Mark President
Kobak, Edgar Executive Vice-President
Yandell, Lunsford P. Vice-President

Continuity Acceptance Department

Kemble, Dorothy Editor

Engineering Department

Milne, George O. Chief Engineer

Information Department

Olenslager, George Manager

Office Management Department

Van Houten, D. B. Office Manager

Program

Carlin, Phillips Vice-President in Charge
Barry, Charles C. Eastern Program Manager
Bixler, James W. Night Program Manager
Diaz, Raymond Supervisor of Announcing

Ferguson, Ron Script Manager
Frazee, Harry H., Jr. Production Manager
Guy, Helen Business Manager
Johnstone, G. W.

Director News and Special Features
Summers, Harrison B.
Public Service Program Manager

National Spot Sales

Grabhorn, Murray B. Manager

Network Sales Department

Thrower, Fred M., Jr. Vice-President in Charge
Buckham, D. R. Eastern Sales Manager
Saudek, Robert

Assistant to Eastern Sales Manager
Simmel, Ludwig Sales Service Manager

Publicity Department

Mullin, Earl Manager
Cortada, Judith Trade News Editor

Research Department

Evans, Edward F. Manager

Sales Promotion Department

Hauser, B. J. Manager

Stations Department

Kiggins, Keith Vice-President in Charge

Norton, John H., Jr. Station Relations Manager

Dolan, Thomas J. Traffic Manager

Treasury Department

Rynd, Charles Treasurer

Hennig, Anthony M. Assistant Treasurer

Hede, Henry T., Jr. Purchasing Agent

Station WJZ

McNeil, John H. Manager

CENTRAL DIVISION—CHICAGO

Merchandise Mart

Phone, Delaware 1900

Boroff, E. R. Vice-President in Charge

Berry, G. I. National Spot and Local Sales Manager

Douglass, L. E. Program Business Manager

Drips, William E. Public Service Manager

Edgley, L. J. Continuity Editor

Horstman, E. C. Engineering Manager

Huber, E. J. Sales Promotion Manager

Wetzell, M. S. Production Manager

Koelker, A. J. Publicity Manager

Ewing, Robert Sales Traffic Supervisor

Peterson, R. S. Auditor and Business Manager

Rouse, Gene Supervisor of Announcing

Schoenfeld, Merritt R. Network Sales Manager

Stirton, J. L. Program Manager

Vernon, G. A. Research Manager

Wetzell, M. S. Production Manager

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard

Phone, Hillside 8231

Gilman, Don E. Vice-President in Charge

Anderson, Clifford Program Business Manager

Brown, Dorothy L. Continuity Acceptance Editor

Dahlsted, Dresser M. Chief Announcer

Denechaud, R. G. Engineering Manager

Dorais, S. P. Auditor

Gates, Paul Night Program Manager

Tyson, Leo B. Program Manager

Hudson, Russell Sales Service Manager

Lonner, Walter W. Traffic Manager

Moore, Tracy Sales Manager

Moss, Robert Product Manager

Roberts, Clete Manager of Special Features

Samuel, Milton N. Publicity Manager

Sweeney, Kevin Sales Promotion Manager

Tyson, Leo B. Program Manager

WESTERN DIVISION—SAN FRANCISCO

Taylor and O'Farrell Streets

Phone, Graystone 6565

Ryan, W. B. Manager

Dwan, Robert E. Program Manager

Mayhorn, Harry Continuity Acceptance Editor

Palmer, T. B. Engineering Manager

Paltridge, J. G. Publicity and Promotion Manager

Peterson, Hilda T. Auditor

Rhodes, Lester R. Local Sales Manager

Robertson, Lawrence Production Manager

Stations Owned and/or Managed and/or Programmed by

The Blue Network Co., Inc.

WJZ, New York Owned, operated and represented by The Blue Network

WENR, Chicago Owned, operated and represented by The Blue Network

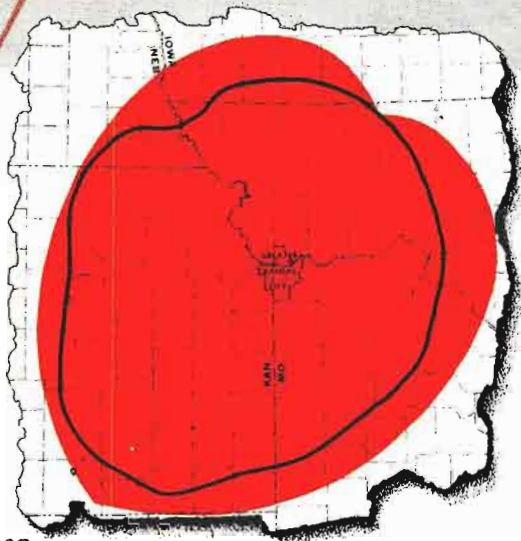
WMAL, Washington Owned by Evening Star Publishing Co.

Represented by The Blue Network

KGO, San Francisco Owned, operated and represented by The Blue Network

HAVING HEART * TROUBLE?

For any advertiser who may have had trouble with sales in this important Heart of America Area, a short diagnosis of the situation may prove useful.



1—The Heart of America is in two parts. It is 51% urban and 49% rural. Each part has its own program needs and likes.

2—Obviously, unless *both* rural and urban halves are reached, any promotion job is a half-Hearted one. Both halves are vital.

3—Reaching the *whole* Heart of America naturally requires efficient signal coverage of the whole area. But just as important is custom programming that will cause those *who can hear, to listen.*

4—KMBC is the only station delivering this combination of signal coverage (for a maximum potential audience) and program coverage (for a maximum listening audience) *throughout both halves* of the Heart of America.

* Referring, in this instance, to the Heart of America—the 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

Rx Heart (of America) trouble of a sales nature should be treated by KMBC.

K M B C

OF KANSAS CITY

FREE & PETERS, INC.

COLUMBIA BROADCASTING SYSTEM



WILLIAM S. PALEY

NO THOUGHTFUL broadcaster can fail to sense, it seems to me, the challenge to radio implicit in all the issues, not only of the war, but of the peace and the post-war

world. A durable peace as a victorious war can only be consummated, under modern circumstances, on a global basis. This means that "better understanding" between peoples of good will must cease to be a pious platitude and become a workaday reality. It will be, I think, partly, perhaps largely, the responsibility of broadcasting to quicken the intimate collaboration of democratic peoples upon which all hopes for a future of sanity and justice rest.

International Amity

The Columbia Broadcasting System sees great significance in the attention attracted in 1942 by its series, "An American in England," which was written and directed by Norman Corwin. This is being followed in 1943 by a new series with Larry Leseur, "An American in Russia." Another Columbia series devoted to international amity is "Calling Pan-America." These and

many other Columbia presentations keyed to the future are tokens of our own sense of responsibility to America and the United Nations.

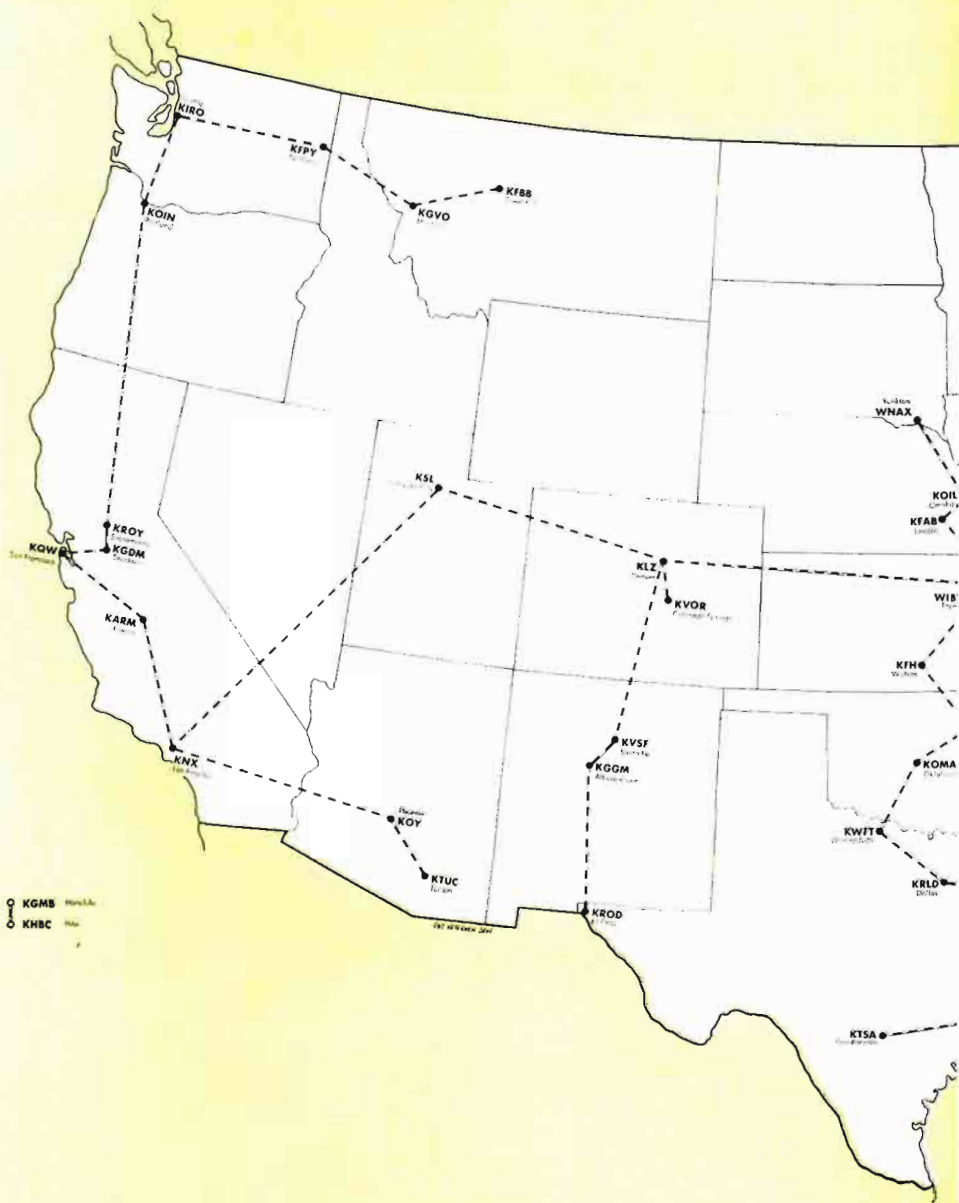
Radio's Responsibility

Listener reaction definitely indicates that Americans generally are beginning to realize that neither the United States nor the world can again be the same as before the war. The world can be worse or it can be better and radio will be expected and ready to do a lot to make it better. Radio is, therefore, pledged in a very practical sense to the ideals and hopes of our troops and our people.

Results of the "American System"

The skills which radio has now mobilized for the war were developed through the years of peacetime broadcasting under the competitive American system. It is a natural rather than a remarkable adaptation that has taken place. American radio is a great national asset in wartime in direct proportion to the inherent merits of the system in normal times. Competition has given the United States the largest single reservoir of trained radio personnel, equipment and knowledge possessed by any one country. This is the unique accomplishment of a free radio in a free country.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1943**

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

Officers

William S. Paley.....President
Edward Klauber
Chairman of Executive Committee
Paul W. Kesten
Vice-President & General Manager
Joseph H. Ream.....Vice-President & Secretary
Frank Stanton.....Vice-President
Frank K. White.....Vice-President & Treasurer
H. V. Akerberg
Vice-President in Charge of Station Relations

William C. Gittinger
Vice-President in Charge of Sales
H. Leslie Atlass.....Vice-President, Chicago
Paul M. Hollister.....Vice-President in Charge
of Advertising and Sales Promotion
D. W. Thornburgh...Vice-President, Los Angeles
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Secretary
Arthur S. Padgett.....Auditor
William E. Forbes.....Executive Assistant

DEPARTMENTS AND DIVISIONS

Commercial Editing Department

Jan C. Schimek.....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

General Engineering Department

Edwin King Cohan,
Director of General Engineering
Warren D. White,
Engineer in Charge of Radio-Frequency Division
Howard A. Chinn,
Engineer in Charge of Audio-Frequency Division

Legal Department

Julius Brauner.....General Attorney
Howard L. Hausman.....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
Charles E. Midgely, Jr....Sales Service Manager

Personnel Department

Francis C. Barton, Jr.....Personnel Manager

Program Department

Douglas Coulter.....Director of Broadcasts
Davidson Taylor.....Assistant Director
of Broadcasts
Gerald Maulsby.....Assistant to Director of
Broadcasts

Copyright Division

Jan Schimek.....Director of Copyright Division

Short Wave Broadcasting and Latin American Affairs

Edmund Chester,
Director of Broadcasting to Foreign Countries
William H. Fineshriber, Jr.,
Director of Short Wave Programs
Lawrence S. Haas.....Shortwave News Director
Terig Tucci.....Music Director & Arranger
Roberto Unanue.....Assistant Director of Latin
American Relations
Wilbur Marcus.....Director of Publicity for
Latin American Network

W67NY—FM Division

Arthur H. Hayes...Frequency Modulation Manager

Music Division

James H. Fassett.....Director of Music Division
William H. Brennan,
Assistant Director in Charge of Serious Music
Wendell Adams,
Assistant Director in Charge of Light Music
Lucille Singleton...Assistant Director in Charge
of Vocalists and Auditions

Music Library Division

Julius Mattfield... Director of Music Library

Public Affairs Division

Paul W. White... Director of Public Affairs

Robert S. Wood,

Assistant Director of News Broadcasts

Everett Hollis... News Editor

William J. Slocum, Jr.

Director of Special Events and Sports

Helen Sioussat... Director of Talks

Program Writing Division

Robert J. Landry... Director of Program Writing

Albert R. Perkins... Manager of Staff Writers

John C. Turner... Script Editor

Sound Effects Division

Walter R. Pierson,

Manager of Sound Effects Division

Max Uhlig... Assistant Manager

Educational Division

Lyman Bryson... Director of Education

Leon Levine,

Assistant Director of Educational Programs

Operations Department

James M. Seward... Director of Operations

I. S. Becker... Assistant Director of Operations

Leroy Passman,

Asst. to the Director of Operations

Harriet Hess,

Supervisor of Program Typing Division

Hugh A. Cowham,

Commercial Engineer in Charge of Traffic

A. H. Peterson... Traffic Manager

Publicity Department

George Crandall... Director of Publicity

Arthur Perles... Assistant Director of Publicity

James Kane... Assistant To the Director of Publicity

Michael J. Fish... Manager Photographic Division

Melvin Spiegel... Trade News Editor

Anne Harding... Manager of Publicity Service Div.

Radio Sales

J. Kelly Smith... General Sales Manager

Howard Meighan,

Eastern Sales Manager, New York

Ole G. Morby... Account Executive, San Francisco

Roger K. Huston... Manager, Los Angeles Office

Royal Penny... Representative, Charlotte

Carter Ringlep... Representative, St. Louis

Research Department

John K. Churchill... Director of Research

Oscar Katz... Assistant Director of Research

Charles H. Smith... Assistant Director of Research

CBS Reference Library

William C. Akerman,

Director of CBS Reference Library

Sales Promotion Department

Paul M. Hollister... Vice-President in Charge

of Advertising and Sales Promotion

John Fox... Manager of Production

Thomas D. Connolly,

Director of Program Promotion

George R. Dunham... Supervisor of Promotion for

Owned and Operated Stations

Louis Hausmans... Supervisor of Presentation

Harry O'Brien... Art Director

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

William A. Schudt, Jr.

Eastern Division Field Manager

Howard Lane... Central Division Field Manager

Edwin Buckalew... Western Division Field Manager

Television Department

Gilbert Seldes... Director of Television Programs

Dr. Peter C. Goldmark... Chief Television Engineer

Worthington Miner... Manager of Television

Treasury Department

Frank K. White... Vice-President & Treasurer

Samuel R. Dean,

Assistant Treasurer & Comptroller

Arthur S. Padgett... Auditor

W. J. Flynn... Assistant Comptroller

Lester C. Merrick... Assistant Comptroller

John E. Forsander... Purchasing Agent

Albert H. Bryant, Manager of Mail and Files

& Mimeograph Division

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes... General Manager

George W. Allen... Program Director

Henry Grossman,

Eastern Division Operations Engineer

& Chief Engineer of WABC

Jules Dundes... Sales Promotion Manager

Beverly M. Middleton... Sales Manager

J. E. Doyle... Publicity Director

Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlass... Vice-President, Chicago

J. L. Van Volkenburg... Assistant to Mr. Atlass

L. F. Erikson... Western Sales Manager

Walter Preston... Acting Program Director

Stuart Dawson... Assistant Program Director

J. Kelly Smith... Sales Manager

John B. Moser... Attorney

Frank B. Falknor,

Central Division Operations Engineer

& Chief Engineer of WBBM

J. V. McLoughlin... Accountant & Office Manager

Shepard Chartoc... Director of Publicity

Urban Johnson... Chief Sound Technician

James Crusinberry... News Editor

King Park... Sales Promotion Manager

Washington

WJSV, EARLE BLDG.

Earl H. Gammons,

Director of Washington Office

Kenneth L. Yourd... Attorney

Carl Burkland.....General Manager
 William D. Murdock.....Assistant General Manager
 John Heiney.....Program Director
 Robert S. Wood.....Director of Public Affairs
 Clyde Hunt.....Chief Engineer
 Harry R. Crow.....Accountant

Minneapolis

WCCO, 625 SECOND AVE., S.

Austin E. Joscelyn.....General Manager
 Alvin Sheehan.....Assistant General Manager
 H. S. McCartney.....Chief Engineer
 Emmett J. Heerd, Jr.....Accountant
 Sam H. Kaufman,
 Sales Promotion & Publicity Manager

St. Louis

KMOX, 401 SOUTH TWELFTH BLVD.

Merle S. Jones.....General Manager
 Arthur Casey.....Assistant to Manager
 Wendell B. Campbell 2nd.....Sales Manager
 Harry Harvey.....Chief Engineer
 Jerry Hoekstra.....Public Events
 Robert F. DeVoe.....Accountant
 Carter Ringlep.....Representative, Radio Sales
 William Zalkin.....Publicity Director

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
 Hal Hudson.....Program Director
 Andy Kelly,
 Publicity Director, Columbia Pacific Network
 Fox Case,
 Director of Special Events & Public Events

J. Archie Morton.....Servicing Network Programs
 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,KNX Sales

Charlotte, N. C.

WBT, WILDER BLDG.

A. D. Willard, Jr.....General Manager

Royal E. Penny.....Sales Manager and
 Account Executive, Radio Sales
 Chas. H. Crutchfield.....Program Director
 James Beloungy.....Chief Engineer
 William M. Parker.....Sales Promotion Manager
 John S. Knell.....News Editor
 Edward J. DeGray.....Accountant

Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows.....General Manager
 Kingsley Horton.....Sales Manager
 Lloyd G. del Castillo.....Program Director
 Walter Stiles, Jr.....Chief Engineer
 John J. Murray.....Accountant
 Raymond G. Girardin.....Production Manager
 Marie Houlahan.....Publicity Director

Foreign Staff

Edward R. Murrow.....London
 Paul Manning.....London
 Bob Trout.....London
 John Daly.....London
 Charles Collingwood.....Algiers
 Bernard Valery.....Stockholm
 Gunner Raulsson.....Reykjavick, Iceland
 Farnsworth Fowle.....Cairo, Egypt
 Chester Morrison.....Cairo, Egypt
 William P. Downs.....Moscow
 George Moorad.....Sydney, Australia
 James Stewart.....Chungking, China
 Webley Edwards.....Honolulu, Hawaii
 William J. Dunn.....Sydney-Melbourne, Australia
 George Mourad.....Australia
 Herbert Clark.....Buenos Aires
 Alex Garcia.....Havana
 Carlos Tellez.....Havana
 Luis Alcivar.....Guayaquil, Ecuador
 Sergio Perez.....Ecuador
 Jorge Mantillas.....Quito, Ecuador
 Jack Fendell.....Canal Zone
 Franklin Whaite.....Caracas, Venezuela
 John Adams.....Rio de Janeiro
 Charles Griffin.....Santiago, Chile
 Claude Guyant.....Lima, Peru
 John Vebber.....Asuncion, Paraguay
 Norman Stines.....La Paz, Bolivia
 Willig Guillerez.....La Paz, Bolivia
 Joel Nystrom.....Montevideo, Uruguay
 William Gilman.....Juneau, Alaska
 Dan Lundberg.....Mexico
 Quentin Pope.....Wellington, New Zealand
 Peter Muir.....New Delhi, India
 Robinson McLean.....Toronto
 Howard K. Smith.....Berne, Switzerland



WABC, New York
 WBBM, Chicago
 WBT, Charlotte, N. C.
 WCCO, Minneapolis

WJSV, Washington
 KMOX, St. Louis
 KNX, Los Angeles
 WEEI, Boston

MUTUAL BROADCASTING SYSTEM



W. E. MacFARLANE

ON December 7, 1941, the Mutual Broadcasting System sent a wire to the President of the United States, pledging its wholehearted cooperation in war. The pledge has been fulfilled. During 1942 Mutual broadcast 1,913 programs devoted

to the war effort, exclusive of the straight news features. The 1,913 programs consumed 721 hours of time on the network and accounted for approximately 10 per cent of the entire year's program operations.

Effective Programming

The 10 per cent of the programming time throughout the year will seem to be all the more impressive when I state that Mutual was careful to present its major war effort programs at the key listening hours so that they could do the most good and reach the greatest number of listeners. A check-up reveals that the vast majority of the 1,913 programs were broadcast on the network during the peak listening hours between 6 p. m. and 11 p. m. Some of these programs have become well established in the minds of radio listeners. Such features as "This Is Our Enemy," "American Forum of the Air," "Stars and Stripes in Britain," "American Eagle Club," "Anchors Aweigh," "Halls of Montezuma," "Saturday Night Bondwagon" and "Our Morale" are all heard over the Mutual network regularly at peak listening hours.

While helping tremendously with the war effort through morale building and recruiting broadcasts, Mutual has maintained its reputation as the leader in the field of sports and news broadcasting.

Additional and new news commentators have come to Mutual in 1942. In addition to such well known commentators as Gabriel Heatter, Fulton Lewis, Jr., and John B. Hughes, Mutual in 1942 added Raymond Clapper, Upton Close, and Sidney Moseley to its network.

Foreign Fields

Nor was Mutual lacking in enterprise in bringing several important scoops from foreign fields. Mutual was the first to broadcast a recording of General MacArthur's address to news reporters on his arrival in Australia. Mutual was the first to broadcast Captain Eddie Rickenbacker's return to San Francisco from the South Pacific.

The expansion of the Mutual network has been continuous since its inception in 1934 when it began its existence with a four-station hookup. Today Mutual can deliver more than 200 stations for a commercial broadcast. October, 1942, saw a completion of the program undertaken to obtain guaranteed time outlets in markets previously unavailable so that the Mutual network for the first time was able to satisfy advertiser's demands for both satisfactory major market coverage as well as secondary coverage.

New MBS President

As one of the organizers of Mutual, I have found it a most pleasant and stimulating experience to have served as its president since the inception of the network in 1934. With Mutual's network coverage and basic operational plan now firmly established, I am happy to turn over the responsibilities of the office to Mutual's first paid president, Mr. Miller McClintock, well known as a counsellor in advertising and organization work.

Mr. McClintock's abilities joined with those of Mr. Alfred J. McCosker, president of WOR, who will continue as chairman of the Board of Mutual, assure further progress in our program of service to advertisers, the listening public and the nation. Towards this development I shall be pleased to contribute as chairman of the Executive Committee.

The appointment of Mr. McClintock will not change the underlying principles of the Mutual network, but it will give to the Mutual network what its growth now demands, and that is the undivided attention of an able executive who will direct all of its activities under the policies laid down by the Executive Committee and the Board of Directors.

As for the next 12 months, Mutual will continue to stay on a wartime schedule while seeking to render better service to its clients of sponsored programs.

MUTUAL BROADCAST



BASIC STATIONS
 ○ AFFILIATED STATIONS

NETWORK FACILITIES
AS OF JAN. 1, 1943

CASTING SYSTEM



★ MUTUAL ★ Broadcasting System

Administrative Office
441 N. Michigan Ave., Chicago, Ill.
Phone, Superior 0100

New York Office
1440 Broadway, New York, N. Y.
Phone, PENNSYLVANIA 6-9600

Officers

| | |
|--|---|
| President.....Miller McClintock Chairman of Board of Directors, Alfred J. McCosker Chairman of Executive Committee W. E. Macfarlane Executive Vice-President..Theodore C. Streibert | Executive Vice-President...Lewis Allen Weiss Executive Vice-President.....J. E. Campeau Executive Secretary-Treasurer...E. M. Antrim General Manager.....Fred Weber Sales Manager.....Edward W. Wood, Jr. Auditor.....Miles E. Lamphiear |
|--|---|

Staff

| | |
|---|---|
| Director of Advertising Promotion Robert A. Schmid Assistant Director of Advertising Promotion James Tyler Assistant Sales Manager.....John R. Latham Program Service Manager..Adolph J. Opfinger Assistant Program Service Manager Harold Wagner Publicity Director.....Lester Gottlieb Traffic Manager.....Andrew Poole Director of Special Features & Sports Tom Slater Assistant Director of Special Features & Sports Paul Jonas Sales Representative.....Sidney P. Allen Sales Representative.....Robert J. Smith Sales Representative.....Harry Trenner Sales Representative.....Thomas Harker Sales Representative.....Ade Hult Sales Service.....George M. Chambers Statistician.....Richard E. Puff | Midwestern Sales Promotion Coordinator Don Pontius London and Foreign Representative, John S. Steele |
|---|---|

Branch Offices

Detroit.....Union Guardian Bldg.
 Cincinnati.....Alms Hotel
 Boston.....21 Brookline Ave.
 Cleveland.....Terminal Tower
 Los Angeles.....Don Lee Bldg.
 San Francisco.....1000 Van Ness Ave.
 England.....Coulson, Surrey

Directors

| | |
|-------------------|-----------------------|
| E. N. Antrim | W. E. Macfarlane |
| Willet Brown | Alfred J. McCosker |
| Hope Barroll, Jr. | John Shepard III |
| H. K. Carpenter | Theodore C. Streibert |
| Leonard Kapner | Lewis Allen Weiss |
| I. R. Lounsberry | |

Executive Committee

W. E. Macfarlane.....WGN, Chicago
 Theodore C. Streibert.....WOR, New York
 John Shepard, III.....Yankee Network
 Lewis Allen Weiss
 Don Lee Broadcasting System
 H. K. Carpenter.....WHK-WCLE, Cleveland

Foreign Staff

London.....John Steele, Stanley Korman
 North Africa...Arthur Mann, John Thompson
 Cairo.....Leslie Nichols
 Sydney, Australia.....Stanley Quinn
 Honolulu.....Owen Cunningham

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

Government, and the progress of our armed forces. Because of this extensive treatment of news highlights, our people have been better informed on democracy's fight for freedom than the population of any country on the globe.

Newscasting Abroad

Broadcasting as we know it today, did not exist in the first World War, but with the advent of the current conflict, it had been developed to a point where it could make itself one of the vital factors in the successful prosecution of modern warfare. Since the declaration of war late in 1941, radio reporters have been present at every important military event. At the beginning of 1943, NBC alone has 25 news representatives spotted in vital foreign centers and with our advanced armed units. Never before in the history of this country, thanks to radio, have the people been apprised so promptly and accurately of events that are certain to play an important part in their future lives.

While extending the facilities to present these overseas broadcasts, NBC has maintained the high quality of its morale-building programs originating in this country.

For many years prior to the war, NBC was expanding its short wave facilities according to a definite long-range plan. New and more powerful transmitters were placed in operation to carry the American story to the far corners of the earth. At the same time, the staff of the network's international division was enlarged to handle the growing number of newscasts and messages delivered in the various languages of the countries to which the broadcasts were beamed. When all short wave facilities were leased

to the OWI and the Office of the Coordinator of Inter-American Affairs, early in November, NBC was scheduling daily programs in ten languages. Since then, this impressive coverage has been continued and in some instances extended, with NBC contributing its programming resources to aid Government agencies in providing the most effective broadcasts to our neighboring countries and Allies.

Network Expansion

NBC's service to listeners and network affiliates was greatly extended in 1942. The addition of 10 stations brought to 140 the total outlets available to NBC's clients. Twenty-nine national advertisers contracted for 125 or more NBC affiliated stations for each of their broadcasts, and the list is growing constantly. The volume of business placed with NBC in 1942 reached the highest figure in the network's history.

In successive polls of listeners' program preferences, conducted by radio publications and established survey organizations, NBC's programs have been consistent top winners. One of these surveys conducted in mid-December by C. E. Hooper, Inc., revealed that the first 11 programs were NBC and that 32 out of the first 50 were heard over NBC outlets. Comparable domination was shown in the polls and surveys carried out by RADIO DAILY, Fame, Motion Picture Daily, the Cleveland Plain Dealer, the New York World-Telegram and Crossley.

Any review of radio's contributions in 1942 to the continuance of the American way of life would be incomplete without a mention of the industry's cooperation with Government. Since the first of 1942, NBC's allocation of time to war effort programs has increased steadily, from 25 hours in January to 95 hours in November during the past year.

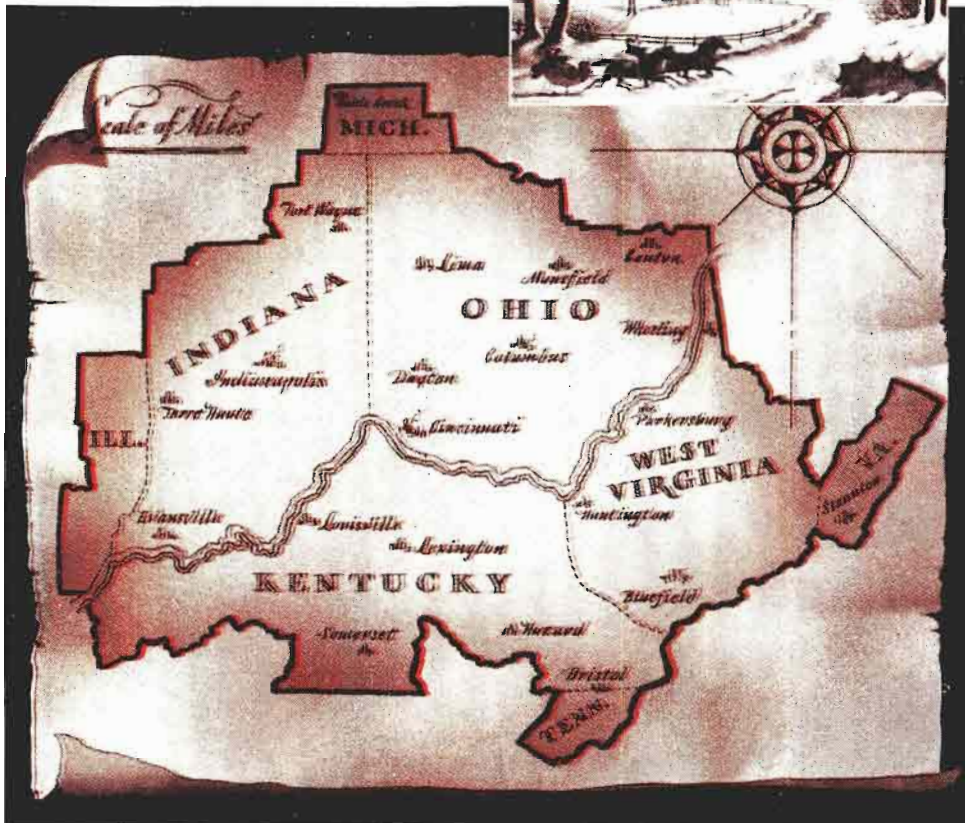
Radio began the year 1943 with the largest audience in its history. More receiving sets are in operation and more people are listening to their favorite programs. Plans, already under way at NBC, and by the industry in general, will key 1943 broadcasts even more closely to the needs of the people in wartime, thereby assuring the continued advance in effectiveness that has characterized the growth of the American broadcasting system.

CASTING COMPANY



NIGHTTIME MERCHANDISE-ABLE AREA*

*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 38 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.



Here's truly one of the world's largest markets: over 12 million souls who buy more drug and food products than are sold in New York's five boroughs and the City of Chicago combined. And WLW has a weighted average of 48.7%[†] of the audience in 25 major cities of the area.

[†]Based on Hooper Mid-Winter WLW Area rating 1942; a weighted average figure which does not represent the size of our audience in any one city.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

NATIONAL Broadcasting Company

30 Rockefeller Plaza, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROADCAST NEW YORK

BOARD OF DIRECTORS

| | |
|-----------------------|--------------------|
| Angell, James Rowland | Harden, Edward W. |
| Braun, Arthur E. | McGrady, Edward F. |
| Cutler, Bertram | Millhauser, DeWitt |
| Dawes, Charles G. | Mullen, Frank E. |
| Dunn, Gano | Nally, Edward J. |
| Harbord, James G. | 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 |
| Compton, Karl | Harbord, James G. |
| Comstock, Ada | Sarnoff, David |
| Damrosch, Walter | Smith, Alfred E. |

Officers

Sarnoff, David.....Chairman of the Board
Trammell, Niles.....President
Mullen, Frank E.,
 Vice-President & General Manager
Ashby, A. L.....Vice-President & General Counsel
Egner, C. Lloyd.....Vice-President
Hanson, O. B.....Vice-President
Hedges, William S.....Vice-President
Kopf, Harry C.....Vice-President
Mason, Frank E.....Vice-President
Menser, Clarence.....Vice-President

Royal, John F.....Vice-President
Russell, Frank M.....Vice-President
Strotz, Sidney N.....Vice-President
Witmer, Roy C.....Vice-President
Horn, C. W.....Assistant Vice-President
MacDonald, John H.,
 Vice-President in charge of
 Finance and Assistant Secretary
Teichner, R. J.....Treasurer
MacConnach, Lewis.....Secretary
Pfautz, C. E.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles President
Mullen, Frank E.
 Vice-President & General Manager
Almonte, J. deJara Assistant to President
Angell, James Rowland... Public Service Counselor
MacDonald, John H. Vice-President in charge of
 Finance and Assistant Secretary
Morgan, Clayland T. Assistant to President
Myers, J. Robert Budget Officer

Continuity Acceptance Department

Helffrich, Stockton Editor

Controller's Department

McKeon, Harry F. Controller
Kelly, Harold M. Assistant Controller
McGeachie, Hugh R. Assistant Controller

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
Rackey, C. A. Audio & Video Facilities Engineer
Sheiby, R. E. Development Engineer
Wankel, F. A. Eastern Division Engineer

General Service Department

Lowell, Edward M. Manager
Caswell, Theodore D.
 Manager of Office Services Division
Monahan, George Manager of Protection Division

Guest Relations Department

Rittenhouse, Paul Manager
Petersen, Victor Assistant Manager in charge
 of Tour Promotion

Information Department

Dale, Albert E. Director of Information
Barnard, Anita
 Manager of Correspondence 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
Bate, Fred Manager

Television Department

Kersta, Noran E. Manager of Television

Legal Department

Ashby, A. L. Vice-President & General Counsel
Graham, R. H. Attorney-Hollywood
Ladner, Henry Attorney
McDonald, J. A. Attorney—Chicago
Myers, R. P. Attorney
Wright, Gordon, Zachry, Parlin & Cahill
 New York & Washington Counsel

National Spot Sales Dept.

McConnell, James V. Manager
Tilenius, William O. Assistant Manager
Roux, William C. Assistant Manager

News & Special Events Dept.

Brooks, William Director
Mack, Lathrop Head of Special Events
McCall, Francis Manager of Operations
Schneider News Editor

Personnel Department

de la Ossa, Ernest Personnel Director

Press Department

McKay, John Manager
Bragdon, E. L. Trade Press News Editor

Program Department

Menser, Clarence L.
 Vice-President in charge of Programs
Almonte, J. de Jara Night Program Manager
Belviso, Thomas H. Manager, Music Library
Black, Frank General Music Director
Brainard, Bertha

Assistant to Vice-President,
 Manager of Program Sales

Chotzinoff, Samuel Manager of Music Division
Damrosch, Walter Music Counsellor
Kelly, Patrick J. Supervisor of Announcing
Knopfke, Frederick G.
 Supervisor of Sound Effects

Shervey, Helen
 Manager Central Booking & Business Office
Stern, William Director of Sports
Titterton, Lewis H. Manager of Script
Wright, Wynn Program Manager
O'Keefe, Lester

Manager of the Production Division

Promotion & Advertising Department

Brown, Charles B.
 Director of Promotion & Advertising
Bisson, Harold E.
 Manager of Promotion Production
Ecclesine, Joseph
 Manager Network Sales Promotion
Kuhn, Irene Coordinator of Program Promotion
Rumple, Barry T. Manager, Research Division
Webb, W. E. General Promotion

Public Service Department

Miller, William Burke Manager
Angell, James Rowland... Public Service Counsellor
Cuthbert, Margaret
 Director of Women's & Children's Programs
Fisher, Sterling
 Assistant to Public Service Counsellor &
 Director of Inter-American University of
 the Air
Jordan, Max Director of Religious Broadcasts
Wagner, Jane Assistant to Manager

Radio Recording Department

Egner, C. Lloyd Vice-President in Charge
Friedheim, Robert W. Eastern Sales Manager
Hayes, Henry Business Manager
Parsons, Willis B.
Sales Promotion, Office & Assistant Sales Mgr.
Oscar C. Turner Program Director

Sales Department

Witmer, Roy C. Vice-President In Charge
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 Departments

Hedges, William S. V-P in Charge of Stations
Woolley, Easton C. Asst. to Vice-President
in charge of Stations
Hickox, Sheldon B., Jr. Mgr. of Station Relations
Mathew, Steere Asst. Mgr., Traffic Dept.
Woodman, Harry A. Mgr., Traffic Dept.
Facilities Development & Research
Merryman, Philip I. Co-Director

Operated Stations

Station Managers

CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.
MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.
Smith, Carlton D., Manager, Station WRC

Treasurer's Department

Teichner, R. J. Treasurer
Bloxham, William D. Purchasing Agent
Terwilliger, C. C. Mgr., Credit & Collections

WEAF

Gregory, Sherman D. Manager
Blood, Leighton H. Press Representative

Central Division—Chicago

Merchandise Mart

Phone: Superior 8300

Kopf, H. C. Vice-President and Manager
Carlson, Emmons C. Sales Promotion Manager
Chizzini, Frank Manager of Radio Recording
Livezey, Henry D. Evening Manager
Fry, Kenneth D. Director of Special Events
Golder, Frank Program Traffic Supervisor
Guilbert, Robert M.

Editor Continuity Acceptance Department

Herbeuoux, Jules Program Manager
Kaney, A. W.

Manager Stations Relations Department
Luttgens, Howard C. Central Division Engineer
McCluer, Paul Sales Manager
McDonald, J. A. Attorney
Morton, Oliver

National Spot & Local Sales Manager &
Special Sales Representatives—Westing-
house Stations

Murphy, William J. Continuity Editor
Ray, William B. Manager of Press Relations
Waller, Judith C. Director, Public Service Dept.
Whalley, John F. Business Manager

Western Division—

Hollywood

Sunset Blvd. & Vine St.
Phone: Hollywood 6161

Strotz, Sidney N. Vice-President in Charge
Berend, Frank Sales Manager
Bock, Harold Manager of Press Relations
Delleff, F. V. Auditor
Ford, Frank Sales Promotion Manager
Frost, Lewis Assistant to Vice-President
Gale, Paul Traffic Supervisor
Graham, R. H. Attorney
Hendricks, Robert Manager of Guest Relations
Pierce, Jennings Mgr. of Public Service &
Station Relations Department
Richardson, Harvey Mgr. of Recording Division
Saxton, A. H. Western Division Engineer
Seltzer, Fred C., Jr. Manager, National Spot Sales
Swallow, John Program Manager
Williams, Wendell Continuity Editor

San Francisco

Elwood, John Manager, KPO

Washington, D. C.

14th St. & New York Ave.
Phone: Republic 4000

Russell, Frank M. Vice-President in Charge
Coldenstroth, R. G. Auditor
Cooper, Donald E. Acting Engineer in Charge
Eid, Leif

In charge of News, Press & Special Events
Shawn, Fred Assistant Manager
Smith, Carleton E. Manager

Foreign Representatives

Archinard, Paul Switzerland
Richardson, Stanley England

Stations Owned and Operated 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, managed, operated and programmed by NBC |

★ **KEYSTONE** ★

Broadcasting System

Headquarters

580 Fifth Avenue
New York, N. Y.
Phone, LOnacre 3-2221

Officers & Directors

President Michael M. Sillerman
Vice-President Arthur Wolf
Vice-President William Wolf
Secretary-Treasurer Sidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOnacre 3-2221

President Michael M. Sillerman
Director of Station Relations.... Mort Adams
Sales & Promotion Consultant.... Alvin Austin
Continuity Wilva Davis
Traffic Manager C. Roberts
Account Executive Albert F. Dykes
Account Executive Noel Rhys

Chicago

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer Sidney J. Wolfe
Accountant-Statistician.... Leonard H. Davidson
Sales Manager Naylor Rogers

Hollywood

6331 Hollywood Blvd.
Phone, HEmpstead 0460

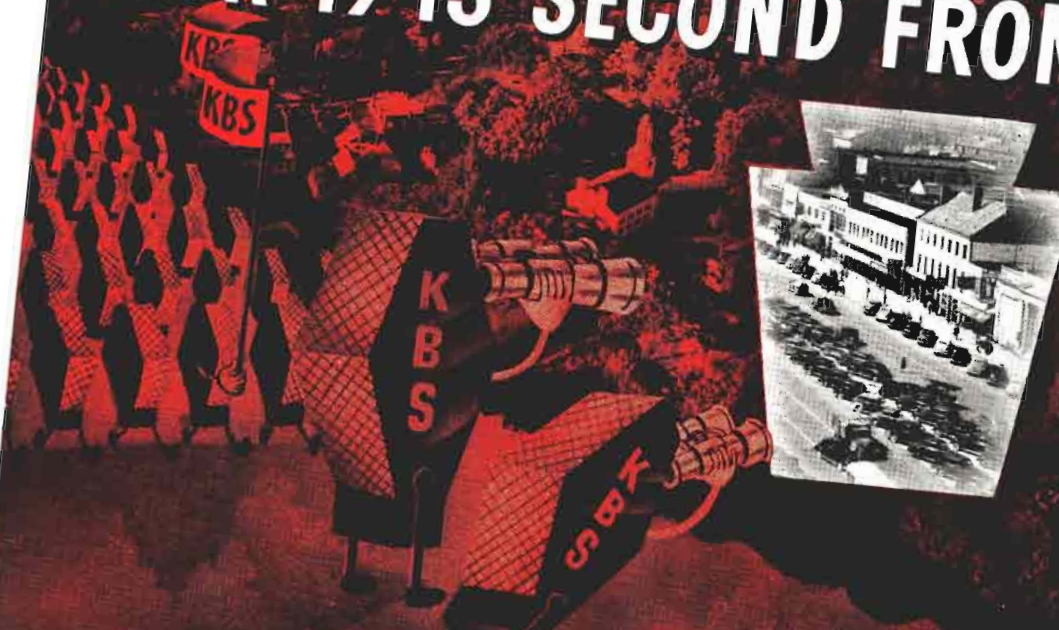
Program Director Pegot Waring
Continuity Dean Owen
Music Copyrights Sylvia Young

Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network included 204 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

YOUR 1943 SECOND FRONT



KEYSTONE

Capture of KBS small-town markets now a MUST!

Here's news on the home front—as staggering as the news of the North African invasion: There's been a dynamic upheaval in American business — an entirely new sales picture. It sweepingly reverses the old one. Today the sales increase in small stores in small towns is as much as *four times greater* than the increase in the big, metropolitan cities. (Latest '42-'43 surveys prove this. They will be submitted on request.) The all-time high of farmers' spendable income — 5 billion dollars net — is one of the main reasons. *Rationing and buying at home* are other vital ones. ★ Up to now, *YOU*, the network advertiser, have been satisfied with the "laissez faire" attitude—"use the major networks and cover *all*." Now, that will no longer do. First, because you don't cover *all*. (Latest FCC surveys put 1/3 of the nation beyond dependable major wired network

coverage.) Second, because the small towns now are more active and more important than ever before. No longer can you be off-hand about small towns. Today you must take a strong, vigorous **OFFENSIVE** on that vital second front. You must cultivate the small town and small store markets — keep abreast of brand developments there — guard your consumer franchise there. Your salesmen and wholesalers can't go there personally as they could heretofore. So you've got to go there yourself, via Radio — yes, via **KEYSTONE** radio, the lowest per capita cost in broadcasting history. We'll show you the evidence — the record of performance. In the face of this nationwide sales shift you can't afford **NOT ACTING** on this — in this crucial fighting year of survival, 1943.

KEYS



204 DIRECT HITS
In America's Secondary Market
KEYTOWNS

As 1943 bows in, events have opened up a second front of broadcasting activity for America's national advertisers. This vital secondary radio market of small communities and rural trading areas is dominated by the affiliated stations of the Keystone transcription network. 204 in number, from coast-to-coast, they represent 204 *direct hits* in America's secondary market **KEYTOWNS**. They top the list of areas for increased spending in the general business shift of 1943. There is not a near-miss in the Keystone "air-force". They are, in practically every case, your first and only approach to these secondary market

areas. ★ For Keystone delivers radio service to the "uncovered one-third" of America—those areas shown in latest F.C.C. surveys and reports to be outside of dependable network coverage. KBS fills in the gaps in this nation-wide network coverage, helping to remove the blind spots which caused government authorities to deplore the heretofore conclusive fact that "millions of persons receive no adequate network service under existing conditions." Now Keystone has plugged these gaps in country-wide broadcasting service by its specialized coverage into secondary market areas, serving small urban

TOWNE



communities, their adjacent areas as well as their rich rural, and agricultural environs. ★ Check the Keystone Victory Package to capture these Keytowns. One transaction—instead of 204 separate deals—one over-all group price to carry your successful invasion into the secondary markets at mass coverage costs. Yes, by means of a grouping of facilities into a streamlined cross-country transcription system, minus the costs of lines, a new economic principle has been established in broadcasting. It enables you to cover the small towns and sparse areas at no more (and in many cases less)

than the per capita cost of covering the country's metropolitan and densely populated areas in the major markets. ★ Investigate the Keystone "Related Coverage Analysis" for a customized plan of supplementing your current station list without duplication into the virtually promotion-neglected secondary markets. Also, send for the KBS coverage map, based on an independent survey, rate card and station list. Use coupon below.

Please send the following KBS material:

1. Related Coverage Analysis
2. Coverage Map
3. Rate Card
4. Station List

Name

Address

City

State

KEYSTONE TRANSCRIPTION NETWORK

SERVING 69,000,732 POPULATION or 52.4% of the United States through 204 local Affiliated Stations—Coast-to-Coast

| | TOTAL AREA | PRIMARY AREA | INTENSE AREA |
|----------------------------------|-------------------|------------------|------------------|
| Population | 69,000,732 | 31,673,145 | 19,073,072 |
| Radio Homes | 14,248,835 | 6,475,986 | 3,732,412 |
| Total Retail Stores | 777,200 | 411,900 | 247,130 |
| Annual Retail Sales | \$ 15,329,324,000 | \$ 8,173,758,000 | \$ 5,023,782,000 |
| Total Food Stores | 219,183 | 126,306 | 72,277 |
| Annual Food Sales | \$ 3,778,070,100 | \$ 2,153,500,000 | \$ 1,227,453,000 |
| Total General Stores | 36,288 | 23,332 | 7,770 |
| Annual General Store Sales | \$ 855,093,700 | \$ 547,800,000 | \$ 180,786,000 |
| Total General Mdse. Stores | 27,600 | 12,430 | 7,458 |
| Annual General Mdse. Sales | \$ 1,997,111,100 | \$ 898,700,000 | \$ 539,278,000 |
| Total Eating & Drinking Places | 122,441 | 70,650 | 40,698 |
| Annual Eating and Drinking Sales | \$ 1,108,027,500 | \$ 631,575,400 | \$ 359,998,000 |
| Total Drug Stores | 26,967 | 14,631 | 7,627 |
| Annual Drug Sales | \$ 658,400,000 | \$ 355,577,000 | \$ 184,900,000 |
| Annual Wages Earned | \$ 8,618,581,000 | \$ 4,276,414,000 | \$ 2,565,848,400 |
| Farmers | 16,140,913 | 10,660,644 | 6,396,386 |
| Total Farms | 5,247,300 | 2,361,300 | 1,428,879 |
| Value of Farms* | \$28,090,410,200 | \$12,740,684,600 | \$7,664,410,800 |

Based on Walter P. Burn & Associates Survey

Sources: (a) Consumer Market Data Handbook (1940); (b) United States Census (1940); (c) Census of Business, 1941.

** U. S. farmers are more prosperous than ever before. Their over-all income for 1942 amounted to 18 billion dollars—45% over 1941—a billion more than World War I. After paying all expenses, taxes, interest, etc., the farmer will have at least 5 billion dollars—free and clear—to spend in 1943. This record-breaking farm cash income is now focused upon America's Keytowns, dominated by the KBS affiliated stations.*

Wire, write or phone for a representative to call. Let us help you launch your 1943 second front and capture the vital secondary markets.

THIS IS THE KEYSTONE BROADCASTING SYSTEM

Clip this coupon, place in envelope and mail to KBS headquarters addressed to:
580 Fifth Avenue, New York City

NEW YORK
580 Fifth Avenue
Lo. 3-2221

CHICAGO
134 No. LaSalle St.

HOLLYWOOD
6331 Hollywood Blvd.



REGIONAL NETWORKS

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.
Phone: 4-4144

PERSONNEL

General Manager.....H. A. Safford
Business Manager.....Albert D. Johnson
KOY Commercial Manager.....J. L. Hogg
Program Director.....J. R. Williams
Chief Engineer.....R. B. Thompson
KTUC Manager.....Lee Little
KSUN Manager.....Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bis-
bee-Douglas.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth, Minn.

PERSONNEL

General Manager.....W. C. Bridges
Sales Manager.....T. W. Gavin
Promotion Manager.....H. H. Sonnenberg
WMGF Manager.....Harry Hyett
WHLB Manager.....Greg Rouleau

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,
Minn.; WHLB, Virginia, Minn.

REPRESENTATIVE

George P. Hollingsbery Co.

★

Atlantic Coast Network, Inc.

501 Madison Ave., New York, N. Y.
Phone: PLaza 3-1535

PERSONNEL

President.....Harold A. Lafount
General Manager.....Edward Codel
Director of Promotion.....Hartley Samuels
Traffic Manager.....Sylvia Kalief

STATIONS

WNEW, New York, N. Y.; WCOP, Boston,
Mass.; WFIC, Providence, Pawtucket, R. I.;
WNBC, Hartford, Conn.; WELL, New Haven,
Conn.; WPEN, Philadelphia, Pa.; WFBR, Balti-
more, Md.; WWDC, Washington, D. C.; WJEJ,
Hagerstown, Md.; WBOC, Salisbury, Md.

BRANCH OFFICE

1000 Connecticut Ave., Washington, D. C.
Phone: NAtional 7203

Manager.....G. Bennett Larson

★

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, Kings-
port, Tenn.

REPRESENTATIVE

Weed & Company

★

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
Sales Manager.....Arthur J. Weaver
Manager, Lincoln Office.....Jud Woods
Chief Engineer.....Mark Bullock

STATIONS

KFAB, Lincoln; KOIL, Omaha; KFOR, Lincoln.

REPRESENTATIVE

Edward Petry & Co., Inc.



Connecticut Broadcasting System

270 Atlantic St., Stamford, Conn.
Phone: Stamford 4-7575

PERSONNEL

President.....Harold H. Meyer
Secretary-Treasurer.....James T. Milne
Director.....Harold Thomas
Director.....Richard Davis
Director.....Gerald Morey
Director.....Levon Thomas

STATIONS

WNBC, Hartford; WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELL, New Haven.

REPRESENTATIVES

Headley-Reed Co. (Atlanta, Detroit, Chicago, New York, San Francisco, Los Angeles)
Bertha Bannan (Boston)



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
Vice-President.....Craig Lawrence
Vice-President.....Phil Hoffman
National Sales Manager.....H. T. Enns
Com. Manager (Des Moines).....Robert Dillon
Com. Manager (Cedar Rapids).....W. B. Quarton
Com. Manager (Yankton).....Phil Hoffman

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-Sioux City.

BRANCH OFFICES

Paramount Theater Bldg., Cedar Rapids, Ia.
Manager.....Sumner Quarton
Russell Lamson Hotel, Waterloo, Ia.
Manager.....Don E. Inman
Gurney Bldg., Yankton, S. D.
Manager.....Phil Hoffman
Orpheum Theater Bldg., Sioux City, Ia.
Manager.....Ed La Grave

NATIONAL REPRESENTATIVE

The Katz Agency

**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.

This is not a network but 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.



Daniel Boone Regional Network

410 State St., Bristol, Tenn.-Va.
Phone: Dial WOPI

PERSONNEL

Traffic Manager.....W. A. Wilson
WKPT General Manager.....Jess Swicegood
WISE General Manager.....Harold Thoms

STATIONS

WOPI, Bristol, Tenn.-Va.; WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Burn-Smith Co. (New York and Chicago)
Harry E. Cummings (Jacksonville, Fla.)



Don Lee Broadcasting System

5515 Melrose Ave., Hollywood, Calif.
Phone: Hollywood 8111
San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager.....Lewis Allen Weiss
V-P & Assistant General Manager
Willet Brown
General Sales Manager.....Sydney Gaynor
Program Director.....Van Newkirk
Production Manager.....David Young
Publicity Director.....Fair Taylor

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPNC, 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): KRRR, Roseburg; KALE, Portland; KFJI, 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, Lonview; KFIO, Spokane.

NATIONAL REPRESENTATIVE

John Blair & Co.



Foothills Group

1000 Southam Bldg., Calgary, Alberta, Canada
Phone: R 1036

PERSONNEL

General Manager.....H. R. Carson
Manager (Calgary).....Bert Cairns
Manager (Lethbridge).....N. E. Botterill
Manager Edmonton).....G. S. Henry
Manager (Grand Prairie).....C. L. Barry

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)

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.
Sales Manager (Atlanta).....G. C. Jones, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

NATIONAL REPRESENTATIVE

Spot Sales, Inc.



Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.

Phone: Walnut 8441

Macon Office: 666 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

Golden West Network

Russ Bldg., San Francisco, Calif.

Phone: Exbrook 2093

PERSONNEL

President.....Eleanor McClatchy
Manager.....David H. Sandeberg

STATIONS

KFBK, Sacramento; KSFO, San Francisco; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KMPC, Los Angeles; KFSD, San Diego; KFOX, Long Beach; KTMS, Santa Barbara; KXO, El Centro; KPRO, Riverside; KOH, Reno, Nev.

REPRESENTATIVE

Paul H. Raymer 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 Wahlstedt

EXECUTIVE COMMITTEE

Ray Linton (KFBI); Owen Balch (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.



The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas

Phone: 3-1234

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. Rodenhauer

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; 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.

★

Mutual-Intermountain Network

c/o KLO, Ogden, Utah

Phone: 5721

PERSONNEL

General Manager.....George C. Hatch
KOVO Manager.....Arch Madsen
KEUB Manager.....Jack Richards
Advertising-Promotion Manager...Louis Haller
Public Relations Director.....Arthur Gaeth
Production Manager.....Jack Riaska
Chief Engineer.....W. D'Orr Cozzens

STATIONS

KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price; KSUB, Cedar City (part-time).

BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah

Phone: 5-2831

In Charge.....Louis Haller

REPRESENTATIVE

Joseph Hershey McGillvra, Inc.

★

New England Regional Network

26 Grove St., Hartford, Conn.

Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

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
Secretary.....E. Iverson
Production Manager.....Donn Clayton

STATIONS

KVFD, Fort Dodge, Ia.; WJMS, Ironwood, Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-Moorhead, Minn.; KGDE, Fergus Falls, Minn.; WMFG, Hibbing, Minn.; WLOL, Minneapolis-St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM, Willmar, Minn.; KWNO, Winona, Minn.; KGCU, Bismarck-Mandan, N. D.; KDLR, Devils Lake, N. D.; KILO, Grand Forks, N. D.; KSJB, Jamestown, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.

BRANCH OFFICE

La Salle-Wicker Bldg., Chicago, Ill.

★

Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada

Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
General Manager.....Jack K. Cooke
Manager (CKGB).....T. Morrow
Manager (CJJKL).....A. Rogerson
Manager (CFCH).....Cliff Pickrem
Manager (CKRN).....J. Legault
Manager (CKVD).....L. Godin
Manager (CHEX).....H. Cooke
Manager (CKWS).....J. Davidson

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CHAD, Amos, Ont.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICE

307 Victory Bldg., Toronto, Ont., Canada
Manager.....R. Leslie
310 Keefer Bldg., Montreal, Que., Canada
Manager.....H. G. Burley

★

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

STATIONS

KSTP, St. Paul, Minn. (Key station); WEBC,
 Duluth, Minn.; KYSM, Mankato, Minn.; WMFG,
 Hibbing, Minn.; WHLB, Virginia, Minn.; KROC,
 Rochester, Minn.; KFAM, St. Cloud, Minn.;
 KFYZ, 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: 2-3291
 c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.
 Phone 2-3191
PERSONNEL
 Manager (KOMA).....Kenyon Brown
 Manager (KTUL).....John Esau

NATIONAL REPRESENTATIVE

Free & Peters, Inc.



The Oklahoma Network

2004 Ramsey Tower, Oklahoma City, Okla.
 Phone: 3-8352

PERSONNEL

President-Managing Director..Robert D. Enoch
 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;
 KOMA, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Radio Advertising Corp.



Pacific Broadcasting Co.

914 Broadway, Tacoma, Wash.
 Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
 Commercial Manager.....J. A. Murphy
 Traffic Manager.....John K. Clarke
 Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJL, Klamath
 Falls; KOOS, Marshfield; KRNR, Roseburg;
 KORE, Eugene; KAST, Astoria; KWIL, Albany.
 Washington: KGY, Olympia; KEKA, Centra-
 lia; KIT, Yakima; KMO, Tacoma; KOL, Seattle;
 KFIO, Spokane; KRKO, Everett; KXRO, Aber-
 deen; KWLK, Longview.
 Idaho: KWAL, Wallace.

REPRESENTATIVE

John Blair & Co.



The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.
 Phone Locust 7700

PERSONNEL

Manager.....Leon Levy

STATIONS

WCAU, Philadelphia (key station); WGAL,
 Lancaster; WORK, York; WAZL, Hazleton;
 WEST, Easton; WSAN, Allentown; WFBG,
 Altoona; WERC, Erie; WLEU, Erie; WHP,
 Harrisburg; WKBO, Harrisburg; WJAC, John-
 stown; WKST, New Castle; KDKA, Pittsburgh;
 WJAS, Pittsburgh; KQV, Pittsburgh; WCAE,
 Pittsburgh; WRAW, Reading; WARM, Scrant-
 on; WGBI, Scranton; WKOK, Sunbury; WJPA,
 Washington; WBRE, Wilkes-Barre; WBAX,
 Wilkes-Barre; WRAC, Williamsport; (Harris-
 burg, Scranton, Wilkes-Barre, Pittsburgh and
 Erie stations optional).



Quaker Network

Widener Bldg., Philadelphia, Pa.
 Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK,
 York; WAZL, Hazleton; WGAL, Lancaster;
 WGBI, Scranton; WBRE, Wilkes Barre; WKBO,
 Harrisburg; WKOK, Sunbury; WRAC, Wil-
 liamsport; WFBG, Altoona; WJAC, Johnstown;
 WLEU, Erie; WSAN, Allentown; WWSW,
 Pittsburgh; WSNJ, Bridgeton, N. J.



Radio Programas de Mexico

Ayuntamiento No. 54; P. O. Box 1324
 Mexico City, Mexico
 Phones: L-13-73; J-29-01; 12-65-44

PERSONNEL

President.....Emilio Azcarraga
 Manager.....Clemente Serna Martinez

STATIONS

Key Stations: XEW-XEWW, Mexico City,
 Mex.; XEQ-XEQQ, Mexico City, Mex.
 Affiliated Stations: XEKJ, Acapulco, Gro.;

XEBI, Aguascalientes, Ags.; XELY, Aguascalientes, Ags.; XEJT, Celaya, Gto.; XEBA, C. Guzman, Jal.; XEP, C. Juarez, Chih.; XEBJ, C. Victoria, Tamps.; XEA, Campeche, Camp.; XECW, Córdoba, Ver.; XESA, Culiacan, Sin.; XEBL, Culiacan, Sin.; XEFL, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEMA, Fresnillo, Zac.; XEDK, Guadalajara, Jal.; XEHL, Guadalajara, Jal.; XEBH, Hermosillo, Son.; XEHQ, Hermosillo, Son.; XEBO, Irapuato, Gto.; XEJA, Jalapa, Ver.; XERZ, León, Gto.; XERW, León, Gto.; XER, Linares, N. L.; XECF, Los Mochis, Sin.; XEOX, Los Mochis, Sin.; XEAM, Matamoros, Tamps.; XERI, Mazatlán, Sin.; XEME, Mérida, Yuc.; XEFC, Mérida, Yuc.; XEDW, Minatitlán, Ver.; XEL, Morelia, Mich.; XELQ, Morelia, Mich.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEGL, Navojoa, Son.; XEFE, Nuevo Laredo, Tamps.; XEAX, Oaxaca, Oax.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras, Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Querétaro, Qro.; XEBX, Sabinas, Coah.; XEDE, Saltillo, Coah.; XEKS, Saltillo, Coah.; XECS, San Luis Potosí, S. L. P.; XEBM, San Luis Potosí, S. L. P.; XES, Tampico, Tamps.; XETU, Tampico, Tamps.; XETS, Tapachula, Chis.; XERK, Tepic, Nay.; XEXT, Tepic, Nay.; XEBP, Torreon, Coah.; XEIL, Tuxpan, Ver.; XEUF, Uruapan, Mich.; XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.; XEGC, Zamora, Mich.

★

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.

★

Southern Minnesota Network

c/o KYSM, 101 N. Second St., Mankato, Minn.
 c/o KATE, Albert Lea, Minn.
 c/o KROC, 100 First Ave. Bldg., Rochester, Minn.

PERSONNEL

KYSM Manager.....John F. Meagher
 KATE Manager.....Ed. L. Hayek
 KROC Manager.....Gerald H. Wing

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.

NATIONAL REPRESENTATIVE

The Foreman Company

The Southern Network, Inc.

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 (WCMI).....Warren G. Davis
 Manager (WLAP).....Ted Grizzard

STATIONS

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

REPRESENTATIVE

Burn-Smith Co., Inc.

★

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. Hall
 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.....L. L. Graham
 Merchandising Director.....L. R. Duffy
 Program Director.....George Erwin
 Chief Accountant.....D. C. Hornburg
 Traffic Manager.....Forrest Clough
 Chief Engineer.....Truett Kimzey

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.

REGIONAL NETWORKS

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL

Manager..... Philip P. Allen
Program Director..... Katherine Grasty

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

★

West Virginia Network

1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL

President..... John A. Kennedy
Managing Director..... Howard L. Chernoff
Comptroller..... P. E. Evans
Sales Manager..... Marshall Rosene
Promotion Manager..... Jeanne Sprague
Program Director..... William J. Adams
Director of War Programs..... Virgil L. Schmit
Chief Announcer..... Joseph Herget
Musical Director..... Leah Perry
Chief Engineer..... Odes Robinson
WBLK Manager..... George Blackwell
WPAR Manager..... George Clinton
WSAZ Manager..... Flem J. Evans

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..... Bert Mulroy

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Associate Stations: WEMP, Milwaukee; WTAQ, Green Bay.

BRANCH OFFICES

333 N. Michigan Ave., Chicago, Ill.
Phone, RANDolph 6225

19 West 44th St., New York, N. Y.
Phone: VAnderbilt 6-5080

★

The Yankee Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
President..... William O'Neil

Executive Vice-President..... Linus Travers
Vice-President..... Robert T. Bartley
Controller..... Robert P. Ide
Assistant Controller..... Harold F. Wright
Station and Sales Relations..... Gerald Harrison
Sales Executive..... William H. Eynon
Editor, Yankee Network News Service,

Robert Myers

Director of Merchandising and Promotion,

James S. Powers

Director of Merchandising,

Carleton C. McVarish

Director of Publicity..... Gertrude Lanza

Director of Special Events..... Fred McLaughlin

Chief Engineer..... Irving Robinson

Program Director..... Eleanor Geer

Production Director..... George Steffy

EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard 3rd, Vice-Chairman; James W. Haggerty.

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 4th; Henry Linus Travers.

STATIONS

WNAC, Boston; WHTT, Hartford; WEAN, Providence; WAAB, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland, Vt.; WATR, Waterbury, Conn.; WEIM, Fitchburg; WHYN, Holyoke.

BRANCH OFFICES

604 State Mutual Bldg., Worcester, Mass.
Phone: Worcester 6-1411

Sales Manager..... Mrs. Dorothy B. Robinson
Crown Hotel, Providence, R. I.

Phone: DEXter 1500

WEAN Manager..... Malcolm S. Parker
Hotel Stratfield, Bridgeport, Conn.

Phone: Bridgeport 6-1121

WICC Manager..... Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

Manager..... E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.



If you had a Magic Carpet

... you still couldn't cover the vast Rocky Mountain and Plains States region as effectively as KOA can do it for you! All major centers of population shown in this area are in KOA's primary listening zone!

Only KOA — among all Colorado stations — has the power to reach these ears. No other two or three stations can give you the single-station coverage that KOA delivers.

From Every Vantage Point It's...

KOA FIRST
in DENVER!

REPRESENTED NATIONALLY BY



SPOT SALES OFFICES



STATIONS

of the United States



Standard Stations



*Standard Stations — Alphabetically By Call
Letter With Index To Detailed Information*



*Standard Stations — Alphabetically By City
With Their National Network Affiliations*



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 | 576 |
| KABR | Aberdeen, S. Dak. | 1120 | 5000 | 559 |
| KADA | Ada, Okla. | 1230 | 250 | 527 |
| KALB | Alexandria, La. | 1240 | 250 | 427 |
| KALE | Portland, Ore. | 1330 | 5000 | 534 |
| KAND | Corsicana, Tex. | 1340 | 250 | 569 |
| KANS | Wichita, Kans. | 1240 | 250 | 423 |
| KARK | Little Rock, Ark. | 920 | 5000 | 353 |
| KARM | Fresno, Calif. | 1430 | 5000 | 357 |
| KASA | Elk City, Okla. | 1240 | 100 | 528 |
| KAST | Astoria, Ore. | 1230 | 250 | 532 |
| KATE | Albert Lea, Minn. | 1450 | 250 | 449 |
| KAVE | Carlsbad, N. M. | 1240 | 250 | 477 |
| KBIX | Muskogee, Okla. | 1490 | 250 | 528 |
| KBIZ | Ottumwa, Ia. | 1240 | 250 | 417 |
| KBKR | Baker, Ore. | 1490 | 250 | 532 |
| KBND | Bend, Ore. | 1340 | 250 | 532 |
| KBON | Omaha, Nebr. | 1490 | 250 | 467 |
| KBPS | Portland, Ore. | 1450 | 100 | 531 |
| KBST | Big Spring, Tex. | 1490 | 100 | 568 |
| KBTM | Jonesboro, Ark. | 1230 | 250 | 353 |
| KBUR | Burlington, Ia. | 1190 | 250 | 414 |
| KBWD | Brownwood, Texas | 1380 | 1000 d.; 500 n. | 568 |
| KCKN | Kansas City, Kan. | 1340 | 250 | 419 |
| KCMC | Texarkana, Ark.-Tex. | 1450 | 250 | 577 |
| KCMO | Kansas City, Mo. | 1480 | 5000 d., 1000 n. | 459 |
| KCRC | Enid, Okla. | 1390 | 1000 | 528 |
| KCRJ | Jerome, Ariz. | 1340 | 250 | 350 |
| KDAL | Duluth, Minn. | 610 | 1000 | 449 |
| KDB | Santa Barbara, Calif. | 1490 | 250 | 369 |
| KDFN | Casper, Wyo. | 1470 | 1000 | 602 |
| KDKA | Pittsburgh, Pa. | 1020 | 50000 | 547 |
| KDLB | Devils Lake, N. Dak. | 1240 | 250 | 513 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|---|-------------------------|--------------------------------|----------|
| KDNT . . . | Denton, Tex. | 1450 | 100 | 570 |
| KDON . . . | Monterey, Calif. | 1210 | 250 | 363 |
| KDRO . . . | Sedalia, Mo. | 1490 | 250 | 463 |
| KDTH . . . | Dubuque, Ia. | 1370 | 1000 | 416 |
| KDYL . . . | Salt Lake City, Utah. | 1320 | 5000 | 580 |
| KECA . . . | Los Angeles, Calif. | 700 | 5000 | 358 |
| KEEW . . . | Brownsville, Texas | 1490 | 250 d., 100 n. | 568 |
| KELA . . . | Between Centralia and Chehalis, Wash. | 1470 | 1000 | 587 |
| KELD . . . | El Dorado, Ark. | 1100 | 250 | 352 |
| KELO . . . | Sioux Falls, S. Dak. | 1230 | 250 | 560 |
| KENO . . . | Las Vegas, Nev. | 1400 | 250 | 468 |
| KERN . . . | Bakersfield, Calif. | 1410 | 1000 | 355 |
| KEUB . . . | Price, Utah | 1450 | 250 | 579 |
| KEVE . . . | Everett, Wash. | 1460 | 500 | 587 |
| KEVR . . . | Seattle, Wash. | 1090 | 250 | 588 |
| KEX . . . | Portland, Ore. | 1190 | 5000 | 534 |
| KEYS . . . | Corpus Christi, Texas. | 1490 | 250 | 560 |
| KFAB . . . | Lincoln, Nebr. | 780 | 10000 | 466 |
| KFAC . . . | Los Angeles, Calif. | 1330 | 1000 | 359 |
| KFAM . . . | St. Cloud, Minn. | 1450 | 250 | 454 |
| KFAR . . . | Fairbanks, Alaska | 610 | 5000 | 603 |
| KFBB . . . | Great Falls, Mont. | 1310 | 5000 | 464 |
| KFBC . . . | Cheyenne, Wyo. | 1240 | 250 | 602 |
| KFBI . . . | Wichita, Kans. | 1070 | 5000 d., 1000 n. | 423 |
| KFBK . . . | Sacramento, Calif. | 1530 | 10000 | 366 |
| KFDA . . . | Amarillo, Tex. | 1230 | 250 | 567 |
| KFDM . . . | Beaumont, Tex. | 560 | 1000 | 568 |
| KFEL . . . | Denver, Colo. | 950 | 5000 | 371 |
| KFEQ . . . | St. Joseph, Mo. | 680 | 2500 d., 500 n. (C.P. 5000) | 461 |
| KFFA . . . | Helena, Ark. | 1490 | 250 | 353 |
| KFGQ . . . | Boone, Ia. | 1260 | 250 | 414 |
| KFH . . . | Wichita, Kansas | 1330 | 5000 | 423 |
| KFI . . . | Los Angeles, Calif. | 640 | 50000 | 359 |
| KFIO . . . | Spokane, Wash. | 1230 | 250 | 589 |
| KFIZ . . . | Fond Du Lac, Wisc. | 1450 | 250 | 596 |
| KFJB . . . | Marshalltown, Ia. | 1230 | 250 | 416 |
| KFJI . . . | Klamath Falls, Ore. | 1240 | 100 | 533 |
| KFJM . . . | Grand Forks, N. Dak. | 1440 | 1000 d., 500 n. | 514 |
| KFJZ . . . | Fort Worth, Tex. | 1270 | 5000 | 571 |
| KFKA . . . | Greeley, Colo. | 910 | 1000 | 373 |
| KFKU . . . | Lawrence, Kansas | 1250 | 5000 d., 1000 n. | 421 |
| KFMB . . . | San Diego, Calif. | 1450 | 250 | 368 |
| KFNF . . . | Shenandoah, Ia. | 920 | 1000 d., 500 n. | 417 |
| KFOR . . . | Lincoln, Nebr. | 1240 | 250 | 466 |
| KFOX . . . | Long Beach, Calif. | 1280 | 1000 | 358 |
| KFPW . . . | Fort Smith, Ark. | 1400 | 250 | 352 |
| KFPY . . . | Spokane, Wash. | 920 | 5000 | 590 |
| KFQD . . . | Anchorage, Alaska | 790 | 250 | 603 |
| KFRC . . . | San Francisco, Calif. | 610 | 5000 | 367 |
| KFRE . . . | Fresno, Calif. | 1340 | 250 | 357 |
| KFRO . . . | Longview, Tex. | 1370 | 1000 | 574 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|----------------------------------|-------------------------|--------------------------------|----------|
| KFRU . . . | Columbia, Mo. | 1400 | 250 | 457 |
| KFSD . . . | San Diego, Calif. | 600 | 1000 | 367 |
| KFSG . . . | Los Angeles, Calif. | 1150 | 2500 d., 1000 n. | 360 |
| KFUN . . . | Las Vegas, N. M. | 1230 | 250 | 477 |
| KFUO . . . | Clayton, (St. Louis) Mo. | 850 | 5000 | 462 |
| KFVD . . . | Los Angeles, Calif. | 1020 | 1000 | 360 |
| KFVS . . . | Cape Girardeau, Mo. | 1400 | 250 | 457 |
| KFWB . . . | Los Angeles, Calif. | 980 | 5000 | 360 |
| KFXD . . . | Nampa, Idaho | 1230 | 250 | 396 |
| KFXJ . . . | Grand Junction, Colo. | 920 | 1000 d., 500 n. | 373 |
| KFXM . . . | San Bernardino, Calif. | 1240 | 250 | 366 |
| KFYO . . . | Lubbock, Texas | 1340 | 250 | 574 |
| KFYR . . . | Bismarck, N. Dak. | 550 | 5000 | 513 |
| KGA . . . | Spokane, Wash. | 1510 | 10000 | 590 |
| KGB . . . | San Diego, Calif. | 1360 | 1000 | 367 |
| KGBS . . . | Harlingen, Texas | 1240 | 250 | 572 |
| KGBX . . . | Springfield, Mo. | 1260 | 5000 | 463 |
| KGCU . . . | Mandan, N. Dak. | 1270 | 250 | 514 |
| KGCX . . . | Sydney, Mont. | 1480 | 1000 | 165 |
| KGDE . . . | Fergus Falls, Minn. | 1230 | 250 d., 100 n. | 449 |
| KGDM . . . | Stockton, Calif. | 1130 | 1000 (C.P. 1140 K.c.; 5000) | 370 |
| KGEK . . . | Sterling, Colo. | 1230 | 100 | 373 |
| KGER . . . | Long Beach, Calif. | 1390 | 5000 d., 1000 n. | 358 |
| KGEZ . . . | Kulispell, Mont. | 1340 | 100 (C.P. 1460 K.c.; 1000) | 464 |
| KGFF . . . | Shawnee, Okla. | 1450 | 250 | 531 |
| KGfJ . . . | Los Angeles, Calif. | 1230 | 100 | 360 |
| KGFL . . . | Roswell, New Mex. | 1400 | 100 | 478 |
| KGFW . . . | Kearney, Nebr. | 1340 | 250 | 466 |
| KGfX . . . | Pierre, S. Dak. | 630 | 200 | 559 |
| KGGF . . . | Coffeyville, Kans. | 690 | 1000 d., 500 n. | 418 |
| KGGM . . . | Albuquerque, N. Mex. | 1260 | 1000 | 477 |
| KGHF . . . | Pueblo, Colo. | 1350 | 500 | 373 |
| KGHI . . . | Little Rock, Ark. | 1230 | 250 | 353 |
| KGHL . . . | Billings, Mont. | 790 | 5000 | 461 |
| KGIR . . . | Butte, Mont. | 1370 | 5000 | 464 |
| KGIW . . . | Alamosa, Colo. | 1450 | 250 | 371 |
| KGKB . . . | Taylor, Tex. | 1490 | 250 | 577 |
| KGKL . . . | San Angelo, Tex. | 1400 | 250 | 575 |
| KGKO . . . | Fort Worth, Tex. | 570 | 5000 | 572 |
| KGKY . . . | Scottsbluff, Nebr. | 1190 | 250 | 468 |
| KGLO . . . | Mason City, Ia. | 1300 | 5000 | 416 |
| KGLU . . . | Safford, Ariz. | 1150 | 250 | 351 |
| KGMB . . . | Honolulu, Hawaii | 590 | 5000 | 604 |
| KGNC . . . | Amarillo, Tex. | 1440 | 5000 d., 1000 n. | 567 |
| KGNF . . . | North Platte, Nebr. | 1460 | 1000 | 467 |
| KGNO . . . | Dodge City, Kans. | 1370 | 1000 d., 250 n. | 418 |
| KGO . . . | San Francisco, Calif. | 810 | 7500 | 367 |
| KGU . . . | Honolulu, Hawaii | 760 | 2500 | 604 |
| KGVO . . . | Missoula, Mont. | 1290 | 5000 d., 1000 n. | 465 |
| KGW . . . | Portland, Ore. | 620 | 5000 | 535 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|----------------|-------------------------------|-------------------------|---|----------|
| KGY | Olympia, Wash. | 1240 | 100 | 587 |
| KHAS | Hastings, Nebr. | 1230 | 250 | 466 |
| KHBC | Hilo, Hawaii | 1230 | 250 | 604 |
| KHBG | Okmulgee, Okla. | 1240 | 250 | 529 |
| KHJ | Los Angeles, Calif. | 930 | 5000 | 360 |
| KHMO | Hannibal Mo. | 1310 | 250 | 457 |
| KHQ | Spokane, Wash. | 590 | 5000 | 590 |
| KHSL | Chico, Calif. | 1290 | 1000 d., 500 n. (C.P. 1000) | 356 |
| KHUB | Watsonville, Calif. | 1310 | 250 | 370 |
| KICA | Clovis, New Mex. | 1240 | 250 | 477 |
| KICD | Spencer, Ia. | 1240 | 100 | 418 |
| KID | Idaho Falls, Idaho. | 1350 | 5000 d., 500 n. | 396 |
| KIDO | Boise, Idaho | 1380 | 2500 d., 1000 n. | 396 |
| KIEM | Eureka, Calif. | 1480 | 1000 Conditional | 357 |
| KIEV | Glendale, Calif. | 870 | 250 | 357 |
| KILO | Grand Forks, N. D. | 1140 | 1000 d., 500 n. | 514 |
| KINY | Juneau, Alaska | 1160 | 1000 (C.P. 5000) | 603 |
| KIRO | Seattle, Wash. | 710 | 50000 | 588 |
| KIT | Yakima, Wash. | 1280 | 1000 | 591 |
| KIUL | Garden City, Kans. | 1240 | 100 | 419 |
| KJUN | Pecos, Tex. | 1460 | 100 | 575 |
| KIUP | Durango, Colo. | 1460 | 250 | 373 |
| KJBS | San Francisco, Calif. | 1100 | 500 | 368 |
| KJR | Seattle, Wash. | 1000 | 5000 (C.P. 50000) | 588 |
| KLBM | La Grande, Ore. | 1450 | 250 | 533 |
| KLGN | Blytheville, Ark. | 900 | 1000 | 352 |
| KLO | Ogden, Utah | 1430 | 5000 | 579 |
| KLPM | Minot, N. Dak. | 1390 | 1000 | 514 |
| KLRA | Little Rock, Ark. | 1420 | 5000 (C.P. 1010 Ke.; SSA 1010 Ke., 10000 d., 5000 n.) | 355 |
| KLS | Oakland, Calif. | 1310 | 1000 | 363 |
| KLUF | Galveston, Tex. | 1400 | 250 | 572 |
| KLX | Oakland, Calif. | 910 | 1000 | 364 |
| KLZ | Denver, Colo. | 560 | 5000 | 372 |
| KMA | Shenandoah, Iowa | 960 | 5000 d., 1000 n. (C.P. 50000) | 417 |
| KMAC | San Antonio, Tex. | 1210 | 250 | 376 |
| KMBC | Kansas City, Mo. | 980 | 5000 | 459 |
| KMED | Medford, Ore. | 1140 | 1000 | 531 |
| KMJ | Fresno, Calif. | 580 | 5000 | 357 |
| KMLB | Monroe, La. | 1230 | 250 | 428 |
| KMMJ | Grand Island, Nebr. | 750 | 1000 | 465 |
| KMO | Tacoma, Wash. | 1360 | 5000 | 590 |
| KMOX | St. Louis, Mo. | 1120 | 50000 | 461 |
| KMPC | Beverly Hills, Calif. | 710 | 10000 | 256 |
| KMTR | Los Angeles, Calif. | 576 | 1000 | 362 |
| KMYC | Marysville, Calif. | 1150 | 250 | 363 |
| KMYR | Denver, Colo. | 1340 | 250 | 372 |
| KNEL | Brady, Tex. | 1490 | 350 d., 100 n. | 568 |
| KNET | Palestine, Tex. | 1450 | 100 | 574 |
| KNOW | Austin, Tex. | 1490 | 250 | 567 |
| KNX | Los Angeles, Calif. | 1070 | 50000 | 362 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|-----------------------|-------------------------|--|----------|
| KOA | Denver, Colo. | 850 | 50000 | 372 |
| KOAC | Corvallis, Ore. | 550 | 5000 d., 1000 n. | 533 |
| KOAM | Pittsburg, Kans. | 810 | 1000 | 421 |
| KOB | Albuquerque, New Mex. | 1030 | 10000 (C.P. 50000 S.S.A. 50000 d., 25000 n., 770 Kc.) | 477 |
| KOBH | Rapid City, S. Dak. | 1400 | 250 | 559 |
| KOCA | Kilgore, Tex. | 1240 | 250 | 573 |
| KOCY | Oklahoma City, Okla. | 1340 | 250 | 529 |
| KODL | The Dalles, Ore. | 1230 | 250 d., 100 n. | 533 |
| KOH | Reno, Nev. | 630 | 1000 | 468 |
| KOIL | Omaha, Nebr. | 1290 | 5000 | 467 |
| KOIN | Portland, Ore. | 970 | 5000 | 535 |
| KOKO | La Junta, Colo. | 1400 | 250 | 373 |
| KOL | Seattle, Wash. | 1300 | 5000 | 588 |
| KOMA | Oklahoma City, Okla. | 1520 | 5000 | 529 |
| KOME | Tulsa, Okla. | 1340 | 250 | 531 |
| KOMO | Seattle, Wash. | 950 | 5000 | 589 |
| KONO | San Antonio, Tex. | 1400 | 250 | 576 |
| KOOS | Marshfield, Ore. | 1230 | 250 | 534 |
| KORE | Eugene, Ore. | 1450 | 250 | 533 |
| KORN | Fremont, Nebr. | 1400 | 250 | 465 |
| KOTN | Pine Bluff, Ark. | 1190 | 250 | 355 |
| KOVC | Valley City, N. Dak. | 1490 | 250 | 515 |
| KOVO | Provo, Utah | 1240 | 250 | 579 |
| KOWH | Omaha, Nebr. | 660 | 500 | 467 |
| KOY | Phoenix, Ariz. | 550 | 1000 | 350 |
| KPAB | Laredo, Tex. | 1490 | 250 | 573 |
| KPAC | Port Arthur, Tex. | 1960 | 500 | 575 |
| KPAS | Pasadena, Calif. | 1110 | 10000 (C.P. 5000) | 365 |
| KPDN | Pampa, Tex. | 1340 | 100 | 575 |
| KPFA | Helena, Mont. | 1240 | 250 | 461 |
| KPHO | Phoenix, Ariz. | 1230 | 250 | 350 |
| KPLC | Lake Charles, La. | 1490 | 250 | 428 |
| KPLT | Paris, Tex. | 1490 | 250 | 575 |
| KPMC | Bakersfield, Calif. | 1560 | 1000 | 355 |
| KPO | San Francisco, Calif. | 680 | 50000 | 368 |
| KPOF | Denver, Colo. | 910 | 1000 | 372 |
| KPOW | Powell, Wyo. | 1230 | 250 | 602 |
| KPPC | Pasadena, Calif. | 1240 | 100 | 365 |
| KPQ | Wenatchee, Wash. | 1490 | 250 (C.P. 560 Kc., 1000; S.S.A., 560 Kc., 1000 d., 500 n.) | 591 |
| KPRC | Houston, Tex. | 950 | 5000 | 573 |
| KPRO | Riverside, Calif. | 1440 | 1000 | 366 |
| KQV | Pittsburgh, Pa. | 1410 | 1000 | 547 |
| KQW | San Jose, Calif. | 710 | 5000 | 369 |
| KRBA | Lufkin, Tex. | 1340 | 250 | 574 |
| KRBC | Ablene, Tex. | 1450 | 250 | 567 |
| KRBM | Bozeman, Mont. | 1450 | 250 | 464 |
| KRE | Berkeley, Calif. | 1400 | 250 | 356 |
| KRGV | Weslaco, Tex. | 1290 | 1000 | 578 |
| KRIC | Beaumont, Tex. | 1450 | 250 | 568 |
| KRIS | Corpus Christi, Tex. | 1360 | 1000 | 569 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|---------------------------------|-------------------------|--------------------------------|----------|
| KRJF | Miles City, Mont. | 1340 | 250 | 465 |
| KRKD | Los Angeles, Calif. | 1150 | 2500 d., 1000 n. | 362 |
| KRKO | Everett, Wash. | 1400 | 250 d., 100 n. | 587 |
| KRLC | Lewiston, Idaho | 1400 | 250 | 396 |
| KRLD | Dallas, Tex. | 1080 | 50000 | 569 |
| KRLH | Midland, Tex. | 1230 | 250 | 574 |
| KRMD | Shreveport, La. | 1310 | 250 | 429 |
| KRNR | Roseburg, Ore. | 1490 | 250 d., 100 n. | 537 |
| KRNT | Des Moines, Iowa | 1350 | 5000 | 415 |
| KROC | Rochester, Minn. | 1310 | 250 | 454 |
| KROD | El Paso, Tex. | 600 | 1000 d., 500 n. | 370 |
| KROS | Clinton, Ia. | 1310 | 250 | 414 |
| KROW | Oakland, Calif. | 960 | 1000 | 364 |
| KROY | Sacramento, Calif. | 1240 | 100 | 366 |
| KRRV | Sherman, Tex. | 910 | 1000 | 577 |
| KRSC | Seattle, Wash. | 1150 | 1000 | 589 |
| KSAC | Manhattan, Kans. | 580 | 1000 d., 500 n. | 421 |
| KSAL | Salina, Kans. | 1150 | 1000 | 421 |
| KSAM | Huntsville, Tex. | 1490 | 250 | 573 |
| KSAN | San Francisco, Calif. | 1450 | 250 | 368 |
| KSCJ | Sioux City, Ia. | 1360 | 5000 | 417 |
| KSD | St. Louis, Mo. | 550 | 5000 d., 1000 n. | 461 |
| KSEI | Pocatello, Idaho | 930 | 1000 d., 250 n. | 396 |
| KSFO | San Francisco, Calif. | 560 | 5000 d., 1000 n. | 368 |
| KSJB | Jamestown, N. D. | 600 | 250 d., 100 n. | 514 |
| KSKY | Dallas, Texas | 660 | 1000 | 370 |
| KSL | Salt Lake City, Utah | 1160 | 50000 | 580 |
| KSLM | Salem, Ore. | 1390 | 1000 | 537 |
| KSO | Des Moines, Iowa | 1460 | 5000 | 415 |
| KSOO | Sioux Falls, S. Dak. | 1140 | 5600 | 560 |
| KSRO | Santa Rosa, Calif. | 1350 | 1000 | 370 |
| KSTP | St. Paul, Minn. | 1500 | 50000 | 153 |
| KSUB | Cedar City, Utah | 1340 | 100 | 579 |
| KSUN | Lowell, Ariz. | 1230 | 250 | 350 |
| KSWO | Lawton, Okla. | 1150 | 250 | 528 |
| KTAR | Phoenix, Ariz. | 620 | 5000 | 351 |
| KTBC | Austin, Tex. | 1150 | 1000 | 567 |
| KTBI | Tacoma, Wash. | 1490 | 250 | 590 |
| KTBS | Shreveport, La. | 1480 | 10.0 | 429 |
| KTEM | Temple, Tex. | 1400 | 250 | 577 |
| KTFI | Twin Falls, Idaho | 1270 | 1000 | 396 |
| KTHS | Hot Springs National Park, Ark. | 1090 | 10000 d., 5000 n. | 353 |
| KTKC | Visalia, Calif. | 940 | 5000 | 370 |
| KTMS | Santa Barbara, Calif. | 1250 | 1000 | 369 |
| KTKN | Ketchikan, Alaska | 930 | 1000 | 603 |
| KTNM | Tucumcari, N. M. | 1400 | 250 | 478 |
| KTOH | Lihue, Hawaii | 1490 | 250 | 604 |
| KTOK | Oklahoma City, Okla. | 1400 | 250 | 549 |
| KTRB | Modesto, Calif. | 860 | 250 (C.P. 1000) | 363 |
| KTRH | Houston, Tex. | 1320 | 5000 (C.P. 740 K.c., 50000) | 573 |
| KTRI | Sioux City, Ia. | 1450 | 250 | 417 |
| KTSA | San Antonio, Tex. | 550 | 5000 d., 1000 n. | 576 |
| KTSM | El Paso, Tex. | 1380 | 1000 d., 500 n. | 571 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|-------------------------|-------------------------|---------------------------------------|----------|
| KTSW | Emporia, Kans. | 1400 | 250 | 419 |
| KTTS | Springfield, Mo. | 1400 | 250 | 463 |
| KTUC | Tucson, Ariz. | 1400 | 250 | 351 |
| KTUL | Tulsa, Okla. | 1430 | 5000 | 531 |
| KTW | Seattle, Wash. | 1250 | 1000 | 589 |
| KUIN | Grants Pass, Ore. | 1340 | 250 | 533 |
| KUJ | Walla Walla, Wash. | 1420 | 1000 | 591 |
| KUOA | Siloam Springs, Ark. | 1290 | 5000 | 355 |
| KUSD | Vermillion, S. Dak. | 920 | 500 | 560 |
| KUTA | Salt Lake City, Utah | 570 | 5000 | 580 |
| KVAK | Atchison, Kans. | 1450 | 100 | 418 |
| KVAN | Vancouver, Wash. | 910 | 500 | 591 |
| KVCV | Redding, Calif. | 1230 | 250 | 366 |
| KVEC | San Luis Obispo, Calif. | 1230 | 250 | 369 |
| KVFD | Fort Dodge, Ia. | 1400 | 250 | 416 |
| KVGB | Great Bend, Kans. | 1400 | 250 | 119 |
| KVI | Tacoma, Wash. | 570 | 5000 | 590 |
| KVIC | Victoria, Texas | 1340 | 250 | 578 |
| KVNU | Logan, Utah | 1230 | 250 | 579 |
| KVOA | Tucson, Ariz. | 1290 | 1000 | 351 |
| KVOD | Denver, Colo. | 630 | 5000 | 372 |
| KVOE | Santa Ana, Calif. | 1490 | 250 | 369 |
| KVOL | Lafayette, La. | 1340 | 250 | 427 |
| KVOO | Tulsa, Okla. | 1170 | 25000 (C.P. 50000; S.S.A. 50000d.) | 531 |
| KVOR | Colorado Springs, Colo. | 1300 | 1000 | 371 |
| KVOS | Bellingham, Wash. | 1250 | 250 (C.P. 790 Kc.; 1000) | 587 |
| KVOX | Moorhead, Minn. | 1340 | 250 | 453 |
| KVRS | Rock Springs, Wyoming | 1400 | 250 | 602 |
| KVSF | Santa Fe, N. M. | 1340 | 100 | 478 |
| KVSO | Ardmore, Okla. | 1240 | 350 d., 100 n. | 527 |
| KVWC | Vernon, Tex. | 1490 | 250 | 577 |
| KWAL | Wallace, Ida. | 1450 | 250 | 397 |
| KWAT | Watertown, S. D. | 1240 | 250 | 560 |
| KWBW | Hutchinson, Kans. | 1450 | 250 | 419 |
| KWEW | Hobbs, New Mexico | 1490 | 100 | 477 |
| KWFC | Hot Springs, Ark. | 1340 | 250 | 353 |
| KWFT | Wichita Falls, Tex. | 620 | 5000 d., 1000 n. | 578 |
| KWGG | Stockton, Calif. | 1230 | 100 | 370 |
| KWIL | Albany, Ore. | 1240 | 250 | 532 |
| KWJB | Globe, Ariz. | 1240 | 250 | 330 |
| KWJJ | Portland, Ore. | 1080 | 1000 | 535 |
| KWK | St. Louis, Mo. | 1380 | 5000 d., 1000 n. | 462 |
| KWKH | Shreveport, La. | 1130 | 50000 | 129 |
| KWKW | Pasadena, Calif. | 1430 | 1000 | 365 |
| KWLC | Decorah, Iowa | 1240 | 250 | 415 |
| KWLK | Longview, Wash. | 1400 | 250 | 587 |
| KWLM | Willmar, Minn. | 1340 | 250 | 454 |
| KWNO | Winona, Minn. | 1230 | 250 | 454 |
| KWOC | Poplar Bluff, Mo. | 1340 | 250 | 461 |
| KWON | Bartlesville, Okla. | 1400 | 250 | 528 |
| KWOS | Jefferson City, Mo. | 1240 | 250 | 159 |
| KWRC | Pendleton, Ore. | 1240 | 250 | 534 |
| KWSC | Pullman, Wash. | 1250 | 5000 | 588 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|-------------------------|-------------------------|---|----------|
| KWTO | Springfield, Mo. | 560 | 5000 d. C.P. 5000d., 1000 n.) | 463 |
| KWYO | Sheridan, Wyoming | 1400 | 250 | 602 |
| KXA | Seattle, Wash. | 770 | 1000 | 589 |
| KXEL | Waterloo, Iowa | 1540 | 50000 | 418 |
| KXL | Portland, Ore. | 750 | 10000 | 535 |
| KXO | El Centro, Calif. | 1490 | 100 | 356 |
| KXOK | St. Louis, Mo. | 630 | 5000 | 462 |
| KXOX | Sweetwater, Tex. | 1240 | 250 | 577 |
| KXBO | Aberdeen, Wash. | 1340 | 250 | 586 |
| KXYZ | Houston, Tex. | 1320 | 5000 (C.P. 740kc.; 50000) | 573 |
| KYA | San Francisco, Calif. | 1260 | 5000 d., 1000 n. | 368 |
| KYCA | Prescott, Ariz. | 1490 | 250 | 351 |
| KYOS | Merced, Calif. | 1190 | 250 | 363 |
| KYSM | Mankato, Minn. | 1230 | 250 | 451 |
| KYUM | Yuma, Ariz. | 1240 | 250 | 352 |
| KYW | Philadelphia, Pa. | 1060 | 50000 | 541 |
| WAAB | Worcester, Mass. | 1440 | 1000 (C.P. 5000) | 441 |
| WAAF | Chicago, Ill. | 950 | 1000 | 399 |
| WAAT | Jersey City, N. J. | 970 | 1000 | 473 |
| WABC | New York, N. Y. | 880 | 50000 | 484 |
| WABI | Bangor, Me. | 1230 | 250 (C.P. 910 Kc.; 5000; S.A. 910; 250) | 429 |
| WABY | Albany, N. Y. | 1400 | 250 | 479 |
| WACO | Waco, Tex. | 1450 | 250 | 578 |
| WADC | Tallmadge, (Akron) Ohio | 1350 | 5000 | 515 |
| WAGA | Atlanta, Ga. | 590 | 5000 | 391 |
| WAGE | Syracuse, N. Y. | 620 | 1000 | 503 |
| WAGF | Dothan, Ala. | 1400 | 250 | 348 |
| WAGM | Presque Isle, Maine | 1450 | 100 | 431 |
| WAIM | Anderson, S. C. | 1230 | 250 | 556 |
| WAIR | Winston-Salem, N. C. | 1340 | 250 | 513 |
| WAIT | Chicago, Ill. | 820 | 5000 | 399 |
| WAJR | Morgantown, W. Va. | 1230 | 250 | 594 |
| WAKR | Akron, Ohio | 1590 | 5000 | 515 |
| WALA | Mobile, Ala. | 1410 | 5000 | 348 |
| WALB | Albany, Ga. | 1590 | 1000 | 389 |
| WALL | Middletown, N. Y. | 1340 | 250 | 484 |
| WAML | Laurel, Miss. | 1340 | 250 | 456 |
| WAOV | Vincennes, Ind. | 1150 | 250 | 413 |
| WAPI | Birmingham, Ala. | 1170 | 5000 | 347 |
| WAPO | Chattanooga, Tenn. | 1150 | 5000 d., 1000 n. | 561 |
| WARM | Seranton, Pa. | 1400 | 250 | 651 |
| WASH | Grand Rapids, Mich. | 1300 | 5000 | 445 |
| WASK | Lafayette, Ind. | 1450 | 250 | 412 |
| WATL | Atlanta, Ga. | 1400 | 250 | 391 |
| WATN | Watertown, N. Y. | 1240 | 250 | 504 |
| WATR | Waterbury, Conn. | 1320 | 1000 | 378 |
| WATW | Ashland, Wisc. | 1400 | 100 | 395 |
| WAVE | Louisville, Ky. | 970 | 5000 | 426 |
| WAWZ | Zarephath, N. J. | 1380 | 1000 d.; 5000 n. | 476 |
| WAYS | Charlotte, N. C. | 610 | 1000 | 506 |
| WAYX | Waycross, Ga. | 1230 | 250 | 395 |
| WAZL | Hazleton, Pa. | 1450 | 250 | 540 |
| WBAA | West Lafayette, Ind. | 920 | 5000 d., 1000 n. | 413 |
| WBAB | Atlantic City, N. J. | 1490 | 250 | 471 |
| WBAL | Baltimore, Md. | 1090 | 50000 | 433 |
| WBAP | Fort Worth, Tex. | 820 | 50000 | 572 |
| WBAX | Wilkes-Barre, Pa. | 1240 | 100 | 552 |
| WBBB | Burlington, N. C. | 920 | 1000 | 506 |
| WBBL | Richmond, Va. | 1240 | 100 | 584 |
| WBBM | Chicago, Ill. | 780 | 50000 | 399 |
| WBBR | Brooklyn, N. Y. | 1330 | 1000 | 480 |
| WBBZ | Ponca City, Okla. | 1230 | 250 | 531 |
| WBGM | Bay City, Mich. | 1440 | 100 d., 500 n. | 443 |
| WBEN | Buffalo, N. Y. | 930 | 5000 | 481 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|-----------------------|-------------------------|------------------|----------|
| WBHP | Huntsville, Ala. | 1230 | 250 | 348 |
| WBIG | Greensboro, N. C. | 1470 | 5000 | 508 |
| WBIR | Knoxville, Tenn. | 1240 | 250 | 562 |
| WBLJ | Dalton, Ga. | 1230 | 250 | 393 |
| WBLK | Clarksburg, W. Va. | 1400 | 250 | 593 |
| WBML | Macon, Ga. | 1240 | 250 | 394 |
| WBNS | Columbus, Ohio | 1160 | 5000 d., 1000 n. | 521 |
| WBNX | New York, N. Y. | 1380 | 5000 | 485 |
| WBNY | Buffalo, N. Y. | 1400 | 250 | 482 |
| WBOC | Salisbury, Md. | 1230 | 250 | 435 |
| WBOW | Terre Haute, Ind. | 1230 | 250 | 413 |
| WBRB | Red Bank, N. J. | 1240 | 100 | 476 |
| WBRC | Birmingham, Ala. | 960 | 5000 | 317 |
| WBRE | Wilkes-Barre, Pa. | 1340 | 250 | 552 |
| WBRK | Pittsfield, Mass. | 1310 | 250 | 410 |
| WBRW | Welch, W. Va. | 1340 | 250 | 594 |
| WBRY | Waterbury, Conn. | 1590 | 1000 | 378 |
| WBT | Charlotte, N. C. | 1110 | 50000 | 506 |
| WBTA | Batavia, N. Y. | 1490 | 250 | 479 |
| WBTH | Williamson, W. Va. | 1400 | 250 | 595 |
| WBTM | Danville, Va. | 1400 | 250 | 582 |
| WBYN | Brooklyn, N. Y. | 1430 | 1000 d.; 500 n. | 480 |
| WBZ | Boston, Mass. | 1030 | 50000 | 437 |
| WBZA | Springfield, Mass. | 1030 | 1000 | 437 |
| WCAE | Pittsburgh, Pa. | 1250 | 5000 | 519 |
| WCAL | Northfield, Minn. | 770 | 5000 | 453 |
| WCAM | Camden, N. J. | 1310 | 500 | 473 |
| WCAO | Baltimore, Md. | 600 | 5000 | 434 |
| WCAP | Asbury Park, N. J. | 1310 | 500 | 471 |
| WCAR | Pontiac, Mich. | 1130 | 1000 | 446 |
| WCAT | Rapid City, S. Dak. | 1230 | 100 | 559 |
| WCAU | Philadelphia, Pa. | 1216 | 50000 | 513 |
| WCAX | Burlington, Vt. | 620 | 1000 | 581 |
| WCAZ | Carthage, Ill. | 1080 | 250 | 397 |
| WCBA | Allentown, Pa. | 1470 | 500 | 537 |
| WCBI | Columbus, Miss. | 1400 | 250 | 455 |
| WCBM | Baltimore, Md. | 1400 | 250 | 433 |
| WCBS | Springfield, Ill. | 1450 | 250 | 409 |
| WCBT | Roanoke Rapids, N. C. | 1230 | 250 | 512 |
| WCCO | Minneapolis, Minn. | 830 | 50000 | 451 |
| WCED | Du Bois, Pa. | 1230 | 250 | 538 |
| WCFL | Chicago, Ill. | 1000 | 10000 | 399 |
| WCHS | Charleston, W. Va. | 580 | 5000 | 592 |
| WCHV | Charlottesville, Va. | 1450 | 250 | 582 |
| WCKY | Cincinnati, Ohio | 1530 | 50000 | 516 |
| WCLE | Cleveland, Ohio | 610 | 500 | 519 |
| WCLO | Janesville, Wisc. | 1230 | 250 | 596 |
| WCLS | Joliet, Ill. | 1340 | 250 | 407 |
| WCMI | Ashland, Ky. | 1340 | 250 | 425 |
| WCNC | Elizabeth City, N. C. | 1400 | 250 | 507 |
| WCOA | Pensacola, Florida | 1370 | 1000 d., 500 n. | 387 |
| WCOC | Meridian, Miss. | 910 | 1000 | 456 |
| WCOL | Columbus, Ohio | 1230 | 250 | 521 |
| WCOP | Boston, Mass. | 1150 | 500 | 437 |
| WCOS | Columbia, S. C. | 1400 | 250 | 556 |
| WCOU | Lewiston, Me. | 1240 | 250 | 430 |
| WCOV | Montgomery, Ala. | 1240 | 250 | 340 |
| WCPO | Cincinnati, Ohio | 1230 | 250 | 516 |
| WCRS | Greenwood, S. C. | 1450 | 250 | 558 |
| WCRW | Chicago, Ill. | 1240 | 100 | 401 |
| WCSC | Charleston, S. C. | 1390 | 1000 d., 500 n. | 556 |
| WCSE | Portland, Maine | 970 | 5000 | 430 |
| WDAE | Tampa, Florida | 1250 | 5000 | 389 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|-------------------------|-------------------------|--------------------------------|----------|
| WDAF | Kansas City, Mo. | 610 | 5000 | 461 |
| WDAK | West Point, Ga. | 1340 | 250 | 395 |
| WDAN | Danville, Ill. | 1490 | 250 | 405 |
| WDAS | Philadelphia, Pa. | 1400 | 250 | 543 |
| WDAY | Fargo, N. Dak. | 970 | 5000 | 514 |
| WDBC | Escanaba, Mich. | 1190 | 250 | 444 |
| WDBJ | Roanoke, Va. | 960 | 5000 | 585 |
| WDBO | Orlando, Fla. | 580 | 5000 | 386 |
| WDEF | Chattanooga, Tenn. | 1400 | 250 | 561 |
| WDEL | Wilmington, Delaware | 1150 | 1000 d., 250 n. (C.P. 5000) | 379 |
| WDEV | Waterbury, Vt. | 550 | 1000 | 581 |
| WDGY | Minneapolis, Minn. | 1130 | 5000d., 500 n. | 451 |
| WDLF | Panama City, Fla. | 1230 | 250 d., 100 n. | 386 |
| WDMJ | Marquette, Mich. | 1310 | 5000 | 561 |
| WDNC | Durham, N. C. | 1340 | 250 | 446 |
| WDOD | Chattanooga, Tenn. | 1360 | 5000 | 375 |
| WDRG | Hartford, Conn. | 1490 | 250 | 507 |
| WDSM | Superior, Wisc. | 1230 | 100 | 601 |
| WDSU | New Orleans, La. | 1280 | 1000 | 428 |
| WDWS | Champaign, Ill. | 1100 | 250 | 399 |
| WDZ | Tuscola, Ill. | 1050 | 100 | 409 |
| WEAF | New York, N. Y. | 660 | 50000 | 485 |
| WEAN | Providence, R. I. | 790 | 5000 | 555 |
| WEAU | Eau Claire, Wisc. | 700 | 5000 d.; 1000 n. | 595 |
| WEBC | Duluth, Minn. | 1320 | 5000 | 449 |
| WEBQ | Harrisburg, Ill. | 1240 | 250 | 406 |
| WEBR | Buffalo, N. Y. | 1340 | 250 | 482 |
| WEDC | Chicago, Ill. | 1240 | 250 | 401 |
| WEED | Rocky Mount, N. C. | 1450 | 250 | 512 |
| WEEI | Boston, Mass. | 590 | 5000 | 437 |
| WEEU | Reading, Pa. | 850 | 1000 | 549 |
| WEGO | Concord | 1110 | 1000 | 507 |
| WEIM | Fitchburg, Mass. | 1340 | 250 | 438 |
| WELI | New Haven, Conn. | 960 | 1000 d., 500 n. | 377 |
| WELL | Battle Creek, Mich. | 1400 | 250 | 443 |
| WEMP | Milwaukee, Wisc. | 1340 | 250 | 599 |
| WENR | Chicago, Ill. | 890 | 50000 | 401 |
| WENY | Elmira, N. Y. | 1230 | 250 | 483 |
| WEOA | Evansville, Ind. | 1400 | 250 | 410 |
| WERC | Erie, Pa. | 1490 | 250 | 539 |
| WEST | Easton, Pa. | 1400 | 250 | 538 |
| WESX | Marble Head, Mass. | 1230 | 250 | 440 |
| WEVD | New York, N. Y. | 1330 | 5000 | 487 |
| WEW | St. Louis, Mo. | 770 | 1000 | 462 |
| WEXL | Royal Oak, Mich. | 1340 | 250 | 447 |
| WFAA | Dallas, Tex. | 820 | 50000 | 570 |
| WFAS | White Plains, N. Y. | 1240 | 250 | 505 |
| WFBC | Greenville, S. C. | 1330 | 5000 | 558 |
| WFBG | Altoona, Pa. | 1340 | 250 | 537 |
| WFBL | Syracuse, N. Y. | 1390 | 5000 | 503 |
| WFBM | Indianapolis, Ind. | 1260 | 5000 | 411 |
| WFBR | Baltimore, Md. | 1300 | 5000 | 434 |
| WFCI | Pawtucket, R. I. | 1420 | 1000 | 555 |
| WFDF | Flint, Mich. | 910 | 1000 | 415 |
| WFEA | Manchester, N. H. | 1370 | 5000 | 469 |
| WFHR | Wisconsin Rapids, Wisc. | 1340 | 250 | 601 |
| WFIG | Sumter, S. C. | 1340 | 250 | 559 |
| WFL | Philadelphia, Pa. | 560 | 1000 | 545 |
| WFIN | Findlay, Ohio | 1330 | 1000 | 522 |
| WFLA | Tampa, Fla. | 970 | 5000 d., 1000 n. | 389 |
| WFMD | Frederick, Md. | 930 | 500 | 435 |
| WFMJ | Youngstown, Ohio | 1450 | 250 | 527 |
| WFNC | Fayetteville, N. C. | 1450 | 250 | 507 |
| WFOR | Hattiesburg, Miss. | 1400 | 250 | 455 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | Sec Page |
|-------------|-----------------------|-------------------------|--|----------|
| WFOY | St. Augustine, Fla. | 1240 | 250 | 387 |
| WFPG | Atlantic City, N. J. | 1450 | 250 | 471 |
| WFTC | Kinston, N. C. | 1230 | 250 | 516 |
| WFTL | Fort Lauderdale, Fla. | 1400 | 250 (C.P. 710 10000) | 382 |
| WFTM | Fort Myers, Fla. | 1240 | 250 | 382 |
| WFVA | Fredericksburg, Va. | 1290 | 250 | 582 |
| WGAA | Codartown, Ga. | 1340 | 250 | 392 |
| WGAC | Augusta, Ga. | 1240 | 250 | 392 |
| WGAL | Lancaster, Pa. | 1190 | 250 | 540 |
| WGAN | Portland, Me. | 560 | 5000 | 130 |
| WGAR | Cleveland, Ohio | 1480 | 5000 d., 1000 n. | 519 |
| WGAU | Athens, Ga. | 1340 | 250 | 391 |
| WGBB | Freeport, N. Y. | 1210 | 100 | 483 |
| WGBF | Evansville, Ind. | 1280 | 5000 d., 1000 n. | 410 |
| WGBI | Greensboro, N. C. | 980 | 1000 | 509 |
| WGBL | Seranton, Pa. | 910 | 1000 d., 500 n. | 551 |
| WGBR | Goldsboro, N. C. | 1400 | 250 | 509 |
| WGCM | Gulfport, Miss. | 1240 | 250 | 455 |
| WGES | Chicago, Ill. | 1390 | 5000 (C.P. 5000) | 101 |
| WGGA | Gainesville, Ga. | 1240 | 250 | 393 |
| WGH | Newport News, Va. | 1340 | 250 | 583 |
| WGIL | Galesburg, Ill. | 1100 | 250 | 406 |
| WGKV | Charleston, W. Va. | 1490 | 100 | 592 |
| WGL | Fort Wayne, Ind. | 1450 | 250 | 110 |
| WGN | Chicago, Ill. | 720 | 50000 | 401 |
| WGNC | Gastonia, N. C. | 1450 | 250 | 507 |
| WGNV | Newburgh, N. Y. | 1220 | 1000 | 481 |
| WGOV | Valdosta, Ga. | 1450 | 250 | 395 |
| WGPC | Albany, Ga. | 1450 | 250 | 391 |
| WGR | Buffalo, N. Y. | 550 | 5000 d., 1000 n. | 482 |
| WGRG | New Albany, Ind. | 1400 | 250 | 412 |
| WGRM | Greenwood, Miss. | 1240 | 250 | 455 |
| WGST | Atlanta, Ga. | 920 | 5000 d., 1000 n. | 391 |
| WGTC | Greenville, N. C. | 1490 | 250 | 509 |
| WGTM | Wilson, N. C. | 1340 | 250 | 512 |
| WGY | Schenectady, N. Y. | 810 | 50000 | 503 |
| WHA | Madison, Wisc. | 970 | 5000 | 597 |
| WHAI | Greenfield, Mass. | 1240 | 250 | 438 |
| WHAM | Rochester, N. Y. | 1180 | 50000 | 501 |
| WHAS | Louisville, Ky. | 840 | 50000 | 426 |
| WHAT | Philadelphia, Pa. | 1340 | 100 | 545 |
| WHAZ | Troy, N. Y. | 1330 | 1000 | 504 |
| WHB | Kansas City, Mo. | 880 | 1000 | 461 |
| WHBB | Selma, Ala. | 1490 | 100 | 349 |
| WHBC | Canton, Ohio | 1230 | 250 | 516 |
| WHBF | Rock Island, Ill. | 1270 | 5000 | 408 |
| WHBI | Newark, N. J. | 1280 | 2500 d., 1000 n. | 475 |
| WHBL | Sheboygan, Wisc. | 1330 | 1000 d., 250 n. | 600 |
| WHBQ | Memphis, Tenn. | 1400 | 250 | 563 |
| WHBU | Anderson, Ind. | 1240 | 250 | 409 |
| WHBY | Appleton, Wisc. | 1230 | 250 | 595 |
| WHCU | Ithaca, N. Y. | 870 | 1000 | 483 |
| WHDF | Calumet, Mich. | 1400 | 250 | 443 |
| WHDH | Boston, Mass. | 850 | 5000 | 437 |
| WHDL | Olean, N. Y. | 1450 | 250 | 499 |
| WHEB | Portsmouth, N. H. | 750 | 1000 | 471 |
| WHEC | Rochester, N. Y. | 1460 | 1000 d., 500 n. | 501 |
| WHFC | Cicero, Ill. | 1450 | 250 | 405 |
| WHIO | Dayton, Ohio | 1290 | 5000 | 522 |
| WHIS | Bluefield, W. Va. | 1440 | 1000 d., 500 n. | 592 |
| WHIT | New Berne, N. C. | 1450 | 250 | 510 |
| WHIZ | Zanesville, Ohio | 1240 | 250 | 527 |
| WHJB | Greensburg, Pa. | 620 | 250 | 539 |
| WHK | Cleveland, Ohio | 1420 | 5000 | 520 |
| WHKC | Columbus, Ohio | 640 | 500 | 521 |
| WHKY | Hickory, N. C. | 1400 | 250 (C.P. 1290 Kc.; 5000 d., 1000 n.) | 509 |
| WHLB | Virginia, Man. | 1400 | 250 | 454 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|------------------------------|-------------------------|------------------------------|----------|
| WHLD | Niagara Falls, N. Y. | 1290 | 1000 | 499 |
| WHLN | Harlan, Ky. | 1450 | 250 | 425 |
| WHLS | Port Huron, Mich. | 1450 | 250 | 447 |
| WHMA | Anniston, Ala. | 1450 | 250 | 347 |
| WHN | New York, N. Y. | 1050 | 50000 | 487 |
| WIO | Des Moines, Ia. | 1040 | 50000 | 415 |
| WHOM | Jersey City, N. J. | 1480 | 1000 d., 500 n. | 475 |
| WHOP | Hopkinsville, Ky. | 1230 | 250 | 425 |
| WHP | Harrisburg, Pa. | 1460 | 5000 d., 1000 n. | 539 |
| WHUB | Cookeville, Tenn. | 1400 | 250 | 502 |
| WHYN | Holyoke, Mass. | 1400 | 250 | 439 |
| WIAC | Hato Rey, P. R. | 580 | 5000 | 605 |
| WIBA | Madison, Wisc. | 1310 | 5000 | 597 |
| WIBC | Indianapolis, Ind. | 1070 | 5000 d., 1000 n. | 411 |
| WIBG | Philadelphia (Glenside), Pa. | 990 | 10000 | 545 |
| WIBM | Jackson, Mich. | 1450 | 250 | 445 |
| WIBU | Poynette, Wisc. | 1210 | 250 | 600 |
| WIBW | Topeka, Kans. | 580 | 5000 | 421 |
| WIBX | Utica, N. Y. | 1230 | 250 | 504 |
| WICA | Ashtabula, Ohio | 970 | 1000 | 516 |
| WICC | Bridgeport, Conn. | 600 | 1000 d., 500 n. | 375 |
| WIGM | Medford, Wisc. | 1490 | 250 | 597 |
| WIL | St. Louis, Mo. | 1230 | 250 | 462 |
| WILL | Urbana, Ill. | 580 | 5000 | 109 |
| WILM | Wilmington, Del. | 1450 | 250 | 379 |
| WINC | Winchester, Va. | 1400 | 250 | 586 |
| WIND | Gary, Ind. | 560 | 5000 | 410 |
| WING | Dayton, Ohio | 1410 | 5000 | 522 |
| WINK | Louisville, Ky. | 1080 | 500d., 1000n. (C.P.) | 426 |
| WINN | Louisville, Ky. | 1240 | 250 | 426 |
| WINS | New York, N. Y. | 1000 | 1000 | 489 |
| 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 | 411 |
| WIS | Columbia, S. C. | 560 | 5000 | 557 |
| WISE | Asheville, N. C. | 1230 | 250 | 506 |
| WISH | Indianapolis, Ind. | 1310 | 5000 d., 1000 n. | 412 |
| WISN | Milwaukee, Wisc. | 1150 | 5000 | 599 |
| WISR | Butler, Pa. | 680 | 250 | 538 |
| WITH | Baltimore, Md. | 1230 | 250 | 434 |
| WIZE | Springfield, Ohio | 1340 | 250 | 523 |
| WJAC | Johnstown, Pa. | 1400 | 250 | 540 |
| WJAG | Norfolk, Nebr. | 1090 | 1000 | 466 |
| WJAR | Providence, R. I. | 920 | 5000 | 555 |
| WJAS | Pittsburgh, Pa. | 1320 | 5000 d., 1600 n. (C.P. 5000) | 549 |
| WJAX | Jacksonville, Fla. | 930 | 5000 d., 1000 n. | 382 |
| WJBC | Bloomington, Ill. | 1230 | 250 | 397 |
| WJBK | Detroit, Mich. | 1490 | 250 | 443 |
| WJBO | Baton Rouge, La. | 1150 | 5000 | 427 |
| WJBW | New Orleans, La. | 1230 | 250 | 428 |
| WJBY | Gadsden, Ala. | 1240 | 250 | 348 |
| WJDX | Jackson, Miss. | 1300 | 5000 d., 1000 n. | 456 |
| WJEJ | Hagerstown, Md. | 1240 | 250 | 435 |
| WJHL | Johnson City, Tenn. | 910 | 1000 | 502 |
| WJHO | Opelika, Ala. | 1400 | 250 d., 100 n. | 349 |
| WJHP | Jacksonville, Fla. | 1320 | 250 | 382 |
| WJIM | Lansing, Mich. | 1240 | 250 | 446 |
| WJJD | Chicago, Ill. | 1160 | 20000 | 405 |
| WJLB | Detroit, Mich. | 1400 | 250 | 413 |
| WJLD | Bessemer, Ala. | 1400 | 250 | 347 |
| WJLS | Beckley, W. Va. | 1240 | 250 | 592 |
| WJMA | Covington, Va. | 1340 | 250 | 582 |
| WJMC | Rice Lake, Wisc. | 1240 | 250 | 600 |
| WJMS | Ironwood, Mich. | 1450 | 250 | 445 |
| WJNO | West Palm Beach, Fla. | 1230 | 250 | 389 |
| WJOB | Hammond, Ind. | 1230 | 100 | 411 |
| WJPA | Washington, Pa. | 1450 | 250 | 552 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|--------------------------|-------------------------|--|----------|
| WJPF | Herrin, Ill. | 1310 | 250 | 406 |
| WJPR | Greenville, Miss. | 1310 | 250 | 455 |
| WJR | Detroit, Mich. | 760 | 50000 | 444 |
| WJRD | Tuscaloosa, Ala. | 1230 | 250 | 349 |
| WJRM | Elkins, W. Va. | 1500 | 250 | 593 |
| WJSV | Washington, D. C. | 1500 | 50000 | 380 |
| WJTN | Jamestown, N. Y. | 1216 | 250 | 483 |
| WJW | Akron, Ohio | 1210 | 250 (C. P., 850 5000) | 515 |
| WJZ | New York, N. Y. | 770 | 50000 | 489 |
| WJWC | Hammond, Ill. | 1520 | 5000 | 411 |
| WJZM | Clarksville, Tenn. | 1400 | 250 | 561 |
| WKAQ | San Juan, Puerto Rico | 620 | 5000 | 605 |
| WKAR | East Lansing, Mich. | 870 | 5000 | 444 |
| WKAT | Miami Beach, Fla. | 1360 | 1000 | 386 |
| WKBB | Dubuque, Ia. | 1490 | 250 | 416 |
| WKBH | La Crosse, Wisc. | 1410 | 1000 | 596 |
| WKBN | Youngstown, Ohio | 570 | 5000 d., 500 n. (C.P. 5000) | 527 |
| WKBO | Harrisburg, Pa. | 1230 | 250 | 540 |
| WKBV | Richmond, Ind. | 1490 | 100 | 413 |
| WKBW | Buffalo, N. Y. | 1520 | 50000 | 413 |
| WKBZ | Muskegon, Mich. | 1490 | 250 | 446 |
| WKEU | Griffin, Ga. | 1450 | 100 | 393 |
| WKIP | Poughkeepsie, N. Y. | 1450 | 250 | 501 |
| WKMO | Kokomo, Ind. | 1400 | 250 | 412 |
| WKNE | Keene, N. H. | 1290 | 5000 | 469 |
| WKNY | Kingston, N. Y. | 1490 | 450 | 484 |
| WKOK | Sunbury, Pa. | 1240 | 250 | 551 |
| WKPA | New Kensington, Pa. | 1150 | 250 | 541 |
| WKPT | Kingsport, Tenn. | 1400 | 250 | 562 |
| WKRC | Cincinnati, Ohio | 550 | 5000 d., 1000 n. | 517 |
| WKRO | Cairo, Ill. | 1490 | 250 | 397 |
| WKST | New Castle, Pa. | 1280 | 1000 | 541 |
| WKWK | Wheeling, W. Va. | 1400 | 250 | 594 |
| WKY | Oklahoma City, Okla. | 930 | 5000 d., 1000 n. (C. P., 5000) | 529 |
| WKZO | Kalamazoo, Mich. | 590 | 5000 | 446 |
| WLAC | Nashville, Tenn. | 1510 | 50000 | 565 |
| WLAG | La Grange, Ga. | 1240 | 250 | 393 |
| WLAK | Lakeland, Fla. | 1340 | 250 | 383 |
| WLAN | Endicott, N. Y. | 680 | 250 | 183 |
| WLAP | Lexington, Ky. | 1450 | 250 | 426 |
| WLAV | Grand Rapids, Mich. | 1340 | 250 | 415 |
| WLAW | Lawrence, Mass. | 698 | 5000 | 439 |
| WLAY | Muscle Shoals City, Ala. | 1450 | 250 | 349 |
| WLB | Minneapolis, Minn. | 770 | 5000 | 451 |
| WLBC | Muncie, Ind. | 1340 | 250 | 412 |
| WLBL | Bowling Green, Ky. | 1340 | 250 | 425 |
| WLBL | Stevens Point, Wisc. | 930 | 5000 | 601 |
| WLBZ | Bangor, Me. | 620 | 1000 d., 500 n. (C. P., 5000) | 430 |
| WLDS | Jacksonville, Ill. | 1180 | 250 | 407 |
| WLEU | Erie, Pa. | 1450 | 250 | 539 |
| WLIB | Brooklyn, N. Y. | 1190 | 1000 | 481 |
| WLLH | Lowell, Mass. | 1400 | 250 | 440 |
| WLNH | Laconia, N. H. | 1340 | 250 | 469 |
| WLOF | Orlando, Fla. | 1230 | 250 | 386 |
| WLOG | Logan, W. Va. | 1230 | 250 | 593 |
| WLOK | Lima, Ohio | 1240 | 250 | 523 |
| WLOL | Minneapolis, Minn. | 1330 | 1000 | 451 |
| WLPM | Suffolk, Va. | 1450 | 250 | 586 |
| WLS | Chicago, Ill. | 890 | 50000 | 403 |
| WLVA | Lynchburg, Va. | 1230 | 250 | 583 |
| WLW | Cincinnati, Ohio | 700 | 50000 | 519 |
| WMAL | Washington, D. C. | 630 | 5000 | 380 |
| WMAM | Marinette, Wisc. | 570 | 250 | 597 |
| WMAN | Mansfield, Ohio | 1400 | 250 | 523 |
| WMAQ | Chicago, Ill. | 670 | 50000 | 405 |
| WMAS | Springfield, Mass. | 1450 | 250 | 440 |
| WMAZ | Macon, Ga. | 940 | 5000 d., 1000 and 250 d. C. P. 5000 d. and n.) | 394 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|-----------------------|-------------------------|---|----------|
| WMBD | Peoria, Ill. | 1170 | 500 d., 100 n. | 407 |
| WMBG | Richmond, Va. | 1380 | 5000 | 581 |
| WMBH | Joplin, Mo. | 1450 | 250 | 459 |
| WMBI | Chicago, Ill. | 1110 | 5000 | 405 |
| WMBO | Auburn, N. Y. | 1340 | 250 | 479 |
| WMBR | Jacksonville, Fla. | 1400 | 250 | 383 |
| WMBT | Uniontown, Pa. | 590 | 1000 | 552 |
| WMC | Memphis, Tenn. | 790 | 5000 | 563 |
| WMCA | New York, N. Y. | 570 | 5000 | 491 |
| WMEX | Boston, Mass. | 1510 | 5000 | 437 |
| WMFD | Wilmington, N. C. | 1400 | 250 | 512 |
| WMFF | Plattsburg, N. Y. | 1340 | 250 | 499 |
| WMFG | Hibbing, Minn. | 1240 | 250 | 449 |
| WMFJ | Daytona Beach, Fla. | 1450 | 250 | 382 |
| WMFR | High Point, N. C. | 1230 | 250 | 509 |
| WMGA | Moultrie, Ga. | 1400 | 250 | 394 |
| WMIN | St. Paul, Minn. | 1400 | 250 | 453 |
| WMIS | Natchez, Miss. | 1490 | 250 | 457 |
| WMJM | Cordele, Ga. | 1490 | 250 d., 100 n. | 393 |
| WMMN | Fairmont, W. Va. | 920 | 5000 d., 1000 n. (C. P. 5000) | 593 |
| WMOB | Mobile, Ala. | 1230 | 250 | 318 |
| WMOG | Brunswick, Ga. | 1230 | 250 | 446 |
| WMPC | Lapeer, Mich. | 1460 | 1000 d., 500 n. | 563 |
| WMPS | Memphis, Tenn. | 1490 | 250 | 558 |
| WMRC | Greenville, S. C. | 1490 | 250 | 558 |
| WMRF | Lewistown, Pa. | 1490 | 250 | 540 |
| WMRN | Marion, Ohio | 1490 | 250 | 523 |
| WMRO | Aurora, Ill. | 1280 | 250 | 397 |
| WMST | Decatur, Ala. | 1400 | 250 | 348 |
| WMT | Cedar Rapids, Ia. | 600 | 5000 | 414 |
| WMUR | Manchester, N. H. | 610 | 5000 d., 1000 n. | 469 |
| WMVA | Martinsville, Va. | 1450 | 250 | 583 |
| WNAB | Bridgeport, Conn. | 1450 | 250 | 375 |
| WNAC | Boston, Mass. | 1260 | 5000 d., 100 n. (C. P. 5000 d. and n. | 438 |
| WNAD | Norman, Okla. | 640 | 100 | 528 |
| WNAX | Yankton, S. D. | 570 | 5000 d., 1000 n. (C. P. 5000) | 569 |
| WNBC | Hartford, Conn. | 1410 | 5000 | 375 |
| WNBK | Binghamton, N. Y. | 1290 | 5000 | 479 |
| WNBH | New Bedford, Mass. | 1340 | 250 | 440 |
| WNBZ | Saranac Lake, N. Y. | 1320 | 100 | 501 |
| WNEL | San Juan, Puerto Rico | 1320 | 5000 | 605 |
| WNEW | New York, N. Y. | 1130 | 10000 | 493 |
| WNLC | New London, Conn. | 1490 | 250 | 377 |
| WNOE | New Orleans, La. | 1450 | 250 | 428 |
| WNOX | Knoxville, Tenn. | 990 | 10000 | 562 |
| WNYC | New York, N. Y. | 830 | 1000 | 491 |
| WOAI | San Antonio, Tex. | 1200 | 50000 | 576 |
| WOC | Davenport, Ia. | 1450 | 250 (C.P. 1420 Kc.; 5000) | 415 |
| WOCB | Hyaannis, Mass. | 1240 | 250 | 441 |
| WOI | Ames, Ia. | 640 | 5000 | 414 |
| WOKO | Albany, N. Y. | 1460 | 10000 d., 500 n. | 479 |
| WOL | Washington, D. C. | 1260 | 100 | 381 |
| WOLF | Syracuse, N. Y. | 1490 | 250 | 503 |
| WOLS | Florence, S. C. | 1230 | 250 | 557 |
| WOMI | Owensboro, Ky. | 1490 | 250 | 426 |
| WOMT | Manitowoc, Wisc. | 1240 | 100 | 597 |
| WOOD | Grand Rapids, Mich. | 1300 | 5000 | 445 |
| WOPI | Bristol, Tenn. | 1490 | 250 | 561 |
| WOR | New York, N. Y. | 710 | 50000 | 494 |
| WORC | Worcester, Mass. | 1310 | 1000 | 441 |
| WORD | Spartanburg, S. C. | 1400 | 250 | 558 |
| WORK | York, Pa. | 1350 | 1000 | 553 |
| WORL | Boston, Mass. | 950 | 1000 | 438 |
| WOSH | Oshkosh, Wisc. | 1490 | 250 | 599 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|-----------------------|-------------------------|--|----------|
| WOSU | Columbus, Ohio | 820 | 5000 | 521 |
| WOV | New York, N. Y. | 1280 | 5000 | 499 |
| WOW | Omaha, Nebr. | 590 | 5000 | 167 |
| WQWO | Fort Wayne, Ind. | 1190 | 10000 | 410 |
| WPAB | Ponce, Puerto Rico | 1370 | 1000 | 604 |
| WPAD | Paducah, Ky. | 1450 | 250 | 427 |
| WPAB | Parkersburg, W. Va. | 1450 | 250 | 594 |
| WPAT | Paterson, N. J. | 930 | 1000 | 475 |
| WPAX | Thomasville, Ga. | 1240 | 250 | 395 |
| WPAY | Portsmouth, Ohio | 1400 | 250 | 523 |
| WPDQ | Jacksonville, Fla. | 1270 | 5000 | 383 |
| WPEN | Philadelphia, Pa. | 950 | 5000 | 547 |
| WPIC | Sharon, Pa. | 700 | 1000 | 551 |
| WPID | Petersburg, Va. | 1240 | 250 | 584 |
| WPRA | Mayaguez, Puerto Rico | 990 | 5000 d., 10000 n. | 604 |
| WPRO | Providence, R. I. | 630 | 5000 | 555 |
| WPRP | Ponce, Puerto Rico | 1420 | 250 | 605 |
| WPTF | Raleigh, N. C. | 680 | 50000 | 511 |
| WQAM | Miami, Fla. | 560 | 1000 (C. P. 5060) | 385 |
| WQAN | Scranton, Pa. | 910 | 1000 d., 500 n. | 551 |
| WQBC | Vicksburg, Miss. | 1390 | 1000 | 157 |
| WQXR | New York, N. Y. | 1560 | 5000 (C. P. 10000) | 497 |
| WRAK | Williamsport, Pa. | 1400 | 250 | 552 |
| WRAL | Raleigh, N. C. | 1240 | 250 | 511 |
| WRAW | Reading, Pa. | 1340 | 250 | 551 |
| WRBL | Columbus, Ga. | 1230 | 250 | 392 |
| WRC | Washington, D. C. | 980 | 5000 | 381 |
| WRDO | Augusta, Me. | 1400 | 100 | 429 |
| WRDW | Augusta, Ga. | 1490 | 250 (C.P. 1480 Ke.: 5000) | 392 |
| WREC | Memphis, Tenn. | 600 | 5000 | 565 |
| WREN | Lawrence, Kans. | 1250 | 5000 d., 1000 n. | 421 |
| WRGA | Rome, Ga. | 1490 | 250 | 394 |
| WRJN | Racine, Wisc. | 1400 | 250 | 600 |
| WRLC | Toccoa, Ga. | 1450 | 250 | 395 |
| WRNL | Richmond, Va. | 910 | 5000 | 585 |
| WROK | Rockford, Ill. | 1440 | 1000 d., 500 n. | 408 |
| WROL | Knoxville, Tenn. | 620 | 1000 d., 500 n. | 563 |
| WRB | Dallas, Tex. | 1310 | 5000 | 570 |
| WRRF | Washington, N. C. | 930 | 1000 | 512 |
| WREN | Warren, Ohio | 1400 | 250 | 535 |
| WRUF | Gainesville, Fla. | 850 | 5000 | 382 |
| WRVA | Richmond, Va. | 1140 | 50000 | 585 |
| WSAI | Cincinnati, Ohio | 1360 | 5000 | 519 |
| WSAJ | Grove City, Pa. | 1340 | 100 | 539 |
| WSAM | Saginaw, Mich. | 1400 | 250 | 447 |
| WSAN | Allentown, Pa. | 1470 | 500 (J.P. 5000) | 537 |
| WSAP | Portsmouth, Va. | 1490 | 250 | 584 |
| WSAR | Fall River, Mass. | 1180 | 1000 | 438 |
| WSAU | Wausau, Wisc. | 1400 | 250 | 601 |
| WSAV | Savannah, Ga. | 1340 | 250 | 394 |
| WSAY | Rochester, N. Y. | 1240 | 250 | 501 |
| WSAZ | Huntington, W. Va. | 930 | 1000 d., 250 n. (S.A. 1000 d., 100 n.) | 593 |
| WSB | Atlanta, Ga. | 750 | 50000 | 391 |
| WSBA | York, Pa. | 900 | 1000 | 553 |
| WSBC | Chicago, Ill. | 1240 | 250 | 405 |
| WSBT | South Bend, Ind. | 960 | 1000 | 413 |
| WSFA | Montgomery, Ala. | 1440 | 1000 d., 500 n. | 349 |
| WSGN | Birmingham, Ala. | 610 | 5000 d., 10000 n. | 347 |
| WSIX | Nashville, Tenn. | 965 | 5000 | 565 |
| WSJS | Winston-Salem, N. C. | 600 | 250 (C.P. 5000) | 513 |
| WSKB | McComb, Miss. | 1230 | 250 | 456 |
| WSLB | Ogdensburg, N. Y. | 1100 | 250 | 499 |
| WSLI | Jackson, Miss. | 1450 | 250 | 456 |
| WSLS | Roanoke, Va. | 1490 | 250 | 586 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|--------------|---------------------------------|-------------------------|---------------------------------|----------|
| WSM | Nashville, Tenn. | 650 | 50000 | 565 |
| WSMB | New Orleans, La. | 1350 | 5000 | 428 |
| WSNJ | Bridgeton, N. J. | 1240 | 250 | 473 |
| WSNY | Schenectady | 1240 | 250 | 503 |
| WSOC | Charlotte, N. C. | 1240 | 250 | 507 |
| WSON | Henderson, Ky. | 860 | 250 | 425 |
| WSOO | Sault Ste. Marie, Mich. | 1230 | 250 d., 100 n. | 447 |
| WSOY | Decatur, Ill. | 1340 | 250 | 406 |
| WSPA | Spartanburg, S. C. | 950 | 5000 d., 1000 n. | 558 |
| WSPB | Sarasota, Fla. | 1450 | 250 | 387 |
| WSPD | Toledo, Ohio | 1370 | 5000 | 525 |
| WSPR | Springfield, Mass. | 1270 | 500 | 440 |
| WSRR | Stamford, Conn. | 1400 | 250 | 378 |
| WSTP | Salisbury, N. C. | 1490 | 250 | 512 |
| WSTV | Steubenville, Ohio. | 1310 | 250 | 525 |
| WSUI | Iowa City, Ia. | 910 | 5000 | 416 |
| WSUN | St. Petersburg, Fla. | 620 | 5000 | 387 |
| WSVA | Harrisonburg, Va. | 550 | 1000 | 582 |
| WSYB | Rutland, Vt. | 1380 | 1000 | 581 |
| WSYR | Syracuse, N. Y. | 570 | 5000 | 504 |
| WTAD | Quincy, Ill. | 930 | 1000 | 407 |
| WTAG | Worcester, Mass. | 580 | 5000 | 441 |
| WTAL | Tallahassee, Fla. | 1340 | 250 d., 100 n. | 387 |
| WTAM | Cleveland, Ohio | 1100 | 50000 | 1520 |
| WTAQ | Green Bay, Wisc. | 1360 | 5000 | 596 |
| WTAR | Norfolk, Va. | 790 | 5000 | 583 |
| WTAW | College Station, Tex. | 1150 | 1000 | 569 |
| WTAX | Springfield, Ill. | 1240 | 100 | 409 |
| WTBO | Cumberland, Md. | 820 | 250 | 435 |
| WTCM | Traverse City, Mich. | 1400 | 250 | 447 |
| WTCN | Minneapolis, Minn. | 1280 | 5000 d., 1000 n. | 453 |
| WTEL | Philadelphia, Pa. | 1340 | 100 | 547 |
| WHTT | Hartford, Conn. | 1230 | 250 | 377 |
| WTIC | Hartford, Conn. | 1080 | 50000 | 377 |
| WTJS | Jackson, Tenn. | 1390 | 1000 | 562 |
| WTMA | Charleston, S. C. | 1250 | 250 (C.P. 1000) | 556 |
| WTMC | Ocala, Fla. | 1490 | 100 | 386 |
| WTMJ | Milwaukee, Wisc. | 620 | 5000 | 599 |
| WTMV | East St. Louis, Ill. | 1490 | 250 | 406 |
| WTNJ | Trenton, N. J. | 1310 | 500 | 476 |
| WTOC | Savannah, Ga. | 1290 | 5000 d., 1000 n. (C.P. 5000) | 394 |
| WTOL | Toledo, Ohio | 1230 | 250 | 525 |
| WTRC | Elkhart, Ind. | 1340 | 250 | 409 |
| WTRY | Troy, N. Y. | 980 | 1000 | 504 |
| WTSP | St. Petersburg, Fla. | 1380 | 1000 d., 500 n. | 387 |
| WTM | Trenton, N. J. | 920 | 1000 | 176 |
| WWDC | Washington, D. C. | 1450 | 250 | 381 |
| WWJ | Detroit, Mich. | 950 | 5000 | 444 |
| WWL | New Orleans, La. | 870 | 50000 | 428 |
| WWNC | Asheville, N. C. | 570 | 1000 (C.P. 5000) | 506 |
| WWNY | Watertown, N. Y. | 790 | 1000 | 505 |
| WWPG | Lake Worth, Fla. | 1340 | 250 | 383 |
| WWRL | Woodside, N. Y. | 1600 | 250 | 505 |
| WWSR | St. Albans, Vt. | 1420 | 1000 | 581 |
| WWSW | Pittsburgh, Pa. | 1490 | 250 | 549 |
| WWVA | Wheeling, W. Va. | 1170 | 50000 | 594 |
| WXYZ | Detroit, Mich. | 1270 | 5000 | 444 |

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 | B-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 | 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 | N | Battle Creek, Mich. | WELL | B |
| Alexandria, La. | KALB | B | Bay City, Mich. | WBCM | B |
| Allentown, Pa. | WCBA | | Beaumont, Tex. | KFDM | B |
| | WSAN | N | | KRIC | |
| Altoona, Pa. | WFBG | 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 | 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 | WISE | M-N | | WSGN | B-M |
| | WWNC | C | Bismarck, N. D. | KFYR | N |
| Ashland, Ky. | WCM1 | M | Bloomington, Ill. | WJBC | |
| Ashland, Wisc. | WATW | M | Bluefield, W. Va. | WHIS | 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. | WBZ | N |
| Atlanta, Ga. | WAGA | B | | WCOP | |
| | WATL | M | | WEEI | C |
| | WGST | C | | WHDH | B |
| | WSB | N | | WMEX | |
| Atlantic City, N. J. | WBAB | C | | WNAC | M |
| | WFPG | | | WORL | |
| Auburn, N. Y. | WMBO | | Bowling Green, Ky. | WLB1 | M |
| Augusta, Ga. | WGAC | B | Bozeman, Mont. | WRBM | N |
| | WRDW | C | Brady, Texas | KNEL | |
| Augusta, Me. | WRDO | M-N | Bridgeport, Conn. | WICC | M |
| Aurora, Ill. | WMRO | | | WNAB | B |

| City and State | Call Letters | Major Network | City and State | Call Letters | Major Network |
|---------------------------|--------------|---------------|-------------------------|--------------|---------------|
| Bridgeton, N. J. | WSNJ | | Clarksburg, W. Va. | WBLK | N |
| Bristol, Tenn. | WOPI | N | Clarksville, Tenn. | WJZM | M |
| Brooklyn, N. Y. | WBBR | | Clayton, Mo. | KFUO | |
| | WBYN | | Cleveland, Ohio. | WCLE | M |
| | WLIB | | | WGAR | C |
| Brownsville, Texas | KEEW | | Cleveland, Ohio. | WHK | B-M |
| Brownwood, Texas | KBWD | | | WTAM | N |
| Brunswick, Ga. | WMOG | | Clinton, Ia. | KROS | |
| Buffalo, N. Y. | WBEN | N | Clovis, N. M. | KICA | |
| | WBNY | | Coffeyville, Kans. | KGGF | B |
| | WEBR | B | College Station, Tex. | WTAW | |
| | WGR | M | Colorado Springs, Colo. | KVOR | C |
| | WKBW | C | Columbia, Mo. | KFRU | B |
| Burlington, Ia. | KBUR | B | Columbia, S. C. | WCOS | B-M |
| Burlington, N. C. | WBBB | M | | WIS | N |
| Burlington, Vt. | WCAX | C | Columbus, Ga. | WRBL | C |
| Butler, Pa. | WISR | | Columbus, Miss. | WCBI | |
| Butte, Mont. | KGIR | N | Columbus, Ohio. | WBNS | C |
| Cairo, Ill. | WKRO | | | WCOL | N |
| Calumet, Mich. | WHDF | | | WHKC | M |
| Camden, N. J. | WCAM | | | WOSU | |
| Canton, Ohio | WHBC | M | Concord, N. C. | WEGO | |
| Cape Girardeau, Mo. | KFVS | | Cookeville, Tenn. | WHUB | |
| Carlsbad, N. M. | KAVE | | Cordele, Ga. | WMJM | |
| Carthage, Ill. | WCAZ | | Corpus Christi, Tex. | KEYS | |
| Casper, Wyoming | KDFN | | | KRIS | M-N |
| Cedar City, Utah | KSUB | | Corsicana, Texas | KAND | |
| Cedar Rapids, Iowa | WMT | M-C | Corvallis, Ore. | KOAC | |
| Cedartown, Ga. | WGAA | | Covington, Va. | WJMA | |
| Centralia-Chehalis, Wash. | KELA | M | Cumberland, Md. | WTBO | |
| Champaign, Ill. | WDWS | | Dallas, Tex. | KRLD | C |
| Charleston, S. C. | WCSC | C | | KSKY | |
| | WTMA | N | | WFAA | N |
| Charleston, W. Va. | WCHS | C | | WRR | M |
| | WGKV | N | The Dalles, Ore. | KODL | |
| Charlotte, N. C. | WAYS | B-M | Dalton, Ga. | WBLJ | M |
| | WBT | C | Danville, Ill. | WDAN | |
| | WSOC | N | Danville, Va. | WBTM | B-M |
| Charlottesville, Va. | WCHV | B | Davenport, Iowa | WOC | B |
| Chattanooga, Tenn. | WAPO | N | Dayton, Ohio | WHIO | C |
| | WDEF | B-M | | WING | B |
| | WDOD | C | Daytona Beach, Fla. | WMFJ | B |
| Cheyenne, Wyo. | KFBC | B | Decatur, Ala. | WMSL | M |
| Chicago, Ill. | WAAF | | Decatur, Ill. | WSOY | |
| | WAIT | | Decorah, Iowa | KWLC | |
| | WBBM | | Denton, Tex. | KDNT | |
| | WCFL | C | Denver, Colo. | KFEL | M |
| | WCRW | | | KLZ | C |
| | WEDC | | | KMYR | |
| | WENR | B | | KOA | N |
| | WGES | | | KPOF | |
| | WGN | M | | KVOD | B |
| | WJJD | | Des Moines, Iowa | KRNT | C |
| | WLS | B | | KSO | B-M |
| | WMAQ | N | | WHO | N |
| | WMBI | | Detroit, Mich. | WJBK | |
| | WSBC | | | WJLB | |
| Chico, Calif. | KHSL | M | | WJR | C |
| Cicero, Ill. | WHFC | | | WWJ | N |
| Cincinnati, Ohio | WCKY | C | | WXYZ | B |
| | WCPO | | Devils Lake, N. D. | KDLR | M |
| | WKRC | M | Dodge City, Kans. | KGNO | |
| | WLW | B-N | Dotham, Ala. | WAGF | |
| | WSAI | B-N | Dublin, Texas | KFPL | |
| | | | Du Bois, Pa. | WCED | |

| City and State | Call Letters | Major Network | City and State | Call Letters | Major Network |
|-----------------------|--------------|---------------|-----------------------|--------------|---------------|
| Dubuque, Ia. | KDTH | M | Gary, Ind. | WIND | |
| | WKBB | B | Gastonia, N. C. | WGNC | B |
| Duluth, Minn. | KDAL | C | Glendale, Calif. | KIEV | |
| | WEBC | N | Glenside, Pa. | WIBG | |
| Durango, Colo. | KIUP | | Globe, Ariz. | KWJB | |
| Durham, N. C. | WDNC | C | Goldsboro, N. C. | WGBR | M |
| East Lansing, Mich. | WKAR | | Grand Forks, N. D. | KFJM | |
| East St. Louis, Ill. | WTMV | | | KILO | M |
| Easton, Pa. | WEST | M | Grand Island, Nebr. | KMMJ | |
| Eau Claire, Wisc. | WEAU | N | Grand Junction, Colo. | KFXJ | M |
| El Centro, Calif. | KXO | M | Grand Rapids, Mich. | WASH | |
| El Dorado, Ark. | KELD | B | | WLAV | M |
| Elizabeth City, N. C. | WCNC | | | WOOD | N |
| Elk City, Okla. | KASA | | Grants Pass, Ore. | KUIN | |
| Elkhart, Ind. | WTRC | | Great Bend, Kans. | KVGB | M |
| Elkins, W. Va. | WJRM | | 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 | N | Greenfield, Mass. | WHAI | M |
| Emporia, Kans. | KTSW | M | Greensboro, N. C. | WBIG | C |
| Endicott, N. Y. | WLAN | | | WGBG | B |
| Enid, Okla. | KCRC | B | Greensburg, Pa. | WHJB | |
| Erie, Pa. | WERC | C | Greenville, Miss. | WJPR | |
| | WLEU | B-M | Greenville, N. C. | WGTC | M |
| Escanaba, Mich. | WDBC | | Greenville, S. C. | WFBC | N |
| Eugene, Ore. | KORE | M | | WMRC | B-M |
| Eureka, Calif. | KIEM | M | Greenwood, Miss. | WGRM | B |
| Evansville, Ind. | WEOA | C | Greenwood, S. C. | WCRS | N |
| | WGBF | 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. | WJWC | |
| Fall River, Mass. | WSAR | M | | WJOB | |
| Fargo, N. D. | WDAY | 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 | M-N |
| Florence, S. C. | WOLS | B-N | Harrisonburg, Va. | WSVA | |
| Fond du Lac, Wis. | KFIZ | M | Hartford, Conn. | WDRG | C |
| Fort Dodge, Ia. | KVFD | M | | WNBC | B |
| Fort Lauderdale, Fla. | WFTL | M | | WTHT | M |
| Fort Myers, Fla. | WFTM | | | WTIC | N |
| Fort Smith, Ark. | KFPW | | Hastings, Nebr. | KHAS | |
| Fort Wayne, Ind. | WGL | N | Hato Rey, Puerto Rico | WIAC | |
| | WOWO | B | Hattiesburg, Miss. | WFOR | N |
| Fort Worth, Tex. | KFJZ | M | Hazleton, Pa. | WAZL | M |
| | KGKO | B | Helena, Ark. | KPFA | |
| | WBAP | N | Helena, Mont. | KPFA | N |
| Frederick, Md. | WFMD | | Henderson, Ky. | WSON | |
| Fredericksburg, Va. | WFVA | | Herrin, Ill. | WJPF | |
| Fremont, Mont. | KORN | | Hibbing, Minn. | WMFG | N |
| Freeport, N. Y. | WGBB | | Hickory, N. C. | WHKY | B |
| Fresno, Calif. | KARM | C | High Point, N. C. | WMFR | B |
| | KMJ | N | Hilo, Hawaii | KHBC | C-M |
| | KFRE | M | Hobbs, N. M. | KWEW | |
| Gadsden, Ala. | WJBY | M | Holyoke, Mass. | WHYN | M |
| Gainesville, Fla. | WRUF | M | Honolulu, Hawaii | KGMB | C-M |
| Gainesville, Ga. | WGGA | | | KGU | N |
| Galesburg, Ill. | WGIL | | Hopkinsville, Ky. | WHOP | |
| Galveston, Texas | KLUF | | Hot Springs, Ark. | KTHS | B |
| Garden City, Kans. | KIUL | | | KWFC | M |
| | | | Houston, Texas | KPRC | N |

| City and State | Call Letters | Major Network | City and State | Call Letters | Major Network |
|---------------------|--------------|---------------|---------------------|--------------|---------------|
| | KTRH | C | Lakeland, Fla. | WLAK | N |
| | KXYZ | B-M | Lake Worth, Fla. | WWPG | B-M |
| Huntington, W. Va. | WSAZ | | Lancaster, Pa. | WGAL | M-N |
| Huntsville, Ala. | WBHP | M | Lansing, Mich. | WJIM | B |
| Huntsville, Tex. | KSAM | | Lapeer, Mich. | WMPC | |
| Hutchinson, Kans. | KWBW | N | Laredo, Tex. | KPAB | |
| Hyannis, Mass. | WOCB | | Las Vegas, N. M. | KFUN | |
| Idaho Falls, Ida. | KID | | Las Vegas, Nev. | KENO | |
| Indianapolis, Ind. | WFBM | C | Laurel, Miss. | WAML | N |
| | WIBC | M | Lawrence, Kans. | KFKU | |
| | WIRE | N | | WREN | B |
| | WISH | B | Lawrence, Mass. | WLAW | C |
| Iowa City, Iowa | WSUI | | Lawton, Okla. | KSWO | |
| Ironwood, Mich. | WJMS | M | Lewiston, Ida. | KRLC | |
| Ithaca, N. Y. | WHCU | C | Lewiston, Me. | WCOU | M |
| Jackson, Mich. | WIBM | B | Lewistown, Pa. | WMRF | N |
| Jackson, Miss. | WJDX | N | Lexington, Ky. | WLAP | M |
| | WSLI | B | Lihue, Hawaii | KTOH | |
| Jackson, Tenn. | WTJS | M | Lima, Ohio | WLOK | N |
| Jacksonville, Fla. | WJAX | N | Lincoln, Nebr. | KFAB | C |
| | WJHP | B-M | | KFOR | B-M |
| | WMBR | C | Little Rock, Ark. | KARK | N |
| | WPDQ | | | KGHI | B-M |
| Jacksonville, Ill. | WLDS | | | KLRA | C |
| Jamestown, N. Y. | WJTN | B | Logan, Utah | KVNU | |
| Jamestown, N. D. | KSJB | M | Logan, W. Va. | WLOG | |
| Janesville, Wisc. | WCLO | M | Long Beach, Calif. | KFOX | |
| Jefferson City, Mo. | KWOS | M | | KGER | |
| Jerome, Ariz. | KCRJ | | Longview, Texas | KFRO | |
| Jersey City, N. J. | WAAT | | Longview, Wash. | KWLK | M |
| | WHOM | | Los Angeles, Calif. | KECA | B |
| Johnson City, Tenn. | WJHL | B | | KFAC | |
| Johnstown, Pa. | WJAC | N | | KFI | N |
| Joliet, Ill. | WCLS | | | KFSG | |
| Jonesboro, Ark. | KBTM | M | | KFVD | |
| Joplin, Mo. | WMBH | M | | KFWB | |
| Juneau, Alaska | KINY | | | KGFJ | |
| Kalamazoo, Mich. | WKZO | C | | KHJ | M |
| Kalispell, Mont. | KGEZ | | | KMTR | |
| Kansas City, Kans. | KCKN | | | KNX | C |
| Kansas City, Mo. | KCMO | B | | KRKD | |
| | KMBC | C | Louisville, Ky. | WAVE | N |
| | WDAF | N | | WHAS | C |
| | WHB | M | | WINK | |
| Kearney, Nebr. | KGFW | | | WINN | B |
| Keene, N. H. | WKNE | C | Lowell, Ariz. | KSUN | |
| Ketchikan, Alaska | KTKN | M | Lowell, Mass. | WLLH | M |
| Kilgore, Texas | KOCA | | Lubbock, Texas | KFYO | M |
| Kingsport, Tenn. | WKPT | N | Lufkin, Texas | KRA | |
| Kingston, N. Y. | WKNY | | Lynchburg, Va. | WLVA | B-M |
| Kinston, N. C. | WFTC | B | Macon, Ga. | WBML | M |
| Klamath Falls, Ore. | KFJI | M | | WMAZ | C |
| Knoxville, Tenn. | WBIR | B-M | Madison, Wisc. | WHA | |
| | WNOX | C | | WIBA | N |
| | WROL | N | Manchester, N. H. | WFEA | M-N |
| Kokomo, Ind. | WKMO | | | WMUR | B |
| Laconia, N. H. | WLNH | M | Mandan, N. D. | KGCU | M |
| LaCrosse, Wisc. | WKBH | N | Manhattan, Kans. | KSAC | |
| Lafayette, Ind. | WASK | | Manitowoc, Wisc. | WOMT | |
| Lafayette, La. | KVOL | | Mankato, Minn. | KYSM | N |
| La Grange, Ga. | WLAG | M | Mansfield, Ohio | WMAN | |
| La Grande, Ore. | KLBM | | Marblehead, Mass. | WESX | |
| 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 | | | WSMB | N |
| Marshalltown, Ia. | KFJB | | | WWL | C |
| Marshfield, Ore. | KOOS | M | Newport News, Va. | WGH | B-M |
| Martinsville, Va. | WMVA | N | New York | WABC | C |
| Marysville, Calif. | KMYC | M | | WBNX | |
| Mason City, Iowa | KGLO | C | | WEAF | N |
| Mayaguez, P. R. | WPRA | | | WEVD | |
| McComb, Miss. | WSKB | | | WHN | |
| Medford, Ore. | KMED | M | | WINS | |
| Medford, Wisc. | WIGM | | | WJZ | B |
| Memphis, Tenn. | WHBQ | | | WMCA | |
| | WMC | N | | WNEW | |
| | WMPS | B-M | | WNYC | |
| | WREC | C | | WOV | |
| Merced, Calif. | KYOS | M | | WOR | M |
| Meridian, Miss. | WCOC | C | | WQXR | |
| Miami, Fla. | WIOD | N | Niagara Falls, N. Y. | WHLD | |
| | WQAM | C | Norfolk, Nebr. | WJAG | |
| Miami Beach, Fla. | WKAT | B | Norfolk, Va. | WTAR | N |
| Middletown, N. Y. | WALL | | Norman, Okla. | WNAD | |
| Midland, Texas | KRLH | M | Northfield, Minn. | WCAL | |
| Miles City, Mont. | KRJF | | North Platte, Neb. | KGNF | |
| Milwaukee, Wisc. | WEMP | B | Oakland, Calif. | KLS | |
| | WISN | C | | KLX | |
| | WTMJ | N | | KROW | |
| Minneapolis, Minn. | WCCO | C | Ocala, Fla. | WTMC | B |
| | WDGY | | Ogden, Utah. | KLO | M |
| | WLB | | Ogdensburg, N. Y. | WSLB | |
| | WLQL | M | Oklahoma City, Okla. | KOCY | M |
| | WTCN | B | | KOMA | C |
| Minot, N. D. | KLPM | M | | KTOK | B |
| Missoula, Mont. | KGVO | C | | WKY | N |
| Mobile, Ala. | WALA | N | Okmulgee, Okla. | KHBG | |
| | WMOB | B-M | Olean, N. Y. | WHDL | B |
| Modesto, Calif. | KTRB | | Olympia, Wash. | KGY | M |
| Monroe, La. | KMLB | B | Omaha, Nebr. | KBON | M |
| Monterey, Calif. | KDON | M | | KOIL | C |
| Montgomery, Ala. | WCOV | C | | KOWH | B |
| | WSFA | N | | WOW | N |
| Moorhead, Minn. | KVOX | M | Opelika, Ala. | WJHO | M |
| Morgantown, W. Va. | WAJR | | Orlando, Fla. | WDBO | C |
| Moultrie, Ga. | WMGA | | | WLOF | E |
| Muncie, Ind. | WLBC | | Oshkosh, Wisc. | WOSH | B |
| Muscle Shoals City, Ala. | WLAY | M | Ottumwa, Iowa | KBIZ | |
| Muskegon, Mich. | WKBZ | | Owensboro, Ky. | WOMI | |
| Muskogee, Okla. | KBIX | B | Paducah, Ky. | WPAD | |
| Nampa, Ida. | KFXD | | Palestine, Tex. | KNET | |
| Nashville, Tenn. | WLAC | C | Pampa, Texas | KPDN | |
| | WSIX | B-M | Panama City, Fla. | WDLP | |
| | WSM | N | Paris, Texas | KPLT | M |
| Natchez, Miss. | WMIS | | Parkersburg, W. Va. | WPAR | C |
| New Albany, Ind. | WGRC | M | Pasadena, Calif. | KPAS | |
| Newark, N. J. | WHBI | | | KPPC | |
| New Bedford, Mass. | WNBH | M | | KWKW | |
| New Berne, N. C. | WHIT | | Paterson, N. J. | WPAT | |
| New Britain, Conn. | WNBC | B | Pawtucket, R. I. | WFCI | B |
| Newburgh, N. Y. | WGNV | | Pawtucket, R. I. | WFCI | M |
| New Castle, Pa. | WKST | | Pecos, Texas | KIUN | |
| New Haven, Conn. | WELI | B | Pendleton, Ore. | KWRC | |
| New Kensington, Pa. | WKPA | | Pensacola, Fla. | WCOA | N |
| New London, Conn. | WNLC | M | Peoria, Ill. | WMBD | C |
| New Orleans, La. | WDSU | B | Petersburg, Va. | WPID | |
| | WJBW | | Philadelphia, Pa. | KYW | N |
| | WNOE | M | | WCAU | C |

| City and State | Call Letters | Major Network | City and State | Call Letters | Major Network |
|---------------------|--------------|---------------|-------------------------|--------------|---------------|
| | WDAS | | Richmond, Ind. | WKBV | |
| | WFIL | B | Richmond, Va. | WBBL | |
| | WHAT | | | WMBG | N |
| | WIBG | | | WRNL | B-M |
| | WIP | M | | WRVA | C |
| | WPEN | | Riverside, Calif. | KPRO | |
| | WTEL | | Roanoke, Va. | WDBJ | C |
| Phoenix, Ariz. | KOY | C | | WSLS | B-M |
| | KPHO | | Roanoke Rapids, N. C. | WCBT | B |
| | KTAR | N | Rochester, Minn. | KROC | N |
| Pierre, S. D. | KGFX | | Rochester, N. Y. | WHAM | B |
| Pine Bluff, Ark. | KOTN | M | | WHEC | C |
| Pittsfield, Mass. | WBRK | M | | WSAY | M |
| Pittsburg, Kans. | KOAM | N | Rockford, Ill. | WROK | M |
| Pittsburgh, Pa. | KDKA | N | Rock Island, Ill. | WHBF | M |
| | KQV | B | Rock Springs, Wyo. | KVRS | |
| | WCAE | M | Rocky Mount, N. C. | WEED | B |
| | WJAS | C | Rome, Ga. | WRGA | |
| | WWSW | | Roseburg, Ore. | KRNR | M |
| Plattsburg, N. Y. | WMFF | B | Roswell, N. M. | KGFL | |
| Pocatello, Ida. | KSEI | N | Royal Oak, Mich. | WEXL | |
| Ponca City, Okla. | WBBZ | | Rutland, Vt. | WSYB | M |
| Ponce, Puerto Rico | WPAB | | St. Albans, Vt. | WWSR | |
| | WPRP | | St. Augustine, Fla. | WFOY | C |
| Pontiac, Mich. | WCAR | | St. Cloud, Minn. | KFAM | 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 | M |
| | 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 | N |
| Portsmouth, Va. | WSAP | M | Saginaw, Mich. | WSAM | N |
| Poughkeepsie, N. Y. | WKIP | B | Salem, Ore. | KSLM | |
| Powell, Wyo. | KPOW | | Salina, Kans. | KSAL | M |
| Poynette, Wisc. | WIBU | M | Salisbury, Md. | WBOC | M |
| Prescott, Ariz. | KYCA | | Salisbury, N. C. | WSTP | M |
| Presque Isle, Me. | WAGM | | Salt Lake City, Utah | KDYL | N |
| Price, Utah | KEUB | M | | KSL | C |
| Providence, R. I. | WEAN | M | | KUTA | B |
| | WJAR | N | San Angelo, Tex. | KGKL | M |
| | WPRO | C | San Antonio, Tex. | KABC | B-M |
| Provo, Utah | KOVO | M | | KMAC | |
| Pueblo, Colo. | KGHF | B | | KONO | |
| Pullman, Wash. | KWSC | | | KTSA | C |
| Quincy, Ill. | WTAD | C | | WOAI | N |
| Racine, Wisc. | WRJN | M | San Bernardino, Calif. | KFXM | M |
| Raleigh, N. C. | WPTF | N | San Diego, Calif. | KFMB | |
| | WRAL | M | | KFSD | B |
| Rapid City, S. D. | KOBH | | | KGB | M |
| | WCAT | | San Francisco, Calif. | KFRC | M |
| Reading, Pa. | WEEU | N | | KGO | B |
| | WRAW | N | | KJBS | |
| Red Bank, N. J. | WBRB | | | KPO | N |
| Redding, Calif. | KVCV | M | | KSAN | |
| Reno, Nev. | KOH | B | | KSFO | |
| Rice Lake, Wisc. | WJMC | | | KYA | |
| | | | San Jose, Calif. | KQW | C |
| | | | San Juan, Puerto Rico | WKAQ | C |
| | | | | WNEI | |
| | | | San Luis Obispo, Calif. | KVEC | M |
| | | | Santa Ana, Calif. | KVOE | M |
| | | | Santa Barbara, Calif. | KDB | M |
| | | | | KTMS | B |
| | | | Santa Fe, N. M. | KVSF | C |
| | | | 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. | WGY | N | Tucson, Ariz. | KTUC | C |
| | WSNY | | | KVOA | N |
| Scottsbluff, Nebr. | KGKY | | Tucumcari, N. M. | KTNM | |
| Scranton, Pa. | WARM | B-M | Tulsa, Okla. | KOME | B-M |
| | WGBI | C | | KTUL | C |
| | WQAN | | | KVOO | N |
| Seattle, Wash. | KEVR | | Tuscaloosa, Ala. | WJRD | |
| | KIRO | C | Tuscola, Ill. | WDZ | |
| | KJR | B | Twin Falls, Ida. | KTFI | N |
| | KOL | M | Tyler, Texas | KGKB | |
| | KOMO | N | Uniontown, Pa. | WMBS | C |
| | KRSC | | Urbana, Ill. | WILL | |
| | KTW | | Utica, N. Y. | WIBX | C |
| | KXA | | Valdosta, Ga. | WGOV | M |
| Sedalia, Mo. | KDRO | | Valley City, N. D. | KOVV | |
| Selma, Ala. | WHBB | M | Vancouver, Wash. | KVAN | |
| Sharon, Pa. | WPIC | | Vermilion, S. D. | KUSD | |
| Shawnee, Okla. | KGFF | B | Vernon, Texas | KVWC | M |
| Sheboygan, Wisc. | WHBL | M | Vicksburg, Miss. | WQBC | B |
| Shenandoah, Ia. | KFNF | | Victoria, Texas | KVIC | |
| | KMA | B | Vincennes, Ind. | WAOV | |
| Sheridan, Wyo. | KWYO | | Virginia, Minn. | WHLB | N |
| Sherman, Texas | KRRV | M | Visalia, Calif. | KTKC | R |
| Shreveport, La. | KRMD | B | Waco, Texas | WACO | B-M |
| | KTBS | N | Wallace, Ida. | KWAL | M |
| | KWKH | C | Walla Walla, Wash. | KUI | |
| Siloam Springs, Ark. | KUOA | | Warren, Ohio | WRRN | |
| Sioux City, Ia. | KSCJ | B | Washington, D. C. | WINX | |
| | KTRI | M | | WJSV | C |
| Sioux Falls, S. D. | KELO | N | | WMAL | B |
| | KSOO | N | | WOL | M |
| South Bend, Ind. | WSBT | C | | WRC | N |
| Spartanburg, S. C. | WORD | B | | WWDC | |
| | WSPA | C | Washington, N. C. | WRRF | B |
| Spencer, Ia. | KICD | | Washington, Pa. | WJPA | |
| Spokane, Wash. | KFIO | M | Waterbury, Conn. | WATR | M |
| | KFPY | C | | WBRY | C |
| | KGA | B | Waterbury, Vt. | WDEV | |
| | KHQ | N | Waterloo, Ia. | KXEL | B |
| Springfield, Ill. | WCBS | B | Watertown, N. Y. | WATN | |
| | WTAX | | | WNNY | |
| Springfield, Mass. | WBZA | N | Watertown, S. D. | KWAT | |
| | WMAS | C | Watsonville, Calif. | KHUB | |
| | WSPR | B | Wausau, Wisc. | WSAU | M |
| Springfield, Mo. | KGBX | N | Waycross, Ga. | WAYX | |
| | KTTT | M | Welch, W. Va. | WBRW | |
| | KWTO | | Wenatchee, Wash. | KPGV | B |
| Springfield, Ohio | WIZE | B | Weslaco, Texas | KRGV | M-N |
| Stamford, Conn. | WSRR | | West Palm Beach, Fla. | WJNO | C |
| Sterling, Colo. | KGEK | | West Point, Ga. | WDAK | M |
| Steubenville, Ohio | WSTV | M | West Lafayette, Ind. | WBAA | |
| Stevens Pt., Wisc. | WLBL | | Wheeling, W. Va. | WKWK | C |
| Stockton, Calif. | KGDM | C | | WWVA | B |
| | KWG | B | White Plains, N. Y. | WFAS | |
| Suffolk, Va. | WLPN | | Wichita, Kans. | KANS | N |
| Sumter, S. C. | WRIG | B | | KFBI | B |
| Sunbury, Pa. | WKOK | | | KFH | C |
| Superior, Wisc. | WDSM | M | Wichita Falls, Tex. | KWFT | C |
| Sweetwater, Tex. | KXOX | | Wilkes-Barre, Pa. | WBAX | M |
| Sydney, Mont. | KGCX | | | WBRE | N |
| Syracuse, N. Y. | WAGE | B M | Williamson, W. Va. | WBTH | |
| | WFBL | C | Williamsport, Pa. | WRAC | M |
| | WOLF | | Willmar, Minn. | KWLM | N |
| | WSYR | N | Wilmington, Del. | WDEL | N |
| Tacoma, Wash. | KMO | M | | WILM | M |
| | KTBI | | Wilmington, N. C. | WMFD | B |
| | KVI | | Wilson, N. C. | WGTM | M |
| Tallahassee, Fla. | WTAL | | Winchester, Va. | WINC | B |
| Tampa, Fla. | WDAF | C | Winona, Minn. | KWNO | M |
| | WFLA | N | Winston Salem, N. C. | WAIR | B-M |
| | WKGA | | | WSIS | N |
| Temple, Texas | KTEM | M | Wisconsin Rapids, Wisc. | WFHR | M |
| Terre Haute, Ind. | WBOW | N | Woodside, N. Y. | WWRL | |
| Terxarkana, Tex. | KCMC | M | Worcester, Mass. | WAAB | M |
| Thomasville, Ga. | WPAX | | | WORC | B |
| Toccoa, Ga. | WRLC | | | WTAG | C |
| Toledo, Ohio | WSPD | N | Yakima, Wash. | KIT | M |
| | WTOL | B | Yankton, S. Dak. | WNAX | C |
| Topeka, Kans. | WIBW | C | York, Pa. | WORK | M-N |
| Traverse City, Mich. | WTCM | | | WSBA | |
| Trenton, N. J. | WTNJ | | Youngstown, Ohio | WFMJ | B |
| | WTTM | | | WKBN | C |
| Troy, N. Y. | WHAZ | | Yuma, Ariz. | KYUM | N |
| | WTRY | B | Zanesville, Ohio | WHIZ | N |
| | | | Zarephath, N. J. | WAWZ | |

ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W H M A

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Harry M. Ayers
Address Radio Building, 1330 Noble St.
Phone Number..... 2380
Transmitter Location..... Radio Building,
1330 Noble St.
Time on the Air..... 6 a.m. to 12 midnight
Newspaper Affiliation..... Anniston Star
News Service..... AP, UP
Representative..... Sears & Ayer, Inc.

Personnel

Owner Harry M. Ayers
Station-Commercial Manager..... J. W. Bultram
Program-Musical Director..... Hugh Webb
Publicity Director..... Malcolm Street
Chief Announcer..... Frank McClean
Chief Engineer..... James Hudson

W J L D

BESSEMER—EST. 1942

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... J. Leslie Doss
Address Hotel Gary
Phone Number..... 2300; 2301
Transmitter Location..... Blue Lake Site
Time on the Air..... 6 a.m. to 11 p.m.
News Service..... AP
Transcription Service..... World Broadcasting
System

Personnel

Owner J. Leslie Doss
Manager..... J. "Ed" Reynolds
Sales Promotion-Program
Director..... Leland Childs
Production Manager..... Byrl Cooley
Chief Engineer..... Einer Larsen

W A P I

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 Watts
Owned By..... Alabama Polytechnic In-
stitute, University of Alabama, Alabama
College.
Operated By..... Voice of Alabama, Inc.
Address Protective Life Bldg.
Phone Number..... 3-8116
Studio Addresses..... Protective Life Bldg.;
University of Alabama Campus, Tuscaloosa;
Alabama College Campus, Montevallo.

Transmitter Location..... Sandusky, Ala.
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 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..... Jim Romine
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 Broadcast-
ing Co., Inc.
Address..... Second Avenue at
Eighteenth Street N.
Phone Number..... 3-9293
Transmitter Location..... 2400 Arkadelphia Rd.
Time on the Air..... Unlimited license
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

W S G N

BIRMINGHAM—EST. 1925

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated by..... The Birmingham
News Co.
Address..... Dixie Carlton Hotel
Phone Number..... 4-3434
Transmitter Location..... Alabama State
Fair Grounds
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 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
Assistant to Manager.....Evelyn Hicks
Sales Promotion Manager.....Bob Venn
Program Director.....Bill Terry
Musical Director.....Larry Yester
Traffic Manager.....Josephine Marlow
Chief Engineer.....P. B. Cram

W M S L

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM
KEYSTONE 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.
Time on the Air.....16¼ hours daily
News Service.....UP
Transcription Service.....World Broadcasting
System

Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hutson
Secretary-Treasurer.....Clyde Hendrix
Station-Commercial Manager.....Curtis Gover
Program-Publicity Manager.....Genevra Hough
Bell
Production Manager-Chief
Announcer.....John L. Slatton
Chief Engineer.....Calloway M. Callicott

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.....Daytime license
Newspaper Affiliation.....Dothan Eagle
Transcription Service.....Standard Radio

Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley

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 a.m. to 12 midnight
News Service.....Transradio
Representative.....Sears & Ayer

Personnel

President.....B. H. Hopsor

W B H P

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM

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.....Unlimited license

Personnel

President-Station Mgr.....W. H. Pollard

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
Owned By.....W. O. Pape
Operated By.....Pape Broadcasting Co.
Address.....106 St. Joseph St., AT&N
Railroad Bldg.

Phone Number.....Dexter 3-3787
Transmitter Location.....Cochrane Bridge Cause-
way, Baldwin County
Time on the Air.....6 a.m. to 11:05 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

Owner.....W. O. Pape
Station Manager.....H. K. Martin
Program Director-Chief
Announcer.....Charles Saunders
Musical Director.....Agnes Pirtle
Chief Engineer.....Raymond Hurley

W M O B

MOBILE—EST. 1939

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....S. B. Quigley
Business Address.....600 St. Louis St.,
(Quigley Building)

Phone Number.....Belmont 2-4566
Studios Addresses.....600 St. Louis St.;
Transmitter Location.....600 St. Louis St.
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Sears & Ayer, Inc.

Personnel

Owner-Manager.....S. B. Quigley
 Commercial Manager.....F. E. Busby
 Program-Production Director...Wallace Dunlap
 Chief Engineer.....T. L. Greenwood

W C O V

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.....Howard H. Wilson Co.

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.....Joe Byars
 Chief Announcer.....Luke Tanner
 Chief Engineer.....W. D. Weatherly

W S F A

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.;
 500 n.

Owned-Operated By.....Montgomery
 Broadcasting Co., Inc.

Address.....Jefferson Davis Hotel
 Phone Number.....8361
 Transmitter Location....Narrow Lane Road,
 Time on the Air.....6 a.m. to 10:30 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 Shelkofsky

W L A Y

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Muscle Shoals
 Broadcasting Corporation

Address.....East Second St.

Phone Number.....Sheffield 1450
 Transmitter Location....Muscle Shoals, Ala.
 Time on the Air.....6:45 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Sears & Ayer

Personnel

Station Manager.....E. J. Sperry
 Program Director.....Miranda Jeff
 Chief Engineer.....Glenn Boatright

W J H O

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

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.....Unlimited license

W H B B

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By....Selma Broadcasting
 Company, Inc.

Business Address.....209 Washington St.
 Phone Number.....1233
 Studio Address.....209 Washington St.,
 Selma, Ala.

Transmitter Location....Seventh Ave., North
 Time on the Air.....7:30 a.m. to 11 p.m.
 Representative.....Sears & Ayer, Inc.

Personnel

President.....B. H. Hopson
 Vice-President-Station Mgr....Julien Smith, Jr.
 Sales Promotion-Production
 Manager.....Erin Reynolds
 Program Director.....Marshall Parsons
 Chief Announcer.....James Stanley
 Chief Engineer.....Edmond Jackson

W J R D

TUSCALOOSA—EST. 1936

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....James R. Doss, Jr.
 Address.....First National Bank Bldg.
 Phone Number.....4464-65
 Transmitter Location....Jug Factory &
 Greensboro Roads

Time on the Air.....Unlimited license
 Transcription Service....World Broadcasting
 System, C. P. MacGregor

Representative.....Headley-Reed Co.,

Personnel

Manager.....J. Ed. Reynolds

ARIZONA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KWJB

GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

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: Unlimited license

Personnel

Owner-Manager: Bartley T. Sims

KCRJ

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: Unlimited license
Newspaper Affiliation: Prescott Evening
Courier

Personnel

President: Della Tovrea Stuart
Manager: Howard Kuhn

KSUN

LOWELL—EST. 1933

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Copper Electric Co.
Address: Lowell, Ariz.
Phone Number: Lowell 9
Transmitter Location: Lowell, Ariz.
Time on the Air: 7 a.m. to 11 p.m.
News Service: PA
Representative: John Blair & Co.

Personnel

Station Manager: Carleton W. Morris
Commercial Manager: John Hickman
Program Director: Esther Morris
Production Manager: Marion McKinney
Chief Engineer: Earl Hickman

KOY

PHOENIX—EST. 1921

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By: Salt River Broadcasting
Company
Address: 836 North Central Avenue
Phone Number: 4-4144
Transmitter Location: 12th St. & Camel-
back Rd.
Time on the Air: 6 a.m. to 11:05 p.m.
Newspaper Affiliation: Prairie Farmer
Publishing Co., Arizona Farmer
News Service: Press Association; Transradio
Transcription Service: World Broadcasting
System
Representative: John Blair & Co.

Personnel

Chairman of Board: Burrige D. Butler
President: W. A. Baldwin
Station Manager: Harold A. Safford
Commercial Manager: John L. Hogg
Business Manager: Albert D. Johnson
Program Director: John R. Williams
Publicity-War Program
Director: Frances C. Myers
Women's Program Director: Elizabeth Taylor
Continuity Editor: P. C. Benard
Chief Announcer: Joe Dana
Farm Editor: Ernest Douglas
Musical Director: Alfred Becker
Chief Engineer: Robert Thompson

KPHO

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: 6 a.m. to midnight
News Service: INS
Transcription Service: Associated
Music Publishers

Personnel

Executive Manager: M. C. Reese
Station-Program Manager: D. C. Reese
Publicity Director: Sharon Stanford
Musical Director: M. C. Reese, Jr.
Chief Engineer: Louis Subblett

KTAR

PHOENIX—EST. 1922

BLUE NETWORK—NBC

ARIZONA BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: KTAR Broadcasting Company
 Business Address: 711 Heard Building
 Phone Number: 4-4161
 Studio Address: Atop the Heard Building
 Transmitter Location: 36th St. & East Thomas Road
 Time on the Air: 6:00 a.m. to 12 midnight
 Newspaper Affiliation: Arizona Republic and Phoenix Gazette
 News Service: AP; INS; PA; 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
 Director of War Programs: Dick Lewis
 Publicity Director: Francis Connolly
 Office Manager: B. R. Fulbright
 Traffic Manager: Frank Little
 Artists' Bureau Head: Mary Louise Watson
 Chief Engineer: Harold Haughwout

KYCA

PRESCOTT—EST. 1940

ARIZONA BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Broadcasting Company
 Address: East Gurley St.
 Phone Number: 244
 Transmitter Location: East Gurley St.
 Time on the Air: Unlimited License
 News Service: INS
 Transcription Service: NBC Thesaurus
 Representative: Paul Raymer Co.

Personnel

President: Albert Stetson
 Station Manager: Harold Ritter
 Commercial Manager: Parker Sutton
 Program Director: Roberta Pfister
 Office Manager: Lora Marston
 Chief Announcer: Frederick Blackburn
 Artists' Bureau: Byron Lee McCall
 Musical Director: Augustine Rodarte

KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.

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: AP; INS; UP
 Transcription Service: Standard Radio
 Representatives: Paul H. Raymer Co. and Arizona Broadcasting Co.

Personnel

President: Louis F. Long
 General Manager: Paul Merrill
 Program-Publicity Director: Willard Shoecraft
 Chief Announcer: Lester McBride
 Chief Engineer: Herbert Hartman

KTUC

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 ARIZONA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Tucson Broadcasting Co., Inc.
 Address: E. Broadway & Tyndall
 Phone Number: 5800-5801
 Transmitter Location: Broadway at Tyndall
 Time on the Air: 6 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: Lee Little
 Commercial Manager: Victor Gilland
 Sales Promotion Manager: George Eubanks
 Program-Musical Director and Chief Announcer: Wayne A. Sanders
 Production Manager: Tom Hotchkiss
 Chief Engineer: Cliff Livingston

KVOA

TUCSON—EST. 1928

NATIONAL BROADCASTING CO.

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.....Unlimited license
 Newspaper Affiliation.....Arizona Republic
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams

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 10:45 p.m.; Sundays,
 8:30 a.m. to 10:45 p.m.

News Service.....AP, INS, PA, UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....John H. Huber
 General Manager.....Harper M. Phillips

ARKANSAS

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K L C N

BLYTHERVILLE—EST. 1922

Frequency: 900 Kc.....Power: 1000 Watts
 Owned by.....Fred O. Grimwood
 Operated by.....Harold L. Sudbury
 Address.....218 W. Walnut St.
 Phone Number.....2093
 Transmitter Location.....Highway No. 18,
 North of Blytheville

Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service: Keystone Broadcasting
 System
 Representative.....The Foreman Co.

Personnel

Station-Commercial
 Manager.....Harold L. Sudbury
 Sales Promotion Manager.....Harold Sudbury
 Director of War Programs-
 Chief Announcer.....Tom Reeder
 Musical Director.....Lloyd Blomeyer
 Chief Engineer.....Bob Connor

K E L D

EL DORADO—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Enterprises, Inc.
 Address.....Country Club Colony
 Phone.....1313
 Transmitter Location...Country Club Colony
 Time on the Air: 6:45 a.m. to 10:30 p.m.; Sun-
 days, 7:30 a.m. to 10:30 p.m.

News Service.....INS
 Transcription Service: Standard Library Service

Personnel

President.....R. E. Meinert
 Station Manager.....Ewing Canaday
 Commercial Manager.....L. B. Russell
 Sales Promotion Manager-Director
 of War Programs....Harry T. MacDonough
 Program Director.....Mary Gideon
 Chief Announcer.....Rodney Smith
 Chief Engineer.....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 9:30 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System

Personnel

General Manager.....John A. England
 Station Manager.....J. E. "Pat" Garner
 Commercial-Sales Promotion
 Manager.....Bill Slates
 Program-Musical Director.....Dorothy Gibson
 Chief Announcer.....William A. Stapleton
 Chief Engineer.....John M. Van Horn

K F F A

HELENA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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: 108 hours weekly
 News Services: UP
 Transcription Service: NBC Thesaurus

Personnel

President-General Manager: Sam Anderson
 Program Director: Rosalins Mundi
 Chief Engineer: J. C. Warren

K T H S

HOT SPRINGS—EST. 1924

BLUE NETWORK

Frequency: 1090 Kc.
 Power: 10,600 d.; 1000 n.
 Owned-Operated By: Radio Broadcasting, Inc.
 Address: 135 Benton Street
 Phone Number: 1160-1161
 Transmitter Location: Malvern Road
 Time on the Air: 6 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Standard Radio
 Representative: Branham Company

Personnel

President: John C. McCormack
 Station Manager: K. K. Kellam
 Program Director: A. M. Kiryak
 Chief Announcer-Musical
 Director: Doc Warren
 Chief Engineer: J. Clinton Norman

K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Hot Springs Broadcasting Co.
 Operated By: Clyde E. Wilson & Howard A. Shuman
 Address: 819½ Central
 Phone Number: 412
 Transmitter Location: 819½ Central
 Time on the Air: 7 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: NBC Thesaurus

Personnel

General Manager: Clyde E. Wilson
 Station-Commercial Manager: Frank Rough
 Program Director-Chief
 Announcer: Robert Fugate
 Chief Engineer: Charles Greenley

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned by: Jay P. Beard d/b as Regional
 Broadcasting Co.
 Operated By: Mrs. Jay P. Beard
 Address: KBTM Bldg., Madison at Jackson Sts.
 Phone Number: 597
 Transmitter Location: Rural Route No. 4
 Time on the Air: Unlimited license

Personnel

President: Jay P. Beard
 Station Manager: Mrs. Jay P. Beard
 Commercial Manager: Roland Hughes
 Program Director: Beauton Wood

K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.

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: Unlimited license
 Transcription Service: Standard
 Representative: Edward Petry & Co.

Personnel

President: T. H. Barton
 V.P. and Gen. Mgr.: G. E. Zimmerman
 Studio Manager: Bruce Grant

K G H I

LITTLE ROCK—EST. 1927

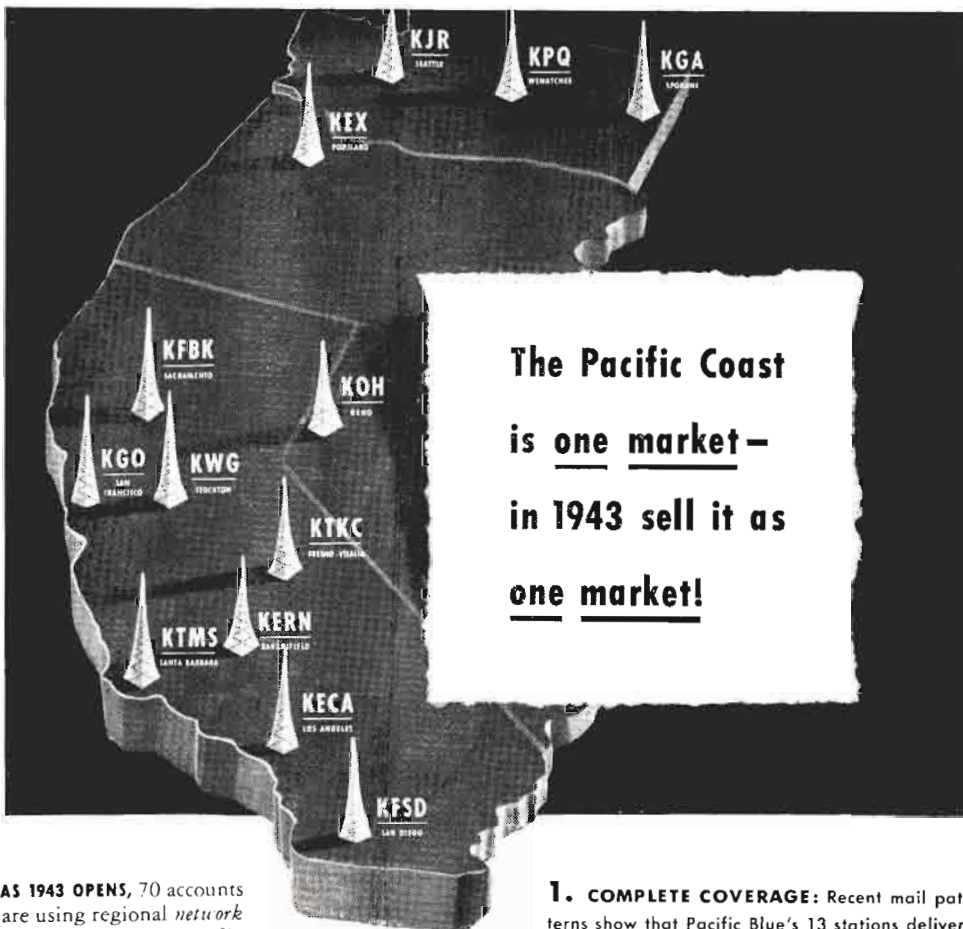
BLUE NETWORK

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 12 midnight; 6:45
 a.m. to 11 p.m., Sundays
 Newspaper Affiliation: Arkansas Gazette
 Representative: Spot Broadcasting, Inc.

Personnel

President: A. L. Chilton
 Station Manager: S. C. Vinsonhaler
 Commercial Manager: R. E. Rives
 Program Director: Dorothy Weiss
 Chief Engineer: K. F. Tracy



AS 1943 OPENS, 70 accounts are using regional *network radio* to sell the Pacific Coast the way it can best be sold — *as one market*. These 70 advertisers realize that Coast network radio provides the largest circulation at the lowest cost per thousand of any medium they can buy.

They know that network radio is the medium for instant and complete coverage of the West's highly-paid war workers. That network radio is the one regional medium that provides a monthly check on the *net* circulation of their advertising.

That network radio's priority on the finest available time periods guarantees maximum results from their radio expenditures.

Increasingly, Pacific Blue is the network regional advertisers are buying. *Since August 1 more new regional accounts have started on Pacific Blue than on any other two Coast networks combined.* These are a few of the reasons —

The Pacific Coast
is one market —
in 1943 sell it as
one market!

1. COMPLETE COVERAGE: Recent mail patterns show that Pacific Blue's 13 stations deliver primary coverage, day and night, of the counties where 95% of the Coast's retail sales are made.

2. READY-BUILT PROGRAMS: You can buy a sales-proven program on 13 Pacific Blue stations for as little as \$246 (time and talent). On nine California stations for only \$150 (T and T).

3. GUARANTEED TIME: Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You retain the time you buy on the Blue.

4. RATE ECONOMY: Pacific Blue costs 20% less than any other Coast network offering comparable facilities. See Pacific Blue Rate Card No. 2 for new discounts and rebates.

THE PACIFIC BLUE NETWORK

Hollywood, Sunset and Vine • San Francisco, Taylor and O'Farrell

REPRESENTED BY BLUE SPOT SALES — New York • Chicago • Detroit

www.americanradiohistory.com

KLRA

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1010 Kc. Power 10000 d.; 5000 n.
Owned-Operated By... Arkansas Broadcasting Company

Address... Gazette Bldg., 3rd & Louisiana Sts.
Phone 5427
Transmitter Location... Highway No. 70, 8 miles east of Little Rock

Time on the Air: 6 a.m. to 11:05 p.m., Mondays through Saturday; 7 a.m. to 11:05 p.m., Sundays

Newspaper Affiliation... Arkansas Gazette
News Service..... UP
Transcription Service..... NBC Thesaurus; Associated Music Publishers
Representative..... The Katz Agency

Personnel

President..... A. L. Chilton
General Manager..... S. C. Vinsonhaler
Merchandising Manager..... P. E. Denton
Program-Publicity Director..... M. N. Bostick
Chief Engineer..... K. F. Tracy

KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Universal Broadcasting Corporation

Address 505½ Main St.
Phone Number 721
Transmitter Location..... 505½ Main St.
Time on the Air..... 7 a.m. to 10 p.m.
News Service UP

Personnel

President-General Manager..... B. J. Parrish
Sales Promotion Manager..... R. W. Etter
Program Director..... Ayleene Somervell

KUOA

SILOAM SPRINGS—EST. 1923

ARKANSAS NETWORK

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By..... KUOA Incorporated
Address..... John Brown University Campus
Phone Number 77
Transmitter Location... John Brown University Campus

Time on the Air..... 6 a.m. to Local Sunset
News Service UP
Transcription Service... World Broadcasting System

Representative The Walker Company

Personnel

Chairman of Board..... John E. Brown
Station Manager..... Storm Whaley
Commercial-Program Manager... Calen Gilbert
Director of War Programs..... Storm Whaley
Chief Engineer..... Cecil E. Smith

CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KERN

BAKERSFIELD—EST. 1932

BLUE NETWORK

GOLDEN WEST NETWORK

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By... McClatchy Broadcasting Co.

Address Elks Bldg.
Phone Number 8-8431
Transmitter Location..... Ming & Oak Sts.
Time on the Air..... 6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service INS
Transcription Service..... Standard Radio
Representative..... Paul H. Raymer Co.

Personnel

President..... Eleanor McClatchy
Station Manager..... Deane Banta

Commercial Manager..... Richard Brothers
Program-Publicity Director..... Michael Powell
Chief Engineer Verne Shatto

KPMC

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Operated By... Pioneer Mercantile Co.
Business Address..... 20th & Eye Streets
Phone Number 8-8581
Transmitter Location 307½ East 21st St.
Time on the Air..... Unlimited license
Transcription Service... World Broadcasting System; NBC Thesaurus; Langworth

Personnel

President F. G. R. Schamblin
Station Manager..... L. A. Schamblin

KRE

BERKELEY—EST. 1923

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: Phil McKernan
 Musical Director: Harold S. Hawley

KMPC

BEVERLY HILLS—EST. 1928

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Operated By: KMPC, The Station of the Stars, Inc.

Address: 9631 Wilshire Boulevard
 Phone Numbers: BRadshaw 2-4411; CRestview 6-6211
 Transmitter Location: 12755 Burbank Blvd., N. Hollywood, Calif.

KMPC

The Most Powerful Independent Station in the West

Beverly Hills Los Angeles

Providing Intensive Coverage of the Nation's Third Market with

10,000

Watts Power

710 Kc.

National Representative

Paul H. Raymer Company

Time on the Air: 6 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated, NBC Thesaurus
 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: Herbert Wixson
 Program-Production Manager: Wm. L. Forman
 Traffic Manager: Joseph Townner
 Chief Announcer: Howard Rhines
 Musical Director: Marie Hodson
 Chief Engineer: Lloyd Sigmon
 Director of War Programs: Woodrow W. Hattie

KHSL

CHICO—EST. 1935

MUTUAL

Frequency: 1290 Kc. Power: 1,000 Watts
 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: 6:30 a.m. to 11:00 p.m.; 8:00 a.m. to 11:00 p.m., Sundays

News Service: UP
 Transcription Service: Standard Radio, C. P. MacGregor

Representative: W. S. Grant Co.

Personnel

President: Hugh McClung
 Station Manager: M. F. Woodling
 Commercial Manager: Henry Watton
 Program Director: Mabel Swift
 Chief Announcer: Donald Nelson
 Chief Engineer: Emory P. Milburn

KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By: Valradio, Inc.
 Address: 793 Main St.
 Phone Number: 1100
 Transmitter Location: El Centro
 Time on the Air: Unlimited
 Transcription Service: Standard Radio
 Representative: Paul H. Raymer Co.

Personnel

President: Thomas E. Sharp
 Station Manager: Ken Thornton
 Commercial Manager: Belle Hovey
 Program Director: Jean Jordan
 Chief Announcer: Anthony Ricca
 Chief Engineer: James Coin

K I E M

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By Redwood Broadcasting Co., Inc.

Business Address Box 43
Phone Number 93

Studio Address Box 43, Eureka

Transmitter Location McFarland Tract

Time on the Air 7 a.m. to 10:15 p.m.

News Service INS; UP

Transcription Service World Broadcasting System; C. P. MacGregor; Langworth

Representative John Blair & Co.

Personnel

Station Manager William B. Smullin

Rural War Manager Eddie Logan

Commercial Manager Betty Anderson

Production Manager C. Paul Corbin

Sales Promotion Manager Violet Susan

Program Manager Mary Boals

Musical Director James Fasullo

Religious Director Rev. Charles H. Hudson

Office Manager George E. Thompson

Traffic Manager Betty Matthias

Education Director Earl Roberts

Engineer Alvar Olson

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts

Owned-Operated By KARM, The George Harm Station

Address 1333 Van Ness Ave.

Phone Number 4-2966

Transmitter Location Van Ness & Alluvial Avenues

Time on the Air 6 a.m. to 12 midnight; 8 a.m. to 12 midnight, Sunday

News Service INS

Transcription Service Standard Radio; Associated Music Publishers

Representative Free & Peters, Inc.

Personnel

Owner & President Mrs. Hattie Harm

Vice-President-General Manager

Manager Clyde F. Coombs

Commercial Manager Ned L. Brown

Director Dean M. Metcalf

Chief Engineer John Scales

K F R E

FRESNO—EST. 1941

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By J. E. Rodman

Address T. W. Patterson Bldg.

Phone Number 4-5001

Transmitter Location Clinton & First Sts.

Time on the Air 6 a.m. to 2 a.m.

News Service UP

Transcription Service Associated Music Publishers

Representative John Blair & Co.

Personnel

Owner J. E. Rodman

Station Manager Paul R. Bartlett

Program Director Gene Chenault

Director of Special Events Bob Davies

Office Manager Lois Daniels

Traffic Manager Bette Jean Miner

Publicity Director Francis Quinn

Chief Engineer Sheldon Anderson

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

GOLDEN WEST NETWORK

Frequency: 580 Kc. Power: 5,000 Watts

Owned-Operated By McClatchy Broadcasting Co.

Address Van Ness & Calaveras

Phone Number 3-6277

Transmitter Location North & Madera Aves. Kerman

Time on the Air 24 hours daily

Newspaper Affiliation The Fresno Bee (McClatchy Newspapers)

News Service UP

Transcription Service NBC Thesaurus

National Sales Office Walter Davison

Representative Paul H. Raymer Co.

Personnel

President Eleanor McClatchy

Station Manager Kelth Collins

National Sales Manager (N. Y. C.)

Walter Davison

Manager Margaret Vogelsang

Special Events Director Frank Arthur

Musical Director Andy Patterson

Chief Engineer Wm. N. Wallace

War Program Director Gordon Roth

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 Cltrus 1-1133

Transmitter Location 102 N. Glendale Ave.

Time on the Air Daytime License

Personnel

President David H. Cannon

General Manager L. W. Peters

another reason

Los Angeles retailers — the boys who check every advertising dollar at the cash register — used more quarter-hours on KECA in 1942 than the local NBC, Columbia and Mutual outlets combined!

And for general classification, too, KECA topped any of the other 3 for local quarter-hour sponsorship. Local advertisers expect results and they get results when they select KECA — the bargain buy of the Nation's 3rd Major Market!

owned and operated by
EARLE C. ANTHONY, INC.

KECA

OF LOS ANGELES

BLUE NETWORK AFFILIATE

FREE & PETERS, INC. — Sales Reps.

• • CALIFORNIA • •

K F O X

LONG BEACH—EST. 1924
GOLDEN WEST NETWORK

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. Anaheim Street
Time on the Air Unlimited license
Transcription Service Standard Radio,
Langworth Transcription Service; C. P. MacGregor

Personnel

President Hal G. Nichols

K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Consolidated Broadcasting Corp.
Business Address 435 Pine Ave.
Phone Number Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles
Transmitter Location Atlantic & Olive, Compton
Time on the Air 7 a.m. to 11 p.m.
News Service AP
Transcription Service: World Broadcasting System, Standard Radio, Lang-Worth, McGregor
National Representative Howard H. Wilson Co.

Personnel

President-Gen'l Manager C. Merwyn Dobyns
Business Manager Thomas P. Hunter
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.
Address 141 North Vermont Avenue
Phone Number FAirfax 2121
Transmitter Location 2951 S. Fairfax Ave.
Time on the Air 6:00 a.m. to 12 midnight:
8:00 a.m. to midnight, Sunday
News Service UP, AP
Transcription Service: Standard Radio, C. P. MacGregor, Lang-Worth
Representative Free & Peters, Inc.

Personnel

President.....Earle C. Anthony
 General Manager.....William B. Ryan
 Commercial and Sales Manager...Clyde Scott
 Program Manager.....John Edwards
 Musical Director.....Claude Sweeten
 Production Manager.....Don McNamara
 Farm & Public Relations Director.C. D. Paterson
 Publicity Director.....Matt Barr
 Chief Engineers.....Curtis Mason,
 H. L. Blatterman

K F A C

LOS ANGELES—EST. 1931

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,
 Culver City
 Time on the Air.....168 hours a week
 News Service.....UP

Personnel

President-General Manager...Calvin J. Smith
 Program-Musical Director.....Don Otis
 Publicity Director.....Eileen Wheatley
 Traffic Manager.....Lucile R. Blake
 Chief Announcer.....Mark Breneman
 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.....FAirtax 2121
 Transmitter Location.....Buena Park, Calif.
 Time on the Air.....24 Hours Daily
 News Service.....UP
 Transcription Service: Standard Radio, C. P.
 MacGregor, Lang-Worth
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
 General Manager.....William B. Ryan
 Sales Manager.....Clyde Scott
 Program Manager.....John I. Edwards
 Production Manager.....Don McNamara
 News Editor.....Jose Rodriguez
 Farm & Public Relations
 Director.....E. D. Pederson
 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 (except Fridays); Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight

Personnel

President: Aimee Semple McPherson
 Station Manager: Rev. Jack Carmaine
 Musical Director: Esther Fricke Stuart
 Chief Engineer: Myron Kluge

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 midnight
 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. 1925
 CALIFORNIA RADIO SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcasting Corp.
 Address: 5833 Fernwood Ave.
 Phone Number: Hempstead 5151
 Transmitter Location: Baldwin Hills, Culver City
 Time on the Air: 6:00 a.m. to midnight
 News Service: AP, UP, INS
 Representative: William G. Rambeau Co.

Personnel

President: L. J. Halper
 General Manager: Harry Maizlish

Sales Promotion Manager: William Ray
 Chief Announcer: Harry Hall
 Production Manager: Manning Ostroff
 Musical Director: Leon Leonardi
 Publicity Director: Leon Guterman
 War Program Director: Sara Langman
 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.

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: 24 hours daily; 6:00 a.m. to midnight, Sunday
 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: Sydney Gaynor
 Television Director: Harry Lubcke
 Program Director: Van C. Newkirk
 Commercial Manager: Bruce G. Eells
 Publicity Director: Fair Taylor
 Traffic Manager: Mary E. Ryan
 Musical Director: Leo Arnold
 Chief Engineer: Frank Kennedy

KEEP **F**IGHTING **W**ITH **B**ONDS

WARNER BROS., KFWB, LOS ANGELES

WARNER BROS.
980 Kilocycles

ALL THE NEWS!

KFWB

DEDICATED TO ALL OUT WAR EFFORT AND VICTORY

The only independent station with the 3 complete World-wide News Services
ASSOCIATED PRESS * UNITED PRESS * INTERNATIONAL NEWS SERVICE

Foster and Kleiser

With a full showing of 175 billboards Warner Bros' KFWB tells the millions of prospective Southern California listeners it is the *only independent radio station in the West* with the **THREE** news services.

WILLIAM RAMBEAU (New York-Chicago) will tell *you* as a prospective Client other features that make Warner Bros' KFWB—Los Angeles—one of the outstanding Independent Radio Stations.

HARRY MAIZLISH, Gen. Mgr.

K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc. Power: 1000 Watts
 Owned-Operated By.....K M T R 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, INS
 Transcription Service.....Lang-Worth; Standard
 Radio: BMI; ASCAP; SESAC
 Representative.....Burn-Smith Co.

Personnel

General Manager.....Kenneth O. Tinkham
 Production Manager.....Hal M. Ayres
 Public Relations Director.....Lyman M. Smith
 Traffic Manager.....Marion Page
 Recording Division.....Oran H. Nance, Jr.
 Musical Director.....Salvatore Santaella
 Chief Engineer.....Pete Wilson

K N X

LOS ANGELES—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts

You already know it . . .

but we want to repeat it
 again. Maybe some of you
 have missed it in the past—

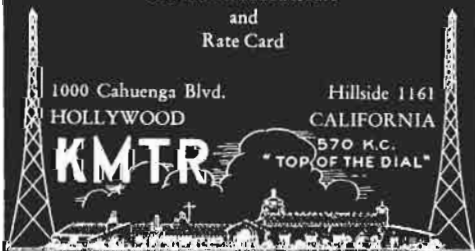
IN PROGRAMS . . . IN PERSONNEL
 IN CONSTRUCTION

KMTR is truly

*"America's Most Individual
 Radio Station"*

COVER 90% OF SOUTHERN
 CALIFORNIA'S POPULATION
 AT THE LOWEST COST

Get the KMTR Picture
 and
 Rate Card



Owned-Operated By . . .Columbia Broadcasting System, Inc.

Address.....6121 Sunset Blvd.
 Phone Number.....Hollywood 1212
 Transmitter Location... Columbia Park, Torrance, Calif.

Time on the Air.....24 hours daily
 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...A. J. Morton
 Assistant Manager, North California
 Office.....Charles S. Morin
 Sales Promotion Manager...George L. Moskovich
 Merchandising & Sales Service

Manager.....Meredith R. Pratt
 Radio Sales Representative...Roger K. Huston
 Program Sales Director.....Russ Johnston
 Program Manager.....Hal Hudson
 Chief Engineer.....Lester H. Bowman
 Director of Public Relations.....Fox Case
 Publicity Director.....Andy Kelly
 Traffic Manager.....Allan N. Cormack
 Auditor.....Charles D. Ryder, Jr.
 Operations Manager.....Ben Paley
 CBS Western Musical Director...Lud Gluskin
 Musical Director (KNX).....Wilbur Hatch
 Continuity Chief.....Everett Tomlinson
 Production Manager.....Edith Todesca
 Sound Effects Chief.....Alfred Span
 Managing News Editor.....Clinton Jones
 Director of Education...Frances Farmer Wilder
 Production Supervisor.....Paul Pierce
 Stations Relations Manager...E. W. Buckalew
 Art Director.....William W. Tara

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc. Power: 2500 d.; 1,000 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.....Ned Connor
 Chief Engineer.....Willis O. Freitag

KMYC

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 Number..... 2080
Transmitter Location..... Three miles north of
Marysville on Laurelton Road
Time on the Air..... 6:00 a.m. to 12 midnight
Newspaper Affiliation..... Marysville Appeal-
Democrat
News Service AP
Transcription Service..... Standard Radio
Representative..... W. S. Grant Co.

Personnel

President Horace Thomas
Station Manager..... Joe D. Carroll
Sales Promotion Manager..... Rex McDonald
Program Director..... Jayn Russell
Chief Engineer..... B. B. Ballard
Musical Director..... Lois Carroll

KYOS

MERCED—EST. 1936
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. 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..... 6:00 a.m. to 11:00 p.m.
News Service UP
Transcription Service..... Standard Radio.
McGregor
National Sales Office..... 580 Market St.,
San Francisco
Representative W. S. Grant

Personnel

General Director..... Hugh McClung
Station Manager..... Mel Marshall
Commercial Manager..... Karl Kruger
Program Director..... Jo Ann Evans
Chief Announcer..... Malchor Beavens
Chief Engineer..... John E. Boren

KTRB

MODESTO—EST. 1934

Frequency: 860 Kc. Power: 1000 Watts
Owned-Operated By...KTRB Broadcasting Co.

Business Address..... P. O. Box 593
Phone Number..... 774
Studio Address..... Norwegian Ave.
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
Chief Engineer..... Wayne Berthold

KDON

MONTEREY—EST. 1935
DON LEE—MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Monterey Peninsula
Broadcasting Co.

Business Address..... 275 Pearl St.
Phone Number..... Monterey 8501
Studio Addresses... 275 Pearl St.; 137 Mon-
terey St., Salinas
Transmitter Location..... Municipal Wharf
Time on the Air..... 6:30 a.m. to 10.00 p.m.
Newspaper Affiliation... Monterey Peninsula
Herald; Salinas, Californian
News Service UP
Transcription Service..... NBC Thesaurus

Personnel

President Paul H. Caswell
Station Manager..... Howard V. Walters
Sales Promotion Manager... Bernard Cooney
Program Director..... Howard Walters
Chief Engineer..... Edward C. Duty

KLS

OAKLAND—EST. 1921

Frequency: 1310 Kc. Power: 1000 Watts
Owned By S. W. & E. N. Warner
Operated by Warner Brothers
Address 327-21st Street
Phone Number Higate 1212
Transmitter Location..... 327-21st Street
Time on the Air..... 7:00 a.m. to 1:00 a.m.
News Service INS

Personnel

Station Manager S. W. Warner
Commercial Manager..... F. W. Morse
Program Director C. de Costa
Publicity Director..... Roger Roberts
Chief Engineer..... Howard Faulkner

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 Tribune Tower
 Time on the Air: 7:00 a.m. to 2:30 a.m.; 9:00
 a.m. to 1:00 a.m., Sunday
 Newspaper Affiliation Oakland Tribune
 News Service AP
 Transcription Service World Broadcasting
 System
 Representative Joseph Hershey McGillvra

Personnel

President-Owner J. R. Knowland, Jr.
 Station Manager Alfred Fried
 Sales Promotion Manager Carl Cronin
 Program Director Charles Lloyd
 Production Manager Edna Mae Gagnier
 Publicity Director Earle Caldwell
 Artists Bureau Virginia May
 Musical Director Frances Schulman
 Chief Engineer Ros Smith
 War Program Director Lois Helmar

K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. Power 1000 Watts
 Owned-Operated By Educational Broad-
 casting Corporation
 Business Address Radio Center Building,
 464 - 19th Street
 Phone Number GLencourt 8774
 Studio Addresses Radio Center Building
 Bellevue Hotel, San Francisco; Newsreel
 Theatre, Oakland, Calif.
 Transmitter Location 1522 - 8th Avenue
 Time on the Air 125½ hours weekly
 News Service INS
 Transcription Service Standard Radio;
 Langworth
 Representative Free & Peters, Inc.

Personnel

President W. I. Dumm
 Vice-President-General
 Manager Philip G. Lasky
 Commercial Manager A. V. Bamford
 Program Director Wallace Elliott
 Production Manager Scott Weakley
 Publicity Director Mercedes Prosser
 Chief Announcer Hal Parkes
 Chief Engineer C. E. Downey

KLX THE TRIBUNE STATION *in Metropolitan Oakland*

Features: Associated Press News and
 World Broadcasting System
 exclusive in Oakland

1ST in a comprehensive 60-city analysis,
 Oakland was rated as the top-ranking
 test market on the Pacific Coast (3rd
 in the United States) KLX serves
 Metropolitan Oakland with its 25%
 increase in population since 1941.

85% increase in KLX business within 3
 months. Agencies are following the
 trend by switching to KLX with its
 lower cost per listener.

General Manager ADRIEL FRIED
 National Representative JOSEPH HERSHEY MCGILLVRA



19th, 20th, 21st Floors
 Tribune Tower
 Oakland, California
 San Francisco Office
 307 Monadnock Bldg.

KLX centers the dial at 910

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. 6:00 a.m. to 12 midnight
 News Service. INS

Transcription Service: C. P. MacGregor; Lang-
 Worth; Associated Music Publishers

Representative: Joseph Hershey McGillvra, Inc.

Personnel

General Manager. J. Frank Burke
 Station Manager. Loyal K. King
 Commercial-Sales Promotion

Manager. John L. Akerman
 Program Director. C. H. Leinhaas
 Publicity Director. Joan Schafer
 Chief Announcer. Howard Bell
 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

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.

Personnel

President. 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. 425 East Green St.
 Transmitter Location. San Gabriel

*There is only one
 Oakland Station*

at the

TOP

in

OAKLAND

Tops in Features
 Tops in Showmanship
 Tops in Audience

★

KROW

OAKLAND, CALIFORNIA

Studios in San Francisco and Oakland
 National Representatives: FREE & PETERS, INC.

TELESCRIPTS

. . . A PA INNOVATION

*are complete scripts cued for
 music or sound effects, and
 moved on the special*



Radio Wire.

WIDELY SPONSORED FROM
 COAST TO COAST

Time on the Air.....6:00 a.m. to sunset
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-Treasurer.....Marshal S. Neal
 Commercial Manager.....R. L. Rust
 Program-Production Director.....Dwight A. Hauser
 Chief Announcer.....George Barclay
 Chief Engineer.....Paul Spargo

KVCV

REDDING—EST. 1936

MUTUAL—DON LEE

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
 Transcription Service.....Standard Radio;
 C. P. MacGregor

Representative.....Will Grant

Personnel

President.....Hugh McClung
 Station Manager.....Ralph R. Bryan

KPRO

RIVERSIDE—EST. 1941

COLUMBIA BROADCASTING SYSTEM

GOLDEN WEST NETWORK

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Corpora-
 tion of America

Business Address: 3401 Russell St., American
 National Bank Bldg., San Bernardino
 Phone Number: Riverside 6290, San Bernar-
 dino 5157

Studio Address: 3401 Russell St., American
 National Bank Bldg., San Bernardino
 Transmitter Location:.....3401 Russell St.
 Time on the Air.....7:00 a.m. to 10:00 p.m.
 News Service.....INS
 Transcription Service: World Broadcasting Sys-
 tem; Associated Music Publishers
 Representative.....Joseph Hershey McGillvra

Personnel

President-General Manager.....W. L. Gleeson
 Station Manager.....Howard Ray
 Commercial Manager.....H. A. Polite
 Program Director.....Grant Holcomb, Jr.
 Chief Engineer.....R. H. McGaughey

KFBK

SACRAMENTO—EST. 1922

BLUE NETWORK

GOLDEN WEST NETWORK

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.....24 hours daily
 Newspaper Affiliation.....Sacramento Bee
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station Manager.....Leo O. Ricketts
 Merchandising Manager.....R. L. McDowell
 Program Director.....Rex Rowen
 Sales Manager.....Robt. L. Stoddard
 Musical Director.....Emil Martin
 Chief Engineer.....Stam Sronce

KROY

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned By.....Royal Miller, Marion Miller,
 L. H. Penney, Gladys W. Penney, and Will
 Thompson

Operated By.....Royal Miller Radio
 Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location.....65th St. at 14th Ave.
 Time on the Air.....6:30 a.m. to 12:00 a.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Joseph Hershey McGillvra

Personnel

President-Owner.....Royal Miller
 Station Manager.....Will Thompson, Jr.
 Sales Manager.....D. E. Lundy
 Sales Promotion Manager.....Rose Marie Douglass
 Program Director.....Garland Schuler
 Production Manager.....Gene Killam
 Auditor.....Annette Matter
 Woman's Program Director.....Martha Morton
 Musical Director.....Evangeline Baker
 Chief Engineer.....Howard Martineau

KFXM

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 11:00 p.m., except
 Wednesday and Sunday; Wednesdays, 5
 a.m. to 7 p.m. and 9:30 p.m. to 11:00 p.m.;
 Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to
 11:00 p.m.

News ServiceINS
 Transcription Service.....Standard Radio
 Representative.....John Blair & Co.

Personnel

PartnersJ. C. & E. W. Lee
 Commercial Manager.....Maury A. Vroman
 Program Director.....Howard Baichly
 Publicity-Sales Promotion
 Manager.....M. Austin King
 Chief Announcer.....Paul Lynde
 Chief Engineer.....Richard T. Sampson

K F M B

SAN DIEGO—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Gross
 Address.....1375 Pacific Blvd.
 Phone Number.....Main 2114
 Transmitter Location.....Spreckles B'dg.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 C. P. MacGregor
 Representative.....Howard H. Wilson Co.

Personnel

Owner.....Jack Gross
 Station Manager.....Homer Griffith
 Commercial Manager.....Joe Allabough
 Program Director.....Joe S. Walters
 War Program Director.....Claire Louise Miller
 Chief Engineer.....Leslie G. Hewitt

K F S D

SAN DIEGO—EST. 1926

**BLUE NETWORK
 GOLDEN WEST NETWORK**

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Airtan Radio
 Corporation, Ltd.
 Address.....U. S. Grant Hotel.
 326 Broadway
 Phone Number.....Franklin 6353
 Transmitter Location.....326 Broadway
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor
 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
 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, UP
 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 Manager.....David Titus
 Program Director.....James Dillon
 Chief Announcer.....Norman Harrington
 Publicity Director.....Tom Swafford
 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,
 7 a.m. to midnight
 News Service.....AP, INS
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

Vice-Pres. & General Mgr..Lewis Allen Weiss
 Commercial Manager.....Dan Donnelly
 Program-Production Manger.....Mel Venter
 Sales Promotion Manager.....Boyd Rippey
 Chief Announcer.....Bob Bence
 Publicity Director.....Pat Kelly
 Musical Director.....Cy Trobde
 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 6565
 Transmitter Location.....Oakland
 Time on the Air: 24 hours daily; 6 a.m. to
 midnight, Tuesdays
 News Service.....AP, INS, UP, Transradio
 National Sales Office.....Blue Network

Personnel

President.....Mark Woods
 Sales Manager.....Ray Rhodes
 Promotion-Publicity Manager.....J. G. Paltridge
 Press Manager.....Robert H. Wesson
 Program Director.....Robert Dwan
 Production Manager.....Larry Robertson
 Chief Announcer.....Berton Bennett
 Station Engineer.....T. B. Palmer

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
 Owned & Operated By.....Julius Brunton & Sons Co.
 Operated By.....Ralph R. Brunton
 Address.....1470 Pine Street
 Phone Number.....Ordway 4148
 Transmitter Location.....1470 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
 Representative.....William G. Rambeau Co.,
 Homer Owen Griffith

Personnel

Secretary-Treasurer.....Sherwood P. Brunton
 Manager.....E. P. Franklin
 Program Director.....H. H. Wickersham

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: 24 hours daily except Sunday,
 midnight to 6:00 a.m. Monday
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus:
 Davis & Schwegler

Personnel

General Manager.....John W. Elwood
 Sales Manager.....Alfred Crapsey
 Program Director.....Ray Buffam
 Assistant Program Manager.....Floyd Farr
 Director of News and Special events
 Don F. Martin
 Director of Public Service.....Leonard Gross
 Auditor.....A. G. Diederichs
 Publicity Director.....Louise Landis
 Continuity Director.....Byron Mills
 Traffic Manager.....Fay Pattee Smith
 Chief Announcer.....Floyd Farr
 Network Sales.....Ray Baker, Earl Mitchell
 Spot Sales.....T. M. Ray, Jr.
 Sales Promotion Manager.....S. H. Schaffer

Director of Agriculture.....Henry Schacht
 Radio Recording.....Janet Sligh
 Station Engineer.....George Greaves

K S A N

SAN FRANCISCO—EST. 1925

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
 Time on the Air.....6:30 a.m. to 1:15 a.m.
 News Service.....UP

Personnel

President.....S. H. Patterson
 Station Manager.....Jerry Akers
 Program Director.....George Taylor
 Production Manager.....Ted Lenz
 Musical Director.....Ruth Franklin
 Chief Engineer.....N. J. Patterson

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.....Mark Hopkins Hotel
 Phone Number.....Exbrook 4567
 Transmitter Location.....Islais Creek
 Time on the Air.....Unlimited License
 News Service.....INS, UP
 Transcription Service.....Lang-Worth,
 MacGregor, AMP
 Representative.....Weed & Company

Personnel

President.....W. I. Dunn
 Acting General Manager.....Edward T. Jansen
 Commercial Manager.....Morton Sidley
 Program Director.....Harlan Dunning
 Publicity Director.....Austin Fenger
 Chief Engineer.....R. V. Howard

K Y A

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Palo Alto Radio Station,
 Inc.
 Address.....Hearst Bldg., 3rd & Market Sts.
 Phone Number.....Douglas 2536
 Transmitter Location.....Candlestick Point,
 Bay View Park
 Time on the Air: 6:00 a.m. to 12 midnight;
 Sunday, 7:30 a.m. to 12 midnight
 News Service.....INS; AP
 Transcription Service.....Associated Music Pub-
 lishers
 Representative.....Spot Sales, Inc.

Personnel

President.....Wilfrid L. Davis
 Sales Manager.....Don Fedderson
 Program Director.....Janet Franke
 Chief Announcer.....Vernon Wilson
 Musical Director.....John McSwain
 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),
 EXbrook 3233
 Studio Address.....140 Jessie St.
 San Jose: Palace Hotel, San Francisco
 Transmitter Location.....Alviso, California
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....INS: UP
 Transcription Service.....Standard Radio;
 C. P. MacGregor; Associated Music Pub-
 lishers
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Ralph R. Brunton
 General Manager.....C. L. McCarthy
 Publicity & Sales Promotion Mgr. Anne Director
 Production Manager.....Ken Craig
 Chief Announcer.....Fred Ruegg
 Musical Director.....Ernest Gill
 Chief Engineer.....W. C. Gilman

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned & Operated By.....Christina M. Jacobson
 trading as Valley Electric Co.
 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: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

Owner.....Christina M. Jacobson
 Manager.....Les Hacker
 Sales Promotion Manager.....Joe Shuttleworth
 Program Director.....Al Carmona
 Chief Announcer.....William Reilly
 Chief Engineer.....Earl Travis

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1490 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. Spøncer
 Program Director-Chief
 Engineer.....Wallace S. Wiggins

K D B

SANTA BARBARA—EST. 1924

**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 11:00 p.m.;
 Saturday 6:45 a.m. to 12:00 p.m.; Sunday
 8:00 a.m. to 12:15 a.m.
 Transcription Service.....World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
 Station Manager.....Fin Hollinger
 Sales Promotion-Publicity
 Manager.....Barbara Ann Hitchcock
 Program Director.....Peggy Lou Walsh
 Production Manager.....Russ Ireland
 Chief Engineer.....William C. Buckley

K T M S

SANTA BARBARA—EST. 1937

BLUE NETWORK

GOLDEN WEST NETWORK

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: 7:00 a.m. to 11:00 p.m. daily;
 Sunday 8:00 a.m. to 11:00 p.m.
 Newspaper Affiliation.....Santa Barbara
 News-Press

News Service.....AP; INS
 Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
 Station Manager.....Louis F. Kroeck
 Program Director.....Ken Peters
 Publicity Director.....Jack McClaren
 Chief Announcer.....Frank Weltmer
 Chief Engineer.....Winfred Wileman

K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc.Power: 1000 Watts
 Owned By.....Ruth W. 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: 7 a.m. to 10 p.m.; Sundays,
 9 a.m. to 10 p.m.

News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System; Standard

Personnel

President.....E. L. Finley Estate
 Manager.....Wilt Gunzendorfer
 Sales Promotion Manager.....Eddie Handley
 Vallejo Studio Manager.....Bert Johnson
 Publicity-Production Manager.....Karl Barron
 Chief Engineer.....Howard McCauley

K G D M

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.Power: 5000 Watts
 Owned-Operated By.....E. F. Peffer
 Address.....42 S. California
 Phone Number.....4-4551
 Transmitter Location.....S.E. 3 miles on 99 hiway
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....World Broadcasting
 System

Personnel

Owner.....E. F. Peffer
 Manager.....E. Smith
 Program Director.....Donald J. Ralph
 Chief Engineer.....Fred Eilers

K W G

STOCKTON—EST. 1921

BLUE NETWORK—NBC

GOLDEN WEST BROADCASTING SYSTEM

Frequency: 1230 Kc.Power: 100 Watts
 Owned-Operated By.....McClatchy Broad-
 casting Co.

Address.....Hotel Wolf
 Phone Number.....2-5011
 Transmitter Location.....Weber & E Sts.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station & Sales Manager.....George Ross
 Sales Promotion Manager.....Jay Spracher
 Program Director.....Bill Straub
 Chief Engineer.....Lee Berryhill

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.....1³/₄ miles southwest of
 Visalia; Hotel Fresno, Fresno
 Transmitter Location.....1³/₄ miles southwest
 of Visalia, California

Time on the Air.....5:30 a.m. to 11:00 p.m.
 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-Production Director.....Gerry Erwin
 Chief Engineer.....Bert Williamson

K H U B

WATSONVILLE—EST. 1937

Frequency: 1340 Kc.Power: 250 Watts
 Owned By.....Luther E. Gibson
 Operated By.....E. H. Calder
 Business Address.....P. O. Box 349
 Phone Number.....1700-1
 Studio Addresses: 2 miles North of Watson-
 ville; 225¹/₂ Monterey St., Salinas

Transmitter Location: 2 miles North of Wat-
 sonville

Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System; BMI

Representatives: Forioe & Co., Walter Biddick
 Co. (West Coast)

Personnel

President.....Luther E. Gibson
 Manager-Chief Engineer.....E. H. Calder
 Commercial Manager.....N. Pratt Smith
 Program-Musical Director.....Yvonne Dale

COLORADO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KGIW

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By E. L. Allen
 Address Alamosa
 Phone Number 26
 Transmitter Location East Alamosa
 Time on the Air Shares time

Personnel

Owner E. L. Allen

KVOR

COLORADO SPRINGS—EST. 1922
 CBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Out West Broadcasting Company
 Address Antlers Hotel
 Phone Number Main 278
 Transmitter Location Platte Avenue
 (east of city limits)

Time on the Air: 6:30 a.m. to 11:30 p.m.;
 Saturdays, 6:30 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
 Chief Engineer H. C. Strang

KFEL

DENVER—EST. 1922
 MUTUAL

MOUNTAIN AND PLAIN NETWORK

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 6 a.m. to 12 midnight
 News Service AP; Chicago Daily
 News Foreign Service; Transradio



KFEL NEWS HOUR
9:30-10:30 Nightly
 MOST VITAL
 HOUR IN RADIO ☆

KFEL DENVER
5000 WATTS
MUTUAL NETWORK
 GENE O'FALLON
 Manager
 REPRESENTED BY BLAIR

60 FULL MINUTES
 BRIMMING WITH THE WORLD'S
 LATEST NEWS BY THE KFEL
 STAFF. THE MUTUAL NETWORK.
 TRANSRADIO. ASSOCIATED PRESS
 AND EXCLUSIVE DISPATCHES
 OF THE FAMOUS WAR CORRES-
 PONDENTS OF THE CHICAGO
 DAILY NEWS FOREIGN SERVICE.

Transcription Service . . . World Broadcasting System; Standard Radio; Lang-Worth.
 Representative . . . John Blair & Co.

Personnel

President . . . Gene O'Fallon
 Station Manager . . . Frank Bishop
 Commercial Manager . . . Holly Moyer
 Promotion Manager . . . Louis Alterman
 Program Director-Production Manager . . . Cecil Seavey
 Chief Announcer . . . Walter Selden
 Publicity Director . . . C. R. Anderson
 Musical Director . . . Stanley Koch
 Auditor . . . C. M. Switzer
 Chief Engineer . . . Walter Selden

K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc. . . . Power: 5000 Watts
 Owned-Operated By . . . KLZ Broadcasting Company, Inc.

Address . . . Shirley Savoy Hotel
 Phone Number . . . Main 4271
 Transmitter Location . . . South Franklin at Hampden, Englewood, Colo.

Time on the Air: 6:00 a.m. to 12 midnight;
 Sundays, 7:00 a.m. to 12 midnight

News Service INS
 Transcription Service . . . Associated Music Publishers, C. P. MacGregor

Representative . . . The Katz Agency

Personnel

President . . . E. K. Gaylord
 Station Manager . . . Hugh B. Terry
 Commercial Manager . . . Fred C. Mueller
 Promotion-Publicity Manager . . . Roger Rambeaux
 Program Director . . . Donald B. McCraig
 Production Manager . . . Austin L. Williams
 Musical Director . . . Les Weelens
 Chief Engineer . . . Harvey Wehrman

K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc. . . . Power: 250 Watts
 Owned-Operated By . . . F. W. Meyer
 Address . . . 1626 Stout Street
 Phone Number . . . Main 4161
 Transmitter Location . . . 1626 Stout Street

Time on the Air 17 hours per day

News Service UP
 Transcription Service . . . Standard Radio
 Representative . . . William G. Rambeau 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 . . . Clarence Hoglund
 Chief Engineer . . . Glen James

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc. . . . Power: 50,000 Watts
 Owned-Operated By . . . National Broadcasting Company

Address . . . 1625 California Street
 Phone Number . . . Main 6211

Transmitter Location . . . Aurora, Colorado
 Time on the Air: 5:30 a.m. to 12 midnight; Sun-
 days 7 a.m. to 12 midnight

News Service AP; INS; UP
 Transcription Service . . . NBC Thesaurus
 Representative . . . National Broadcasting Co.

Personnel

President, National Broadcasting Co.
 Niles Trammell
 Station Manager . . . James R. MacPherson
 Program Director . . . Clarence C. Moore
 Production Manager . . . T. Ellsworth Stepp
 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
 Address . . . 1845 Champa Street

Phone Number . . . Tabor 3733
 Transmitter Location . . . Belleview 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

President . . . Bishop 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: 5000 Watts
 Owned-Operated By: Colorado Radio Corp.
 Address . . . Midland Savings Bldg.

Phone Number . . . Tabor 2291
 Transmitter Location . . . North of Denver
 Time on the Air Unlimited license

• • • COLORADO • • •

Transcription Service.....Associated Music Publishers; Lang-Worth; C. P. MacGregor Representative. Joseph Hershey McGillvra, Inc.

Personnel

President and General Manager...W. D. Pyle Station & Commercial Manager...T. C. Ekrem Sales Promotion Manager.....Con Hecke Program Director.....V. W. Corbett Publicity Director.....B. H. Stanton Chief Announcer.....Donald B. Vest Auditor.....J. N. Hile Assistant Program Director...Margaret Mellor Secretary.....Bertha Runkle

K I U P

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

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.....8 a.m. to 8 p.m. News Service.....Transradio Transcription Service...Keystone Broadcasting System

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 Broadcasting Co.

AddressLa Court Hotel Phone Number...Grand Junction 128 and 142 Transmitter Location.....Hillcrest Manor Time on the Air: 7 a.m. to midnight; Sundays, 8:15 a.m. to 12 midnight

News Service.....UP Transcription Service...World Broadcasting System

RepresentativeWalker Company

Personnel

President-Sales Promotion Manager.....Rex Howell Program-Publicity Director.....Mildred Fuller Auditor.....Chas. Howell Chief Announcer.....Jack Lund Chief Engineer.....Eph Towne

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 ServiceUP RepresentativeThe Walker Company

Personnel

President-Station Manager.....Francis Price Program Director...Dorothy Baldwin MacClary Chief Engineer.....Kenneth Cooper

K O K O

LA JUNTA—EST. 1937

Frequency: 1400 Kc.Power: 250 Watts Owned-Operated By...The Southwest Broadcasting Company

Business Address.....La Junta Studio Address.....U. S. Highway No. 50 Transmitter Location...U. S. Highway No. 50 Time on the Air.....Unlimited license Transcription Service...Standard Radio

Personnel

Station ManagerLeonard E. Wilson

K G H F

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc.Power: 500 Watts Owned-Operated By.....Curtis P. Ritchle AddressPueblo Savings & Trust Co. Building

Phone Number3877 Transmitter Location...U. S. Highway No. 87 Time on the Air.....Unlimited license Transcription Service...World Broadcasting System

RepresentativeHoward H. Wilson Co.

Personnel

OwnerCurtis P. Ritchle Station ManagerJ. H. McGill Commercial Manager...Maxson I. Bevens Program DirectorFred Amos

K G E K

STERLING—EST. 1926

Frequency: 1230 Kc.Power: 100 Watts Owned-Operated By.....Elmer G. Beehler AddressFleming Road Phone Number679 Transmitter Location.....Sterling Time on the Air.....Shares time

Personnel

OwnerElmer G. Beehler

IN HARTFORD, IT'S WDRC



ONE LOW RATE FOR ALL ADVERTISERS

For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy . . . one low rate to everybody . . . a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area . . . and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you . . . and do it at a lower cost. Basic CBS for Connecticut.



WDRC

CONNECTICUT'S PIONEER BROADCASTER

CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W I C C

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.
Owned-Operated by The Yankee Network, Inc.

Address: 1241 Main St.
Phone Number: 6-1121
Transmitter Location: Pleasure Beach, Bridgeport

Time on the Air: 6 a.m. to 2 a.m.; Sunday, 8 a.m. to 2 a.m.

News Service: Yankee Network
Transcription Service: Associated Music Publishers; Standard Radio
Representative: Edward Petry & Co., Inc.

Personnel

Chairman of Board-General
Manager: John Shepard 3rd
President: William O'Neil
Executive Vice-President: Linus Travers
Vice-President: Robert T. Bartley
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: Frank Foti
Chief Engineer: George Keich

W N A B

BRIDGEPORT—EST. 1941

BLUE NETWORK

CONNECTICUT BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Harold Thomas
Address: 991 Broad Street
Phone Number: 3-3112
Transmitter Location: Locomobile Point—(Inner Harbor)

Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight

News Service: AP
Transcription Service: Langworth
Representative: William G. Rambeau Co.

Personnel

Owner: Harold Thomas
Station Manager: Levon Thomas
Commercial-Sales Promotion
Manager: Ken Thomas
Program Director: Jean O'Shea
Production-Publicity Director: Ken Thomas
Chief Engineer: Vinnie De Laurentis

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: 7 a.m. (unlimited license)
News Service: UP
Transcription Service: Associated
Representative: Paul H. Raymer Co., R. C. Foster & Company

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: Harvey Olson
Musical-Educational Director:
Sterling V. Couch
Public Service Counselor: Rev. Charles Graves
Chief Engineer: Italo Martino

W N B C

HARTFORD—EST. 1935

BLUE NETWORK

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By: State Broadcasting Corporation

Address: 54 Pratt St. (Hartford)
Phone Number: Hartford 7-9131
Transmitter Location: Newington, Conn.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service: UP
Transcription Service: Lang-Worth; Standard Radio
Representative: Headley-Reed Company

Personnel

President: Patrick J. Goode
General Manager: Richard W. Davis
Program Director: Ralph Kanna
Commercial Manager: Laurence C. Edwardson
Continuity Director: Almira Kodis
Musical Director: Maurice Sechtman
Chief Engineer: Rogers B. Holt

MEMORANDUM FROM...
Radio Department
XYZ AGENCY

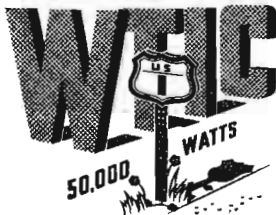
TO... EXECUTIVE STAFF

Just a reminder not to forget Radio Station
WTIC when making up your 1943 appropriations.

WTIC is a "best bet" for the following
reasons:

1. People within WTIC coverage area have highest per family purchasing power of any section in the country.
2. Radio ownership here is far above the national average.
3. WTIC (being a basic station of NBC and the New England Regional networks), broadcasts some pretty swell programs. These programs encourage a greater listening audience for your sales message.

To our way of thinking
"There's Not Another Like it!"



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

*Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood*

W T H T

HARTFORD—EST. 1936

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK—COLONIAL NETWORK

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By...Hartford Times, Inc.

Address983 Main St.

Phone Number2-0237

Transmitter Location.....983 Main St.

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
8 a.m. to 12 midnight

Newspaper Affiliation.....Hartford Times

News Service.....AP

Transcription Service.....Lang-Worth

Representative.....J. P. McKinney & Son

Personnel

PresidentFrancis S. Murphy

Station Manager.....C. Grover DeLaney

Sales Manager.....L. H. Martineau

Program Director.....Frederick E. Bieber

Production Manager.....Edward Brainerd

Publicity Director.....Serenio B. Gammell

Chief Engineer.....A. H. Carr

W T I C

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL 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 ServiceAP; INS; Transradio

Transcription Service ...World Broadcasting

System; Lang-Worth Feature Programs;
BMI Bonus Transcriptions

RepresentativeWeed & Company

Personnel

Station Manager.....P. W. Morency

Sales ManagerWalter Johnson

Sales Promotion Manager.....J. F. Clancy

Production Manager.....Paul Lucas

Chief Announcer.....Bernard Mullins

News Editor.....Tom Eaton

Transcription Librarian.....Larry Kenfield

Music Librarian.....John F. DeLisa

Musical Director.....Moshe Paronov

Plant Manager.....H. D. Taylor

W E L I

NEW HAVEN—EST. 1935

BLUE NETWORK—ATLANTIC COAST NET-
WORK—CONNECTICUT BROADCASTING
SYSTEM

Frequency: 960 Kc. Power: 1,000 d.; 500 n.

Owned-Operated By.....City Broadcasting
Corporation

Address221 Orange Street

Phone Number.....8-1133

Transmitter Location.....Hamden, Conn.

Time on the Air: 7 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service.....UP

Transcription Service.....World Broadcasting
System Library

Personnel

PresidentPatrick J. Goode

ManagerJames T. Milne

Program Director-Chief

Announcer.....Charles Wright

Publicity-Musical Director...Marion Reynolds

Chief Engineer.....J. Gordon Keyworth

W N L C

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE
NETWORK—CONNECTICUT BROAD-
CASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By...Thames Broadcasting
Corporation

AddressMohican Hotel,
281 State Street

Phone NumberNew London 4900

Transmitter Location.....Winthrop Point

960 Kc.

1000 W.

W E L I

and

1943

ANOTHER YEAR ANOTHER STEP

in our continued recognition and
effectiveness as

'NEW HAVEN'S OWN STATION'

(Established in 1935)

Member of:

Blue Network

Atlantic Coast Network

Connecticut Broadcasting System

NEWS

DRAMA

MUSIC

SPORTS

CONNECTICUT

Time on the Air: 7:30 a.m. to 12 midnight;
Sundays, 8:30 a.m. to 12 midnight
Representatives....Headley-Reed Company;
R. C. Foster

Personnel

President.....R. L. Morey
Station Manager.....G. J. Morey
Commercial and Advertising
Manager.....Ivon B. Newman
Program Director.....Ted Hodge
Publicity Director.....Ray Edwards
Chief Engineer.....Francis Stephens

W S R R

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT BROAD-
CASTING SYSTEM

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.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World Broadcasting
System
Representative.....Headley-Reed

W S R R

STAMFORD CONN.

*The Neighborhood
Station Serving
Southwestern
Connecticut*

A BLUE NETWORK STATION

Personnel

Owner.....Stephen R. Rintoul
Station Manager.....Harold H. Meyer
Sales Manager.....Stuart MacHarrie
Sales Promotion Manager-Chief
Announcer.....Cameron Mitchell
Program Director.....Gail Smith
Production Manager.....Aime Gauvin
Publicity Director.....D. Hay
Chief Engineer.....Edward Markman

W A T R

WATERBURY—EST. 1934

MUTUAL—COLONIAL—YANKEE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Harold Thomas
Address.....71 Grand St.
Phone Number.....3-5161
Transmitter Location.....Baldwin Avenue
Time on the Air.....8 a.m. to 12 midnight
News Service.....Transradio

Personnel

President-Station Manager...Harold Thomas
Commercial & Advertising.....Sam Elman
Program Director.....James Parker
Chief Announcer.....John Lotas
Publicity Director.....Herb Tilley
Musical Director.....Edith Sacco
Chief Engineer.....Harold Thomas

W B R Y

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;
Owned-Operated By.....American Re-
publican, Inc.
Address.....136 Grand St.
Phone Number.....3-1125
Transmitter Location.....Boyden Street
Time on the Air.....8 a.m. to 12 midnight
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.....Walter Howard
Publicity Director.....E. Christy Erk
Chief Announcer.....Charles Lynch
Musical Director.....Waldo S. Newberry
Chief Engineer.....Frank Hales

DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WDEL

WILMINGTON—EST. 1922

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 1 a.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCollough
Station Manager-Director of

War Programs J. Gorman Walsh
Sales Director J. Robert Gulick
Sales Promotion Manager Herman Reitzes
Program Manager Harvey Smith
Publicity Director Charles Collins
Musical Director J. E. Mathiot

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 35th St. & Bellevue Ave.
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-Director of

War Programs J. Gorman Walsh
Sales Director J. Robert Gulick
Sales Promotion Manager George Kienzie, Jr.
Program Director Bernard Fabrizio
Chief Engineer J. E. Mathiot

Dominant NBC Basic Station in This Area

WDEL

1150 KC—5000 Watts—Wilmington, Delaware

**OUTSTANDING FOR ITS ABILITY
TO PRODUCE RESULTS**

In the WDEL trade area, there's concentrated purchasing power—plenty of spending money. Added to its fortunate location in this rich, industrial and agricultural market (Delaware, Southern New Jersey, part of Maryland, Pennsylvania and Virginia), WDEL offers advertisers a listenership far ahead of rates. We're glad to furnish details as to how we can produce sales for you. Write direct, or to our

Sales Representative:

PAUL H. RAYMER CO.

New York • Chicago • San Francisco

DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned by WINX Broadcasting Co.
 Address 8th & Eye Sts., N.W.
 Phone Number Republic 8000
 Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00 a.m. to 1:00 a.m. Sun.
 News Service INS
 Transcription Service Standard Radio. Langworth
 National Representative The Walker Co.

Personnel

President-Station Manager. Lawrence J. Heller
 Commercial Manager. Harold Levey
 Production-Program Director. Sam Lawder
 Sales Promotion-Publicity
 Director. Harold Levey
 Chief Announcer. Hugh Gwidi
 Musical Director. Bob Callahan
 Chief Engineer. Ralph E. Cannon, Jr.

WJSV

WASHINGTON—EST. 1928

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 1:05 a.m.; Sundays. 7:30 a.m. to 1:05 a.m.
 News Service. AP; UP
 Transcription Service. World Broadcasting System
 Representative Radio Sales

Personnel

Director. E. H. Gammons
 Commercial Manager. William D. Murdock
 General Manager. Carl Burkland
 Sales Promotion Director. Lee Chadwick
 War Program Director. Elnor Lee
 Chief Announcer. Gunnar Back
 Musical Director Paul Kahn
 Chief Engineer. Clyde Hunt

WMAL

WASHINGTON, D. C.—EST. 1935

BLUE NETWORK

Frequency: 630 Kc. Power: 5000 Watts
 Owned & Operated By. The Evening Star
 Broadcasting Co.
 Address 724-14th St., N.W.
 Phone Number. National 5400
 Transmitter Location. Cedar Lane, Bethesda, Md.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays. 7 a.m. to midnight
 Newspaper Affiliation. Washington Evening Star
 News Service. AP; UP
 Transcription Service. NBC Thesaurus:
 Associated: Standard Radio
 Representative. Blue Network Spot Sales

Personnel

General Manager. K. H. Berkeley
 Sales & Advertising
 Manager. Ben B. Baylor, Jr.
 Auditor. John Curtain
 Chief News Editor. William Neel
 Night Supervisor. Bryson Rash
 Musical Director. Morgan Baer
 Chief Engineer. H. A. Wadsworth

WINX
 WASHINGTON, D. C.
 ★ ★ 1340 K. C. ★ ★
 "Washington's Own Station"

W O L

WASHINGTON, D. C.—EST. 1928
MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By .. American Broadcasting Company
Address 1827 K Street, N.W.
Phone Number Metropolitan 0010
Transmitter Location Chillum, Maryland
Time on the Air 24 hours daily
News Service Transradio; UP
Transcription Service .. Lang-Worth; Standard Radio; Associated Transcription Service; MacGregor
Representative Spot Sales, Inc.

Personnel

President Mrs. LeRoy Mark
Vice-President-General
Manager W. B. Dolph
Sales Manager Henry V. Seay
Publicity-Sales Promotion
Manager Charles Zurhorst
Program Director Madeline Ensign
Production Manager Jay Caldwell
Traffic Manager Lillian Ruppert
Continuity Director Margaret Murray
Bookkeeper William Wallace
Musical Director Carol Shea
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 .. Ager Road, 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, Langworth
Representative ... National Broadcasting Co.

Personnel

Vice-President Frank M. Russell
Station Manager Carlton D. Smith
Sales Promotion Manager ... Neal Hathaway
Publicity Director Leif Eid
Chief Announcer Donald Fischer
Auditor-Program Director Fred Shawa
Musical Director Fritz Balzer
Chief Engineer Donald Cooper

W W D C

WASHINGTON, D. C.—EST. 1941
ATLANTIC COAST NETWORK

Frequency: 1450 Kc. Power: 250 (100 w. booster)
Owned-Operated By Capitol Broadcasting Co.
Address 1000 Connecticut Ave.
Phone Number National 7203
Transmitter Location 81 Pierce St., N.E.
Time on the Air ... 6:00 a.m. to 12:00 midnight
News Service AP
Transcription Service NBC Thesaurus

Personnel

President Joseph Katz
Station Manager G. Bennett Larson
Commercial Manager Ben Strouse
Sales Promotion
Manager Belmont M. VerStandig
Program Director Norman Reed
Program Coordinator Jacqueline Keese
Production Manager Vera Ash
Publicity Director Irene Juno
Chief Announcer Ray Carson
Musical Director Leonard Friendly
Artists Bureau Ann Cloward
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

FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

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.
Time on the Air: Unlimited license
Transcription Service: Associated Music
Publishers: Lang-Worth

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.
Studio Address: Mayfair
Theater Bldg., Miami

Phone Number: 1300-01; 1799
Transmitter Location: 2700 S. Andrews Ave.;
(C.P. West of Ft. Lauderdale)

Time on the Air: Unlimited license
News Service: UP
Transcription Service: Associated Music
Publishers

Personnel

Owner: Ralph A. Horton
General Manager: S. A. Vetter

W F T M

FORT MEYERS—EST. 1940
KEYSTONE BROADCASTING SYSTEM

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: Unlimited license
Transcription Service: Associated Music
Publishers

Personnel

President: Ronald B. Woodyard
Vice-President: R. B. Martinn
General Manager: J. P. Turner

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

Representative: Burn-Smith Co., Inc.

Personnel

Director: Garland Powell
Commercial Manager: S. L. Miller
Sales Promotion Manager: Wm. Woodbury
Program Director: J. Sam Fouts
Publicity Director: Ernest Stanley
Chief Announcer: Otis Boggs
Musical Director: Elizabeth Tew
Chief Engineer: Dr. Palmer Craig

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.

Address: 1 Broadcast Place
Phone Number: 5-5821

Transmitter Location: Hyde Park Country Club

Time on the Air: 18 hours

News Service: AP

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

W J H P

JACKSONVILLE—EST. 1940
BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 250 Watts
Owned-Operated By: The Metropolis Co.

Address: 500 Laura St.

Phone Number: 5-7610

• • • FLORIDA • • •

Transmitter Location.....Read and Alamo Sts.
 Time on the Air.....18 Hours Daily
 Newspaper Affiliation....Jacksonville Journal
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
 Station Manager.....Wallace A. Walker
 Sales Manager.....I. M. Koger
 Program Director.....Jack Rathbun
 Musical Director.....Don Bell
 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

Address.....118 West Adams St.
 Phone Number.....5-4387
 Transmitter Location.....Vines and Mass. Ave.
 Time on the Air....6:30 a.m. to 12:00 midnight
 News Service.....UP
 Representative.....Paul H. Raymer Co.

Personnel

President-Station Manager.....Frank King

Commercial-Sales Promotion Manager
 Glenn Marshall, Jr.
 Program Director-Chief Announcer
 Charles M. Stone
 Production Manager.....Leonard Cox
 Chief Engineer.....E. B. Vordermark

W P D Q

JACKSONVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By:

Jacksonville Broadcasting Corp
 Address.....Gulf Life Bldg.
 Transmitter Location....Seven miles west of
 Jacksonville on Lenox Ave.
 Time on the Air: 6:29 a.m. to 12:05 a.m.; Sun-
 day 7:29 a.m. to 12:05 a.m.

News Service.....AP
 Transcription Service.....Standard
 Representative.....George P. Hollingbery Co.

Personnel

President.....James R. Stockton
 President.....Robert R. Feagin
 Business Manager.....Frank Taylor, Jr.
 Program Director.....Bernie Adams
 Production Manager.....Matt Gettings
 Artists Bureau.....Jimmy James
 Musical Director.....Neil Vanderpoel
 Chief Engineer.....James R. Donovan

W L A K

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned, Operated By....Lake Region Broad-
 casting Co.

Address.....1412 East Lime St.
 Phone Number.....2127
 Transmitter Location.....1412 East Lime St.
 Time on the Air.....6:55 a.m. to midnight
 News Service.....UP
 Representative.....The Foreman Co.

Personnel

President.....S. O. Ward
 Program Director.....Quinnelle Vann
 Chief Announcer-Musical
 Director.....John V. Fisk
 Chief Engineer.....Wm. P. Lee

W W P G

LAKE WORTH—EST. 1941

BLUE NETWORK—MUTUAL BROADCASTING
 SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Lake Worth Broad-
 casting Corp.
 Business Address.....P. O. Box 1031

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

Barnett Bank Bldg.
 Jacksonville, Fla.
 Phone 30381

The Nation's Playground

is now

The Nation's Warground

MIAMI BEACH

~ FLORIDA ~

WKAT (THE STATION WITH TWO MARKETS)

Provides two complete and separate
buying-powers-that-be!

- (1) Home Front civilians taking time out from their war activity—with money to spend.
- (2) One of the largest Army Air Corps units in the country . . . representing every state — potential customers now and after Victory.

1360 Kilocycles

WKAT

1000 W. Day and Night

MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • BLUE NETWORK
REUTERS NEWS

Phone Number Palm Beach 21515;
 Lake Worth 500
 Studio Address . . . Ocean Blvd., Palm Beach, Fla.
 Transmitter Location Ocean Blvd., Palm
 Beach, Fla.
 Time on the Air 7:00 a.m. to midnight
 News Service AP
 Transcription Service Lang-Worth
 Representative Burn-Smith Co.

Personnel

President Charles A. Davis
 Station Manager Fred H. Ford
 Commercial Manager Fred J. Barcroft
 Sales Promotion Manager W. J. Ford
 Chief Engineer Paul McGinty

W I O D

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By Isle of Dreams Broad-
 casting Corporation
 Business Address 600 Biscayne Blvd.
 Phone Number 3-6444
 Studio Address News Tower
 Transmitter Location Cameo Island
 Time on the Air Unlimited License

Newspaper Affiliation Miami Daily News
 News Service AP, INS, UP
 Transcription Service Standard Radio;
 Associated Music Publishers
 Representative George P. Hollingbery Co.;
 Harry S. Cummings

Personnel

President D. J. Mahoney
 General Manager James M. Legate
 Commercial Manager T. O. McCullough
 Promotion Manager R. W. Richards
 Program Supervisor Roy Verret
 Program Director Robert Fidler
 Continuity Director D. M. Butler
 News Editor Frank Malone
 Educational Director Lessie Collins
 Musical Director Clark Fiers
 Chief Studio Engineer Bob Barwick

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.

Here it is



Come and get it!

★ South Florida's non-tourist income from pay rolls in 1942 exceeded any annual income, in any year, from her richest tourist season.

★ This new, rich market represents civilian war work employment and spending . . . TWELVE MONTHS A YEAR.

★ In dollar volume Miami's share represented over 59% of the total retail sales in Florida's three major markets.

WIOD Covers This New Rich Market As Completely As Florida's Magic Sun

National Representative

GEORGE P. HOLLINGBERY COMPANY

5,000 WATTS • 610 KC • NBC

W I O D
 M I A M I

Address Postal Bldg.
 Phone Number 26121
 Transmitter Location... Biscayne Bay at 14th St.
 Time on the Air 24 hours daily
 News Service 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..... T. C. Wisenbaker

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 midnight
 News Service Reuters; UP
 Transcription Service AMP
 Representative Spot Sales, Inc.

Personnel

Owner..... A. Frank Katzentine
 Managing Director..... Ucola Katzentine
 General Manager..... John C. McCloy
 Commercial Manager..... Alex Campbell, Jr.
 Business Manager..... C. A. Wampler
 War Program Director..... Richard Altman
 Musical Director..... Betty Lee Taylor
 Engineers..... Tom Magee, Arthur Smith
 (See Page 384)

W T M C

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc..... Power 100 Watts
 Owned-Operated By... Ocala Broadcasting Co.
 Address P.O. Box 831
 Phone Number 128; 129
 Studio Address..... 1 Broadcast Place
 Transmitter Location... 1 Broadcast Place
 Time on the Air..... 7:00 a.m. to 11:00 p.m.
 News Service UP
 Transcription Service... Keystone, BMI
 Representative..... John H. Perry Associates

Personnel

President..... John T. Alsop, Jr.
 Station Manager..... T. S. Gilchrist, Jr.
 Commercial Manager..... Wilma Drumm
 Program Director..... T. S. Gilchrist, Jr.
 War Program Director... Edna Moorhead
 Chief Engineers..... Beecher Hayford,
 H. F. Lange

W D B O

ORLANDO—EST. 1924

COLUMBIA 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..... 24 hours daily
 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
 Publicity Director..... Rosalind Boggs
 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..... Burn-Smith Co., Inc.;
 Frank Cook

Personnel

Station Manager..... Edward J. Lord
 Commercial Manager..... Victor Buisset
 Sales Promotion-Publicity
 Manager..... Edward J. Lord
 Program Director-Chief Announcer Tom Sawyer
 War Program Director... Eugene Hill
 Chief Engineer..... Harold A. Jenkins

W D L P

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc..... Power: 250 d., 100 n.
 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..... 7:00 a.m. to 7:00 p.m.
 News Service UP

Transcription Service..... Standard Radio:
Keystone Broadcasting System
Representative..... John H. Perry Associates

Personnel

President..... John H. Perry
Station Manager..... Virgil G. Evans
Program-Publicity Director... Edw. J. Contoure
Chief Engineer..... Beecher Hayford

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..... 17 hours, five minutes
Newspaper Affiliation..... Pensacola News-
Journal
News Service..... UP
Transcription Service..... Associated Music
Publishers

Representative John H. Perry Associates

Personnel

President..... John H. Perry
General Manager..... Irving F. Welch
Commercial Manager..... H. L. Barnett
Program Director-Chief Announcer... Gene Kirby
War Program Director..... Robert Larrabare
Chief Engineer..... G. E. Mead

W F O Y

COLUMBIA BROADCASTING SYSTEM
ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.... Power: 250 Watts
Owned-Operated By..... Fountain of Youth
Broadcasting Co.

Address..... Fountain of Youth Park
Phone Number 1400
Transmitter Location..... Fountain of Youth
Gardens

Time on the Air..... 7:00 a.m. to 11:15 p.m.
News Service UP
Representative..... Paul H. Rayner Co.

Personnel

President..... Glenn Marshall, Jr.
General Manager..... J. Allen Brown
Program-Publicity
Director..... Ann Bernice Nachtmann
Chief Engineer..... Pat Bernhard

W S U N

ST. PETERSBURG—EST. 1927
BLUE NETWORK

Frequency: 620 Kc.... Power: 5000 Wat
Owned-Operated By... City of St. Petersburg.
Address..... Municipal Pier

Phone Number..... 4747-4748
Transmitter Location... Bayview near Tampa,
Time on the Air..... 24 hours daily
News Service..... UP
Transcription Service..... Associated Music
Representative Weed & Company

Personnel

Station Manager..... Norman E. Brown
Sales Manager..... Jerry Wigley
Sales Promotion Manager... Jerry Whittington
Program Director-Engineer..... Louis J. Link
Production Manager..... Maurice Hayes
Public Relations Director..... Joe Frohock
Musical Director..... Edith Sexton

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 midnight
Newspaper Affiliation... St. Petersburg Times
News Service..... UP
Representative..... Joseph Hershey McGillvra

Personnel

President..... Nelson P. Popynter
Station Manager..... Lex Herron
Commercial Manager..... Coburn Gum
Program Director..... Arnold Falconnier

W S P B

SARASOTA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.... Power: 250 Watts
Owned-Operated By..... WSPB, Inc.
Business Address..... Sarasota
Phone Number 2541
Studio Address..... Bradenton, Fla.
Transmitter Location... Ringling Isle, Scranton
Time on the Air..... 8:00 a.m. to 10:00 p.m.
News Service UP
Transcription Service... World Broadcasting;
Keystone Broadcasting System

Personnel

President..... R. C. Jones, Jr.
Station Manager..... John Browning
Program Director..... Jayne Taylor
Chief Engineer..... Bill Sheetz

W T A L

TALLAHASSEE—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.... Power: 250 d.; 100 n.
Owned-Operated By... Florida Capitol Broad-
casters, Inc.

GEORGIA'S GROWING MARKETS!



- For effective, *economical* coverage of the great metropolitan Atlanta market—with its 98,700 radio homes—134,972 families, and 516,564 people — use WATL — Atlanta's popular *Mutual* station!... WATL's coverage is confined to *urban* listeners, and its programs tuned to *urban* tastes. You can do a *swell* selling job at *low* cost in Atlanta with WATL.

- The Hooper Fall 1942 Survey shows WRBL's coverage of Columbus to be—

81.2% TO 96.8%

... Any hour of the day or night, *at least* four out of five Columbus listeners are tuned in on WRBL. If you want to *blanket* the rich Columbus market, use WRBL.



- Normally prosperous, and steadily expanding with the war effort —Albany is now unusually *sales productive*. . . . Two flying fields; more than 200 housing units recently completed; 6,000 new jobs. Retail sales in Albany area now approximate \$20,000,000 a year. If you're planning a test—include WGPC. It gives complete coverage in a market that is paying *better than ever*.



Represented nationally by SPOT SALES

Address Thomasville Highway
 Phone Number 2160; 2161-W
 Time on the Air 8:00 a.m. to 9 p.m.
 News Service UP
 Transcription Service BMI; Keystone

Personnel

President Gilbert Freeman
 Station Manager William C. Wyatt
 Program Director Mary Charles Findley
 Chief Engineer William A. Snowden, Jr.

W D A E

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By Tampa Times Company
 Business Address 114 North Franklin Street
 Phone Number M 1818
 Studio Address Tampa Terrace Hotel
 Transmitter Location Forest Hills Country Club Area

Time on the Air 7:00 a.m. to 12:05 a.m.
 Newspaper Affiliation Tampa Daily Times
 News Service AP
 Transcription Service World Broadcasting System

Representative The Katz Agency

Personnel

President David E. Smiley
 Sales Promotion Manager Carl P. Oswald
 Station Manager L. S. Mitchell
 Program Director Kenneth W. Skelton
 Chief Engineer William Pharr Moore

W F L A

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Tampa Tribune

Address Seminole Bldg.
 Phone Number Tampa H 1828-1829
 Transmitter Location: East Entrance, Davis Causeway, Columbus Drive
 Time on the Air: 6:45 a.m. to 12:05 a.m.; 7:30 a.m. to 12:05 a.m. Sunday

Newspaper Affiliation Tampa Tribune
 News Service UP
 Transcription Service NBC Thesaurus; C. P. MacGregor
 Representative John Blair & Co.; Harry Cummings

Personnel

President S. E. Thomason
 Station Manager W. Walter Tison
 Local Sales Manager Bert Arnold
 Program Director Paul M. Jones
 Publicity Director Tom Mathews
 Musical Director Frank Grasso
 Chief Engineer Joe Mitchell

W J N O

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.
 Time on the Air 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard Radio
 Representative Weed & Co.

Personnel

President Marshall Heminway
 General Manager Stephen Willis
 Musical Director Ruth Shockley
 Chief Engineer E. Whit MacDowell

GEORGIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
 SOUTH GEORGIA NETWORK

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Herald Publishing Co.
 Address Leesburg Road
 Phone Number 1590
 Transmitter Location Leesburg Road
 Time on the Air 7:00 a.m. to 11:30 p.m.
 Newspaper Affiliation Albany Herald

News Service AP
 Transcription Service Associated Music Publishers
 Representative Burn-Smith Co.; Frank Cook

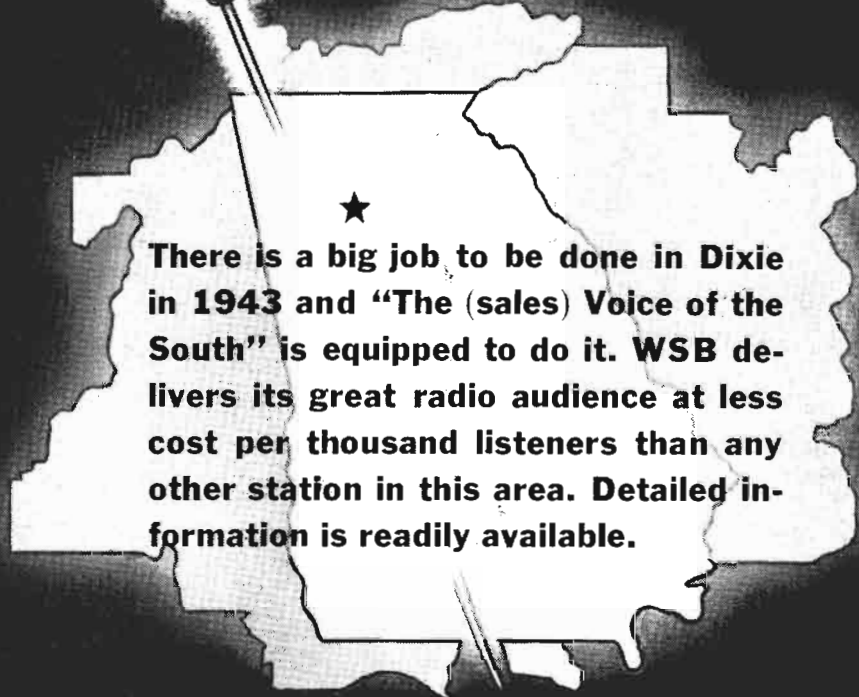
Personnel

President H. T. McIntosh
 General Manager Roger Van Duxer
 Commercial Manager Mac Tallman
 Publicity Director Mildred Cann
 Bookkeeper C. P. Whiting
 Chief Engineer Noel Martin



1ST CHOICE

OF GEORGIA LISTENERS SINCE 1922



There is a big job to be done in Dixie in 1943 and "The (sales) Voice of the South" is equipped to do it. WSB delivers its great radio audience at less cost per thousand listeners than any other station in this area. Detailed information is readily available.

50 Kw.

WSB

750 K. C.

"The Voice of the South"

ATLANTA, GEORGIA

Affiliated with the Atlanta Journal

Represented Nationally by Edward Petry & Co., Inc.

W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Albany Broadcasting Co.
Address 125½ N. Jackson St.
Phone Number 1370; 1371
Transmitter Location Gillionville Rd.
Time on the Air 7 a.m. to 11:30 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Spot Sales, Inc.

Personnel

President J. W. Woodruff
Program Director-Chief

Announcer Marvin Lorig
Director of War Programs Loyce Snow
Production Manager Jommy Fowler
Publicity Director Ben Wills
Chief Engineer Chas. M. Kinnett

(See Page 388)

W G A U

ATHENS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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 Unlimited license
Transcription Service Standard Radio

Personnel

Manager-Chief Engineer M. C. Gorman

W A G A

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc. Power: 5,000 Watts
Owned-Operated By Liberty Broadcasting Corp.
Address Western Union Bldg.
Phone Number MAin 5101
Transmitter Location North Druid Hills Road
Time on the Air 6 a.m. to 12 midnight
News Service AP
Transcription Service Associated Music Publishers; NBS Thesaurus
Representative Headley-Reed Co.

Personnel

President George B. Storer
General Manager Charles A. Smithgall, Jr.
Commercial Manager Maurice C. Coleman
Program-Publicity Director Lee Bennett
News Editor Jack Harrington
Chief Engineer Russ Shettler

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.
Address Henry Grady Building
Phone Number Walnut 4377
Transmitter Location Henry Grady Building
Time on the Air: 6:00 a.m. to 12:05 a.m.;
Sundays, 8:00 a.m. to 12:05 a.m.

News Service UP
Transcription Service Lang-Worth
Representative Spot Sales, Inc.

Personnel

President J. W. Woodruff
Station Manager J. A. Davenport
Commercial-Sales Promotion C
Manager G. C. Jones, Jr.
Program Director Dan Hornsby
Production Manager W. J. Pyron, Jr.
Publicity Director Ray McCay
Chief Announcer-Director of
War Programs Zenas Sears
Accountant Ruth Jones
Musical Director George Pressnell
Chief Engineer R. W. Minton

(See Page 388)

W G S T

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 Unlimited license
Transcription Service World Broadcasting
System; Lang-Worth

Representative The Katz Agency

Personnel

President-Station Manager C. H. Calhoun

W S B

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 5:45 a.m. to 1:05 a.m.
Newspaper Affiliation The Atlanta Journal

• • •

GEORGIA

• • •

News Service AP; UP
 Transcription Service Standard Radio
 Representative Edward Petry & Co.

Personnel

President James M. Cox, Jr.
 Manager J. Leonard Reinsch
 Sales Manager John M. Outler, Jr.
 Program Director Roy A. McMillan
 Director of War Programs Beth Barnes
 Sales Promotion Manager Lorin Myers
 Artists' Bureau Head Harrison Kimball
 Publicity Director Mary Caldwell
 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

W G A C

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 AP
 Transcription Service Associated Music
 Publishers; NBC Thesaurus
 Representative Headley-Reed Company

Personnel

President F. Frederick Kennedy
 General Manager J. B. Fuqua
 Sales Production Manager Florence Thompson
 Program Director-Chief
 Announcer Steve Manderson
 Publicity Director Z. V. Gwynn
 Chief Engineer De Forest Layton

W R D W

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5,000 Watts
 Owned-Operated By Augusta Broadcasting
 Company

Address 10th & Broad Streets
 Phone Numbers 2-8805, 8806, 8807
 Transmitter Location Breckman's Road, P. O.
 Box No. 932
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Burn-Smith Company, Inc.

Personnel

President Arthur Lucas
 Station Manager W. R. Ringson
 Commercial Manager Thurston Bennett
 Program-Publicity Director Charles Pointel
 Chief Announcer Ben Lucas
 Musical Director Gil Evans
 Chief Engineer Harvey Aderhold

W M O G

BRUNSWICK—EST. 1939

KEYSTONE BROADCASTING SYSTEM
 SOUTH GEORGIA NETWORK

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By Coastal Broadcasting
 Company

Address Brunswick
 Phone Number 1500
 Transmitter Location St. Simons Causeway
 Time on the Air 7 a.m. to 10 p.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Cox & Tanz

Personnel

President Alma W. King
 General Manager-Chief
 Announcer Kenneth E. White

W G A A

CEDARTOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned By Northwest Georgia Broad-
 casting Co.

Operated By R. W. Rounsaville
 Address West Theater Bldg.
 Phone Number 777
 Transmitter Location Cave Spring Rd.
 Time on the Air: 15 hours weekdays; 14 hours
 Sundays

News Service AP
 Transcription Service Keystone Broad-
 casting System

Personnel

President O. C. Lam
 Vice-President-General
 Manager R. W. Rounsaville
 Production Manager Bill Shannon
 Publicity Director Dorothy Holt
 Chief Announcer-Musical Director Rob Riddle
 Chief Engineer Clarence Landress

W R B L

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 GEORGIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Columbus Broadcasting
 Company

Operated By J. W. Woodruff, Jr.
 Address 1420 Second Avenue
 Phone Number 2-0601
 Transmitter Location 30th St. & Howard Ave.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to midnight
 News Service UP
 Transcription Service Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President J. W. Woodruff, Sr.
 Executive Manager J. W. Woodruff, Jr.
 Commercial Manager W. S. Massie
 Sales Promotion-Production
 Manager Jack Gibney
 Program Director Tony Barrett
 Director of War Programs-Musical
 Director Gertrude Handley
 Publicity Director Jack O'Connor
 Chief Engineer Wilfred T. Siddle
 (See Page 388)

W M J M

CORDELE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By Cordell Dispatch Pub-
 lishing Company
 Business Address P. O. Box 432
 Phone Number 666
 Studio Address 20th Ave. & B St.
 Transmitter Location 20th Ave. & B St.
 Time on the Air 7 a.m. to 9 p.m.
 Newspaper Affiliation Cordell Dispatch
 Transcription Service Keystone Broadcasting
 Service
 Representative Cox & Tanz

Personnel

President-General Manager James S. Rivers
 Commercial Manager Gaines Brewster
 Program Director Elweda Powers
 Publicity Director Peyton Bishop
 Chief Announcer-Musical
 Director Robert C. Lay
 Chief Engineer Clayton Lee

W B L J

DALTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Dalton Broadcasting
 Corp.
 Address 111 Pentz St.
 Phone Number Dalton 684
 Transmitter Location River Bend Rd.
 Time on the Air 7 a.m. to 11 p.m.
 News Service INS
 Representative Cox & Tanz

Personnel

President H. C. Kenemer
 Secretary-Treasurer-Manager W. V. Williams
 Sales Promotion-Program
 Director William Arnold
 Chief Announcer Bill Shepard
 Chief Engineer W. C. Roberts

W G G A

GAINESVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Blue Ridge Broadcasting
 Company
 Business Address P. O. Box 417
 Phone Number 1600
 Studio Address Athens Road
 Transmitter Location Athens Road
 Time on the Air: 6:30 a.m. to 10:15 p.m.; Sun-
 days, 7 a.m. to 10:15 p.m.
 News Service AP
 Transcription Service NBC Thesaurus

Personnel

President Austin F. Dean
 General Manager L. H. Christian
 Commercial Manager
 Charles A. Smithgall, Jr.
 Sales Promotion Manager E. F. MacLeod
 Program Director Floyd Hubbard
 Publicity Director Nancy Thompson
 Chief Engineer F. K. Brown

W K E U

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Radio Station WKEU
 Address Griffin Hotel
 Transmitter Location Griffin Hotel
 Time on the Air Unlimited license
 Transcription Service C. P. MacGregor
 Representative Sears & Ayer, Inc.

Personnel

Manager A. W. Marshall, Jr.

W L A G

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By LaGrange Broadcasting
 Company
 Address 303 Broome St.
 Phone Number 1700
 Transmitter Location La Grange
 Time on the Air 6:30 a.m. to 10:30 p.m.
 Newspaper Affiliation LaGrange Daily
 News
 News Service UP

Transcription Service.....World Broadcasting System

Personnel

PresidentRoy C. Swank
 General Manager.....Edwin Mullinax
 Program Director.....Harold Russey

W B M L

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 & Cherry Streets
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 to 12 midnight
 News ServiceUP
 Transcription ServiceNBC Thesaurus

Personnel

PresidentErnest D. Black
 Station Manager.....Charles W. Pittman
 Commercial Manager.....Alfred Loew
 Program-Musical Director
 Mary Hester Richardson
 Production-Publicity Director.....Chas. Roe
 Chief Announcer.....Gene Marshall
 Chief Engineer.....H. S. Goodrich

W M A Z

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By.....Southeastern Broadcasting Company, Inc.
 Address.....666 Cherry St.
 Phone Number3131, 3132, 3133
 Transmitter Location.....Forsyth Road
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....World Broadcasting System; Lang-Worth
 RepresentativeThe Katz Agency

Personnel

President, Chief Engineer
 George P. Rankin, Jr.
 Vice-President.....Wallace Miller
 Sec'y-Treas., General Manager
 Wilton E. Cobb
 Program Director-Chief Announcer..Lew Kent

W M G A

MOULTRIE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
 SOUTH GEORGIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By....Frank R. Pidcock, Sr.
 AddressBox 310, Moultrie
 Phone Number.....999
 Transmitter Location.....Moultrie
 Time on the Air: 6 a.m. to 10 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.....Mrs. D. E. Stringfellow
 Chief Engineer-Chief Announcer..James Wilder

W R G A

ROME—EST. 1929

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.....Unlimited license

Personnel

PresidentJohn W. Quarles

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
 Transmitter Location....East President Street
 Time on the Air: 7 a.m. to 12:05 a.m.
 News ServiceAP; INS
 Transcription Service.....Associated Music Publishers
 RepresentativeGeorge P. Hollingbery Company

Personnel

PresidentArthur Lucas
 Station Manager.....Harben Daniel
 Commercial Manager.....N. W. Brandon
 Sales Promotion Manager.....Thomas S. Carr
 Program Director.....Electa Hoffman
 Director of War Programs....Alberta Robertson
 Production ManagerDaniel Harless
 Publicity Director.....Mark Johnson
 Musical Director.....Eleanor Cook
 Chief EngineerMeredith Thompson

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By ..Savannah Broadcasting Company

• • • **GEORGIA** • • •

Address.....516 Abercorn Street
Phone Number.....20127-28-29
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
Representative.....The Katz Agency

Personnel

President.....W. T. Knight, Jr.
Assistant to President.....Grace S. Brown
Vice-President.....S. P. Driscoll
National Sales-Merchandising Manager
Bill Smart
Program Director.....Weldon Herrin
Director of War Programs.....Rugh Taylor
Production Manager.....Dwight James Bruce
Publicity Director.....Emily Parnell
Chief Announcer.....Kenneth Wolfe
Artists Bureau Head.....Alice Kent
Musical Director.....Jean Wallace
Chief Engineer.....Claude M. Gray

•
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.....Unlimited license

Personnel

Station Manager.....H. Wimpy

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W R L C

Toccoa—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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.....13 hours daily
News Service.....AP
Transcription Service..Lang-Worth; BMI; NBC
Thesaurus

Personnel

Owner.....R. G. LeTourneau
General Manager, Program Director
Virgel E. Craig
Commercial Manager.....Harold H. Marler
Chief Announcer.....Leslie Bolton
Chief Engineer.....H. C. Lindahl

•
W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

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..Keystone Broadcasting
System
Representative.....Hal Holman Company

Personnel

Owner.....E. D. Rivers
Station Manager.....W. R. Link
Chief Engineer.....L. C. McCall

•
W A Y X

WAYCROSS—EST. 1936

**KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Address.....620 Plant Avenue
Phone Number.....965
Transmitter Location.....Waycross
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation...Waycross Journal-
American

News Service.....UP
Transcription Service...World Broadcasting
System; Keystone Broadcasting System
Representative.....Hal Holman Company

Personnel

President.....Jack Williams
Station Manager- Chief Engineer,
John J. Tobola
Commercial-Production Manager..Jack Harder
Program Director-Chief Announcer
John Humble
Publicity Director.....Liston Elkins

•
W D A K

WEST POINT—EST. 1940

MUTUAL BROADCASTING SYSTEM

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: 6 a.m. to 11 p.m.; Sundays,
7 a.m. to 11 p.m.
Transcription Service.....Associated Music
Publishers

Personnel

President.....L. J. Duncan
Station Manager.....J. H. Orr
Program Director.....Frances B. Ledbetter
Chief Announcer.....Jack Harris
Chief Engineer.....Dige Bishop

IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K I D O

BOISE—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 2500 d.; 1000 n.

Owned By: G. M. Phillips & Frank Hill, d/b Boise Broadcasting Station

Operated By: G. M. Phillips

Address: Hotel Boise

Phone Numbers: 660; 661

Transmitter Location: 4½ miles northwest of City

Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 10:30 p.m.

News Service: UP

Transcription Service: World Broadcasting System

Representative: John Blair & Company

Personnel

Station Manager: G. M. Phillips

Sales Promotion Manager: Boyd Braithwaite

Program Director-Chief

Announcer: Billy Phillips

Production Manager: Phil Allen

Publicity Director: Roy Swartz

Traffic Manager: Catherine Scotland

Chief Engineer: Harold Toedemeier

K I D

IDAHO FALLS—EST. 1928

Frequency: 1350 Kc. Power: 5000 d.; 500 n.

Owned-Operated By: KID Broadcasting Co.

Address: KID Building

Phone Number: 4

Transmitter Location: Ammon Road

Time on the Air: Unlimited license

Personnel

President and General Manager:

J. W. Duckworth

K R L C

LEWISTON—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: H. E. Studebaker

Address: Lewis-Clark Hotel Building

Phone Number: 1950

Transmitter Location: Lewiston Orchards

Time on the Air: 7:25 a.m. to 8:15 p.m.; 2:15 p.m. to 7:15 p.m. Sundays

News Service: UP

Transcription Service: World Broadcasting System; Longworth Feature Programs; Keystone Broadcasting System

Personnel

Owner: H. E. Studebaker

Station Manager: Donald A. Wike

Commercial Manager: Donald Thomas

Chief Engineer: Milton MacLafferty

K F X D

NAMPA—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Frank E. Hurt

Business Address: 1024 Twelfth Ave., South

Phone Number: 1200

Studio Addresses: 1024 Twelfth Ave., South;

724 S. Kimball Ave., Caldwell, Ida.; 809 Main St., Boise, Ida.

Transmitter Location: 1024 Twelfth St., South

Time on the Air: 6 a.m. to 9 p.m.; Sundays, 8:30 a.m. to 6 p.m.

News Service: UP

Transcription Service: NBC Thesaurus; C. P. MacGregor; Lang-Worth

Personnel

Owner and Station Manager: Frank E. Hurt

Commercial Manager: Doyle Cain

Program Director: Floyd Bryant

Traffic Manager: Violet Vanderford

Chief Engineer: Edward Hurt

K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 d.; 250 n.

Owned-Operated By: Radio Service Corporation

Address: Pocatello

Phone Number: 960

Transmitter Location: Pocatello

Time on the Air: 6 a.m. to 11 p.m.; Sundays,

8:30 a.m. to 11 p.m.

News Service: UP

Transcription Service: Standard

Representatives: The Walker Co. (East);

Homer Owen Griffith (West)

Personnel

President: O. P. Soule

Vice-Pres.-General Manager: Henry H. Fletcher

Program Director: Ruthe A. Fletcher

Publicity Director: Olive M. Leoney

Chief Engineer: Henry H. Fletcher

K T F I

TWIN FALLS—EST. 1928

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.....Unlimited license
 News Service.....UP
 Transcription Service.....Standard Radio
 Representatives.....The Walker Co.; Homer Owen Griffith

Personnel

PresidentO. P. Soule
 Station Manager.....F. M. Gardner
 Commercial-Sales Promotion Manager
 W. A. Kenworthy
 Program Director.....N. Henderson
 Production Manager.....C. Peterson
 Publicity Director.....Irene Barclay
 Chief Announcer-Musical Director
 Will E. Wright
 Chief Engineer.....Franklyn Ver Cox

K W A L
WALLACE—EST. 1939

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Silver Broadcasting Co.
 Operated By.....R. G. Binyon
 AddressTabor Bldg.
 Phone Number.....330
 Transmitter Location.....Osburn
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Keystone Broadcasting System; Standard Radio; Associated Music Publishers

Personnel

PresidentDr. J. R. Binyon
 Station Manager.....R. G. Binyon
 Sales Promotion-Commercial Manager
 Howard Olson
 Program Director.....Turner Dreher
 Production Manager.....E. Camey
 Chief Announcer.....C. Preston
 Musical Director.....Glenn Whitney
 Chief Engineer.....Charles Crane

ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W M R O

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts
 Owned-Operated By.....Martin R. O'Brien
 Address34 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: Keystone Broadcasting System; BMI; Standard Radio

Personnel

Owner-General Manager....Martin R. O'Brien
 Sales Promotion Manager....Vincent G. Cofey
 Program-Musical Director...Mary Louise Brown
 Publicity Director.....Janet Goss
 Chief Announcer.....Russ Russell
 Continuity Director.....Betty Newburg
 Chief Engineer.....W. I. Greenslaugh

W J B C

BLOOMINGTON—EST. 1934

KEYSTONE BROADCASTING SYSTEM

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

Transmitter Location.....West Gregory St., Normal, Ill.
 Time on the Air.....Unlimited license
 Transcription Service.....Langworth
 Representative.....Spot Sales, Inc.

Personnel

President and Station
 ManagerA. M. McGregor
 Commercial Manager.....Hugh L. Gately

W K R O

CAIRO—EST. 1942

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Oscar C. Hirsch
 AddressCairo
 Phone Number.....1490
 Transmitter Location.....Cairo
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
 News Service.....UP
 Transcription Service.....Langworth, BMI
 National Representative.....John E. Person Co.

Personnel

OwnerOscar C. Hirsch

W C A Z

CARTHAGE—EST. 1921

Frequency: 1080 Kc.....Power: 250 Watts

TESTED

**For 18 straight years advertisers have
done *most* of their 50,000-watt
Chicago selling over wBBm.**

We believe this means you can, too.

wBBm is the Midwestern Key Station for the Columbia Broadcasting System and is represented nationally by RADIO SALES: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco



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

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 1 mile south of Champaign
 Time on the Air Unlimited license
 Newspaper Affiliation Champaign News Gazette

National Sales Office Texas Daily Press League
 News Service UP

Personnel

Commercial Manager Frank R. Mills
 Chief Engineer Jack Baum

W A A F

CHICAGO—EST. 1922

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By Drover's Journal Publishing Co.

Address Palmer House
 Phone Number Randolph 1932
 Transmitter Location 1001 Exchange Ave.
 Time on the Air 6:30 a.m. to local sunset
 News Service UP
 Transcription Service Standard Radio
 Representative George P. Hollingbery Co.

Personnel

President Ward A. Neff
 Station Manager Bradley R. Eidmann
 Sales Promotion Manager Elizabeth Love
 Program Director-Production

Manager Leland Gillette
 War Program Director Janet Niles
 Chief Engineer Carl Uhrlich

W A I T

CHICAGO—EST. 1923

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By WAIT, Inc.
 Address 360 N. Michigan Avenue
 Phone Number Franklin 0660
 Transmitter Location Church Road, Elmhurst, Ill

Time on the Air Local sunrise to sunset; Dallas, Texas

News Service AP
 Transcription Service AMP
 Representative The Walker Co.

Personnel

President Gene T. Dyer
 Station-Commercial Manager,

Joseph Rudolph
 Program Director E. M. Hinzman
 Sales Promotion Manager George Provol
 Publicity Director Virginia Smith
 War Program Director Joseph Rudolph
 Chief Engineer Edward J. Jacker

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc. Power: 50,000 Watts
 Owned-Operated By The Columbia Broadcasting System, Inc.

Address 410 North Michigan Ave.
 Phone Whitehall 6000
 Transmitter Location Ithaca, Ill.
 Time on the Air 5:30 a.m. to 1:15 a.m.
 News Service AP; INS; UP
 Transcription Service Associated Music Publishers, Lang-Worth

Representative Radio Sales

Personnel

President Wm. S. Paley
 Vice-President and Station

Manager H. Leslie Atlass
 Assistant Manager J. L. Van Volkenburg
 Commercial Manager J. Kelly Smith
 Sales Promotion Manager King Park
 Western Sales Manager L. F. Erikson
 Acting Program Director Walter J. Preston
 Attorney John B. Moser
 Chief Sound Technician Urban Johnson
 Publicity Director Shep Chartoc
 News Editor James Crusinberry
 Assistant Program Director Stuart Dawson
 Office Manager John V. McLoughlin
 Musical Director Caesar Petrillo
 Chief Engineer Frank B. Falknor

W C F L

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

BLUE NETWORK

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 12:05 a.m.; Sundays, 8:15 a.m. to 12 midnight.

News Service UP
 Transcription Service Standard Radio
 Representative The Katz Agency

WGN carried more local
and national spot business
in 1942 than any other 2 major
Chicago stations combined!

Such a leadership in the
highly competitive Chicago
market is testimony of
WGN's marked ability
to produce sales for its
advertisers.

Personnel

President.....John Fitzpatrick
 General Manager.....Maynard Marquardt
 Commercial Manager.....M. B. Wolens
 Program-Publicity Director.....Ed Paul

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 Denmark, Inc.
 Address.....3860 Ogden Ave.
 Phone Number.....Crawford 4100
 Transmitter Location.....3860 Ogden Ave.
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.
 News Service.....UP

Personnel

President.....Emil Denmark
 Manager.....Frank J. Kotnour
 Program Director.....William P. Brady
 Publicity Director.....Serena Notari
 Chief Engineer.....Chester Lewicki

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.....Delaware 1900
 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 midnight to 1 a.m.; Sundays, 12 noon to 7 p.m. and 8 p.m. to 1 a.m.

News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus, Standard Radio

Representative.....Spot Sales

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.....Gil Berry
 Continuity Editor.....L. J. Edgely
 Director of Public Service Programs,

William E. Drips

Sales Traffic Manager.....Robert Ewing

Chief Engineer.....E. C. Horstman

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

President-Owner.....Gene T. Dyer

Station Manager.....John A. Dyer

Commercial Manager.....Arnold B. Hartley

Sales Promotion Manager.....M. E. Clemens

Program Director.....Robert Miller

Chief Engineer.....George Bush

W G N

CHICAGO—EST. 1932

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 2:05 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; Associated Music Publishers

Representative.....WGN, Inc. (N. Y.); Paul H. Raymer Co.

Personnel

President.....Col. Robert R. McCormick

Station Manager.....Frank P. Schreiber

Commercial Manager.....William A. McGuineas

Program Director.....Kenneth W. MacGregor

Sales Promotion Manager.....Ben H. Berentson

Publicity Director.....Dale O'Brien

News Editor.....Tom Foy

Farm Director.....Holland Engle

Musical Director.....Henry Weber

Chief Engineer.....George Lang



CONFIDENCE

THE AERIALIST lets go her flying trapeze — swings into space — completely confident that her partner will swing into position at the right moment.

The story of WLS and its listeners is comparable. WLS is a friendly station in which our listeners have complete confidence. Helpful service to listeners and their organizations is the backbone of our activities. For nineteen years, WLS has worked closely with the homes and farms of Midwest America. Well-balanced programs, practical and authoritative information, news, culture, spiritual guidance, and home-spun entertainment. Commercial messages are carefully censored. Our deepest concern is maintaining listener confidence. And that confidence naturally extends to any product associated with our name.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

HERRICK H. BYLLEN
President
GLENN SANDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH

The Arizona Network

KSUN
Bisbee-Lowell
1230 Kilocycles
250 Watts

Koy
PHOENIX
550
KILOCYCLES

KTUC
TUCSON
1400 Kilocycles
250 Watts

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
 Owned-Operated By.....WJJD Incorporated
 Address.....230 North Michigan Ave.
 Phone Number.....STate 5466
 Transmitter Location.....Desplaines, Illinois
 Time on the Air: 4 a.m. to sundown, Salt Lake
 City
 News Service.....AP
 Representative.....John E. Pearson Co.

Personnel

President.....Ralph L. Atlass
 Vice-President.....H. Leslie Atlass
 Sales Promotion Manager.....Fred Reed
 Commercial Manager.....Art Haare
 Musical Director.....Kennedy Nelson
 Chief Engineer.....Walter Myers

W I S

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.....Tinley Park, Ill.

Time on the Air: 3 a.m. to 3 p.m. and 6 p.m.
 to 8 p.m.; Saturdays, 3 a.m. to 3 p.m. and
 6 p.m. to Midnight; Sundays, 8 a.m. to 12
 Noon and 7 to 8 p.m.

News Service.....AP, UP, Transradio
 Newspaper Affiliation.....Prairie Farmer Pub-
 lishing Co.
 Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
 Treasurer.....George Cook
 Station Manager.....Glenn Snyder
 Commercial Manager.....Charles F. Freeman
 Artists' Bureau Head.....George Ferguson
 Publicity and Sales Promotion
 Director.....Don Kelley
 Farm Program Director.....Arthur C. Page
 Sales Service Manager.....Carl Sutphin
 Continuity Director.....R. E. Broholm
 News Editor.....Julian Bentley
 Educational Director.....Harriet Hester
 Production Manager.....Al Boyd
 Musical Director.....Phil Kalar
 War Program Director.....Harry Templeton
 Chief Engineer.....Thomas L. Rowe

W I N D

CHICAGO

(For station listing see Gary, Ind.)

CARRYING THE

biggest SCHEDULE FOR THE

largest local CHICAGO

ADVERTISER.

*Check our availabilities
 for any schedule.*

W J J D

20,000 WATTS • CHICAGO

NEWS...

... every hour on the hour 24 hours a day.

NEWS...

... 44 broadcasts daily.

NEWS...

... the No. 1 news service in the nation's No. 2
 market

... even if you are not in the market for NEWS,
 you are in the market for the big audience it
 builds.

W·I·N·D

5000 WATTS • 560 KC • FULL TIME

Studios in Gary, Indiana and Chicago, Ill.

National Sales Offices

130 North Michigan Avenue, Chicago, Ill.

WMAQ

Top Flight Programs

CHICAGO STATION MOST PEOPLE LISTEN TO MOST

The greatest schedule of programs in the world is broadcast by WMAQ Chicago—the first station in the second largest market in the United States.

- | | |
|-------------------------|----------------------|
| ★ Jack Benny | ★ Horace Heidt |
| ★ Bing Crosby | ★ March of Time |
| ★ Kay Kyser | ★ Carnation Hour |
| ★ Charlie McCarthy | ★ Kaltenborn |
| ★ Aldrich Family | ★ Tommy Dorsey |
| ★ Baby Snooks | ★ Great Gildersleeve |
| ★ Red Skelton | ★ Doctor I. Q. |
| ★ Mr. District Attorney | ★ Ma Perkins |
| ★ Rudy Vallee | ★ Pepper Young |
| ★ Truth or Consequences | ★ Right to Happiness |
| ★ Eddie Cantor | ★ Upton Close |
| ★ Bob Hope | ★ Light of the World |
| ★ Fibber McGee | ★ Mary Marlin |
| ★ Abbott and Costello | ★ Helpmate |
| ★ Abie's Irish Rose | ★ News of the World |
| ★ Fitch Bandwagon | ★ Guiding Light |
| ★ Information Please | ★ Vic and Sade |

These top-flight programs make listening to WMAQ a habit in the Chicago area. Take advantage of this habit by placing your campaigns on WMAQ.

WMAQ—CHICAGO KEY STATION OF THE NBC NETWORK
50,000 WATTS • 670 KILOCYCLES
REPRESENTED NATIONALLY BY NBC OFFICES IN
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

WMAQ

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc. Power: 50000 Watts
Owned-Operated By

National Broadcasting Co., Inc.

Address: 222 North Bank Drive
Phone Number: Superior 8300
Transmitter Location: Elmhurst, Ill.
Time on the Air: 6:00 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, WMAQ Mgr.: Harry C. Kopf
Division Engineer: Howard C. Lutgens
Supervisor of Music Library: D. A. Marcotte
Night Manager: H. D. Livezey
Special Events Director: Kenneth D. Fry
Station Relations Mgr.: A. W. Kanev
Chief Announcer: William Kephart
Publicity Director: William Ray
Continuity Editor: William Murphy
Production Manager: Charles Urquhart
Sales Manager: Oliver Morton
Business Manager: John F. Whalley
Program Manager: Jules Herbeuex
Advertising and Sales Promotion Manager:
Emmons C. Carlson
Musical Director: Roy Shield
Director of Public Service Programs:
Judith Waller

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. Lovell
Publicity Director: Russell Hitt
Chief Engineer: A. P. Frye

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WSBC
Address: 2400 Madison St.

Phone Number: Seeley 8066
Transmitter Location: 2400 Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
News Service: AP
Transcription Service: Associated Music
Publishers
Representative: Forjoe & Co.

Personnel

President-General Manager: Gene T. Dyer
Station Manager: John A. Dyer
Commercial Manager: A. C. Perkins
Sales Promotion Manager: M. V. Baker
Program Director: Herbert Rudolph
Musical Director: Dean Remick
Chief Engineer: William Shank

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 (17 hrs.
daily)
News Service: UP

Personnel

President: R. W. Hoffman
Manager: M. E. Clifford
Chief Announcer: Wm. H. Scott
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
Program Director: Cody Noble
Production Manager: Carl Noble
Chief Announcer: Bud Gillie
Chief Engineer: Ted Magin
Publicity Director: Cody Noble
Musical Director: Honore Ronan

W S O Y

DECATUR—EST. 1924

KEYSTONE BROADCASTING SYSTEM

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 11:15 p.m.; Sundays,
 7:30 a.m. to 11:15 p.m.
 Newspaper Affiliation: Decatur Herald.
 Decatur Review
 News Service: AP
 Transcription Service: Standard Radio; World
 Broadcasting System; Keystone Broadcast-
 ing System
 Representative: Sears & Ayer, Inc.

Personnel

President: F. W. Schaub
 General Manager: Edward Lindsay
 Sales Manager: Charles F. Bruce
 Program Director: Easter Straker
 War Program Director: Jim Christensen
 Production Manager: Edgar C. Deffenbaugh
 Artists Bureau: Jack Carson
 Musical Director: Mary Kreie
 Chief Engineer: M. H. Stuckwish

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: 6:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News Service: INS
 Representative: Sears & Ayer

Personnel

General Manager: Carlin S. French
 Commercial Manager: Ed Paro
 Sales Promotion Manager: Jack Norwine
 Program Director: Agnes Mites
 Production Manager: Vernon King
 Publicity Director: Michael Henry
 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: UP
 Transcription Service: Standard Radio
 Representative: Sears & Ayer

Personnel

General Manager: Rollin B. Laughner, Jr.
 Program Director-Traffic Manager: Nan Harris
 Chief Announcer: Jerome Kreanling
 Chief Engineer: Dale King

W E B Q

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

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
 Production Manager-Publicity Director
 Harold Cook
 Chief Engineer: Joseph R. Tate

W J P F

HERRIN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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: Standard Radio

Personnel

President: Orville W. Lyerla
 Station Manager: Charles R. Cook
 Program Director: Fred Reinhardt
 Production Manager: Pat Price

W L D S

JACKSONVILLE—EST. 1941

Frequency: 1180 Kc. Power: 250 Watts
 Owned-Operated By: Stephenson, Edge & Korsmeyer
 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
 National Representative: Howard H. Wilson Co.

Personnel

General Manager: Edgar Parsons
 Commercial Manager: Pat O'Halleran
 Production Manager: Edgar Parsons
 Chief Announcer: Ken Lambert
 Chief Engineer: Gerald Cassens

W C L S

JOLIET—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WCLS, Inc.
 Address: 601 Walnut St.
 Phone Number: Joliet 4761
 Transmitter Location: Joliet
 Time on the Air: 7 a.m. to 12 midnight
 Transcription Service: Associated Music Publishers

Personnel

President: Walter Ashe
 Station Manager: Robert M. Holt

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 500 d.; 1000 n.
 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: World Broadcasting System
 Representative: Free & Peters, Inc.

Personnel

President and Manager: Edgar L. Bill
 National Sales Manager: Hugh K. Boice, Jr.
 Promotion Manager: Lee Adams
 Program Director: Vernon Nolte

War Program Director: Fred Leo
 Continuity Director: William Wright
 Farm Editor: Emill Bill
 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 12:05 a.m.
 News Service: AP; UP
 Transcription Service: Associated Music Publishers
 Representative: The Katz Agency

Personnel

President: W. Emery Lancaster
 General Manager: C. Arthur Fifer
 Commercial Manager: W. J. Rothschild
 Program Director: Jack Sexton
 Traffic Director: Zoula Gatewood
 Musical Director: Edythe Raye
 Chief Engineer: Francis Wentura

PA HELPS

STATION SALES

PA, through its Station Relations Department, helps its affiliated stations sell by acquainting national advertisers with the special news and feature scripts on the special

AP Radio News Wire.

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.
Time on the Air... 6 a.m. to midnight
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... Morey Owens
Continuity Director... Florence Lovejoy Shugars
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... 917, 918 and 919
Studio Addresses... 1800 Third Ave., Fifth Ave. Bldg., Moline; Orpheum Theater, Davenport.
Transmitter Location... 23rd Ave. and 52 St., Moline, Ill.

Time on the Air... 6 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... Ted Arnold
Program Manager... J. Woodrow Magnuson
Publicity Director... Don Wright
Sales Promotion Manager... Ted Arnold
Chief Engineer... R. J. Sinnett

ROCKFORD

Retail Sales Highest in History!
Great Machine Tool Center!
Location of Camp Grant!
Population Up 10%!

W R O K

1000 W.

MUTUAL

OWNED AND OPERATED BY THE
NATIONAL REPRESENTATIVES

ROCKFORD CONSOLIDATED NEWSPAPERS, INC.
HEADLEY-REED COMPANY

WCBS

SPRINGFIELD—EST. 1922

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 18 hrs. daily
 News Service AP
 Representative Sears & Ayer, Inc.

Personnel

Station Manager Jack Heintz
 War Program Director Lyle Munson
 Sales Promotion-Publicity Director
 John J. Corrigan
 Musical Director John Gell
 Chief Engineer Harold L. Dewing

WTAX

SPRINGFIELD—EST. 1930

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By WTAX, Inc.
 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 17½ hours daily
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative The Foreman Company

Personnel

President and Manager Jay A. Johnson
 Program Director Gladys McGrew

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 Daytime license
 Transcription Service Lang-Worth
 Representative Howard H. Wilson Co.

Personnel

President E. L. Bill
 Station and Sales Manager Clair B. Hull

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 Gregory Hall
 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
 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 Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285

WHBU

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Anderson Broad-
 casting Corp.
 Business Address Citizens Bank Bldg.
 Phone Number 7791
 Studio Address 1110 Meridian St.
 Transmitter Location 1110 Meridian St.
 Time on the Air 7 a.m. to 7 p.m.
 News Service UP
 Transcription Service Standard Radio

Representative Hal Holman Co.

Personnel

President-General Manager L. M. Kennett
 Commercial Manager John R. Atkinson
 Chief Engineer L. F. Podhaski

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 and
 Mishawaka Road
 Time on the Air 7 a.m. to 10 p.m.
 Newspaper Affiliation Elkhart Daily Truth
 News Service AP
 Transcription Service World; Standard
 Radio; Keystone
 Representative Burn-Smith Company, Inc.

Personnel

President C. D. Greenleaf
 General Manager R. R. Baker
 Commercial Manager Paul Upson
 Program-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.

Address 519 Vine St.
 Phone Number 2-1171
 Transmitter Location Evansville
 Time on the Air Unlimited license
 Transcription Service World Broadcasting
 System

Representative Weed & Co.

Personnel

Secretary-Treasurer
 and General Manager Clarence Leich

W G B F

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Evansville On The
 Air, Inc.

Address 519 Vine St.
 Phone Number 2-1171
 Transmitter Location Evansville
 Time on the Air Unlimited license
 Transcription Service World Broadcasting
 System

Representative Weed & Co.

Personnel

General Manager Clarence Leich

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 World Broadcasting;
 Standard Radio
 Representative NBC Spot Sales

Personnel

Vice-President Walter Evans
 Station Manager J. B. Conley
 Commercial Manager Paul E. Mills
 Auditor Kenneth Foellinger
 Sales Promotion Mgr. Jack O'Mara
 Program Director Eldon Campbell
 Production Director Carl Vandagriff
 Chief Announcer J. Howard Ackley
 Chief Engineer Alva E. Smith

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.
 Address 925 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 World Broadcasting;
 Standard Radio

Representative National Broadcasting Co.

Personnel

Vice-President Walter Evans
 Station Manager J. B. Conley
 Commercial Manager Paul E. Mills
 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 Alva E. Smith

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 Number Gary 9191
 Studio Addresses 504 Broadway;
 230 N. Michigan Blvd., Chicago

Transmitter Location Black Oak, Indiana
 Time on the Air 24 hours daily
 News Service AP; INS
 National Sales Office Address 230 N. Michi-
 gan Blvd., Chicago, Ill.

Representative Foreman Company

Personnel

President Ralph L. Atlass
 Resident Dee O. Coe
 Sales Manager..... John T. Carey
 Program Director..... Fred Willson
 Continuity Director..... Florence Folsom
 Musical Director..... Reba Jane Chapman
 Chief Engineer..... Victor H. Voss

WJOB

HAMMOND—EST. 1924

Frequency: 1230 Kc..... Power: 100 Watts
 Owned By O. E. Richardson.
 Fred L. Adair, Robert C. Adair
 Operated By..... Radio Station WJOB
 Address..... 449 State St.
 Phone Number..... Hammond 9800
 Transmitter Location..... 449 State St.
 Time on the Air..... 7 a.m. to 11 p.m.
 News Service..... UP
 Representative..... Cox & Tanz

Personnel

Station Manager..... O. E. Richardson
 Commercial Manager..... Robert C. Adair
 Sales Promotion Manager..... Stanley C. Davis
 Program Director..... Howard Dunavan
 Chief Announcer..... Charles Sharpless
 Musical Director..... J. Gibbs Spring
 Chief Engineer..... Stanley Strousberg

WJWC

HAMMOND—EST. 1942

Frequency: 1520 Kc..... Power: 5000 Watts
 Owned-Operated By..... Hammond-Calumet
 Broadcasting Corporation
 Business Address: 165 North Michigan Ave.,
 Chicago, Ill.
 Phone Number..... Dearborn 8600
 Studio Addresses: 5935 S. Hohman Ave.; 165
 N. Michigan, Chicago, Ill., 400 W. Madison
 St., Chicago, Ill.
 Transmitter Location... 137 & Pochman Aves.
 Time on the Air..... 6 a.m. to 12:30 a.m.
 News Service..... UP, AP
 Transcription Service... Standard, Associated
 National Representative... Free & Peters, Inc.

Personnel

President..... John W. Clarke
 Station Manager..... William R. Cline
 (This station suspended operation on Feb-
 ruary 9, 1943.)

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..... 6 a.m. to 12:05 a.m.
 News Service..... AP; INS
 Transcription Service..... Associated Music
 Publishers
 Representative..... The Katz Agency

Personnel

President H. M. Bitner, Sr.
 Station Manager..... Harry M. Bitner, Jr.
 Commercial Manager... William F. Kiley, Jr.
 Chief Announcer..... Lyle Ludwig
 Program Director..... F. O. Sharp
 Musical Director..... Walter H. Reuleaux
 Chief Engineer..... Harold Holland

WIBC

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..... 5 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

President..... H. G. Wall
 General Manager..... O. J. Kelchner
 Commercial Manager..... J. J. Flanigan
 Program Director..... Felix Adams
 Production Manager... Jon Arthur
 Director of Rural Programs..... Bill Tabor
 Musical Director-Artists' Bureau
 Head Lester Huff
 Chief Announcer..... Howard Wolfe
 Traffic Manager..... Jo Ann Shea
 Chief Engineer..... Harry Adams

WIRE

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc..... Power: 5000 Watts
 Owned-Operated By ... Indianapolis Broad-
 casting, Inc.
 Address Claypool Hotel
 Phone Number..... Riley 1541-2-3-4
 Transmitter Location... 44th & Ralston Road
 Time on the Air..... 6:30 a.m. to midnight
 News Service..... AP; UP
 Transcription Service... World Broadcasting,
 Lang-Worth
 Representative..... John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 Commercial Manager.....Rex Schepp
 Program Director.....Bill Dean
 Musical Director.....Harry Bason
 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.;
 Sunday, 7 a.m. to midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Free & Peters, Inc.

Personnel

President-Gen. Manager, G. Bruce McConnell
 Station Manager.....Robert E. Bausman
 Production Manager.....William Frost
 Program Director.....Robert Latting
 Chief Announcer.....Robert Merryman
 Musical Director.....Eddie Hanson
 Chief Engineer.....Stokes Gresham, Jr.

W K M O

KOKOMO—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Kokomo Broadcast-
 ing 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

W A S K

LAFAYETTE—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WFAM, Inc.
 Business Address.....Lafayette
 Studio Address.....Wallace Bldg.
 Transmitter Location.....No. River Road,
 West Lafayette
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP

Personnel

President.....O. E. Richardson
 Station Manager.....J. Gibbs Spring
 Sales Manager.....Vernon Boylson
 Chief Announcer.....William Warren
 Chief Engineer.....Russell Lewis

W L B C

MUNCIE—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Address.....P. O. Box 271
 Phone Number.....4403
 Studio Address: U. S. Highway, S. E. of
 Muncie
 Transmitter Location.....Same
 Time on the Air.....5:30 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Forjoe & Co.

Personnel

Owner-Station Manager.....Donald A. Burton
 Commercial Manager.....Wm. F. Craig
 Sales Manager.....Wm. F. Craig
 Chief Announcer.....Mike Modlin
 Chief Engineer.....Maurice Crain

W G R C

NEW ALBANY (LOUISVILLE, KY.)

EST. 1936

MUTUAL BROADCASTING SYSTEM

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.
 Transmitter Location: Silver Creek Road, near
 New Albany
 Time on the Air.....7 a.m. to midnight
 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.....J. Porter Smith
 Sales Promotion Manager.....Harry Hunter
 Production Manager.....George Losey
 Musical Director.....Jack Curran
 Chief Engineer.....Perry Esten
 Traffic-Continuity Director.....David Wilburn
 News Editor.....Stanley Babington

W K B V

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

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
 Transcription Service: Lang-Worth; Keystone
 Broadcasting System

Personnel

President: William O. Knox

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc. Power: 1000 Watts
 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

President: F. A. Miller
 Station Manager: Franklin D. Schurz
 Commercial Manager: R. H. Swintz
 Program Director-Chief: Marc Boyden
 Announcer: Neal B. Welch
 Musical Director: Harlan Hogan
 Chief Engineer: Paul Mangus

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.
 Address: 303 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

General Manager: George M. Jackson
 Sales Promotion Manager: M. K. Barry
 Program Director: Leo Baxter
 Chief Engineer: Don Aldrich

W A O V

VINCENNES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Vincennes Newspapers,
 Inc.
 Studio Address: Grand Hotel
 Business Address: 320 Busseron St.
 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: John E. Pearson Co.

Personnel

Vice-President-General
 Manager: Howard N. Greenlee
 Station Manager: Victor H. Lund
 Commercial-Sales Promotion
 Manager: Richard B. Harris
 Program Director-Chief
 Announcer: Emmett Jackson
 Publicity Director: Victor H. Lund
 Musical Director: Mrs. J. W. Shoemaker

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: C. H. Wahl
 Publicity Director: Stew Wolfe
 Chief Engineers: Howard Eckert, Earl Stout

IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

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: Local sunrise to local sunset
News Service: AP
Transcription Service: Standard Radio

Personnel

President: Charles E. Friley
Director: W. I. Griffith
Production Manager: Dick Hull
Publicity Director: R. W. Beckman
Chief Announcer: Lee Gibson
News Editor: Sid Stone
Musical Director: Howard Chase
Chief Engineer: L. L. Lewis
(Non-Commercial Station)

K F G Q

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By: Boone Biblical College
Business Address: 924 West Second Street
Phone Number: 1119-W
Transmitter Location: 924 West Second St.
Time on the Air: Daytime License

Personnel

Manager: Lois Crawford
Chief Announcer: Anne Reiffenstein
Musical Director: Opal Hartung
War Program Director: Josephine Griffin
Chief Engineer: Paul R. Huntsinger
(Non-Commercial Station)

K B U R

BURLINGTON—EST. 1941

BLUE NETWORK

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: 6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 11 p.m.
Newspaper Affiliation: Burlington Hawkeye Gazette
News Service: UP
Transcription Service: Standard Radio
Representative: William G. Rambeau Co.

Personnel

President-General Manager: G. B. McDermott
Program-Musical Director: Mary Mangold

War Program Director: Layton Hurst
Publicity Director: Mary Weaver
Chief Announcer: Boise Butterfield
Chief Engineer: Kirby Smith

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS

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); 3618 (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)
Don Inman (Waterloo)

Merchandising Manager: Leo F. Cole
Program Director: Douglas B. Grant
Production Manager-Chief

Announcer: Benne Alter
Farm Editor: Archie E. Stockwell
Production Manager (Waterloo)

Howard Roberts
Publicity Director: L. Von Linder
Musical Director: Maureen Canavan
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: Jacobsen Bldg.
Transmitter Location: Jacobsen Bldg.
Time on the Air: Unlimited License

News Service: UP
Transcription Service: Standard Radio
Representative: Spot Sales, Inc.

Personnel

Principal Owner..... W. S. Jacobsen
 General Manager..... Morgan Sexton
 Program Director..... Jack Hubbard
 War Program Director..... Lucille DeLeers
 Musical Director..... Margery Meinert
 Chief Engineer..... Gilbert Andrew

W O C

DAVENPORT—EST. 1921

BLUE NETWORK

Frequency: 1420 Kc..... Power: 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
 General Manager..... J. Buryl Lottridge
 Commercial Manager..... L. O. Fitzgibbons
 Program Director..... Mark Russell
 Production Manager..... Jack Paulsen
 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
 Station Manager..... Kenneth L. Berger
 Publicity Director..... M. Lore
 Musical Director..... Donald Gjerdrum
 Chief Engineer..... O. M. Eittrim
 (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.
 Station Manager..... Craig Lawrence
 Program Director..... Ed Linehan
 Sales Promotion Manager..... John Drake
 Publicity Director..... Mary Little
 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.
 Station Manager..... Craig Lawrence
 Program Director..... Ed Linehan
 Sales Promotion Manager..... John Drake
 Publicity Director..... Mary Little
 Chief Engineer..... Paul Huntsinger

W H O

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS

Frequency: 1040 Kc..... Power: 5000 Watts
 Owned-Operated By..... Central Broadcasting Co.
 Business Address..... 914 Walnut St.
 Phone Number..... 3-7147

Studio Addresses..... 914 Walnut St.; Shrine
 Auditorium

Transmitter Location..... Mitchellville, Iowa
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Services..... INS; UP
 Transcription Services..... NBC Thesaurus; BMI
 Representative..... Free & Peters, Inc.

Personnel

President..... B. J. Palmer
 V.P. & Station Manager..... J. O. Maland
 Sales Manager..... Hale Bondurant
 Merchandising Director..... Harold Fulton

Publicity Director..... Woody Woods
 Program Director..... Harold Fair
 Continuity Director..... Mary Nolan
 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
 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-Operated By..... Northwest Broad-
 casting Co.

Address..... 912 First Ave. South; Warden
 Bldg.
 Phone Number..... Walnut 3761
 Transmitter Location..... Fort Dodge RFD
 Time on the Air..... 6 a.m. to Midnight
 News Service..... UP
 Representative..... Burn-Smith Co.

Personnel

President-General Manager..... Edward Breen
 Program Director..... Dick Gifford
 Chief Announcer..... Glenn Goodwin
 Chief Engineer..... Dave Sinclair

W S U I

IOWA CITY—EST. 1919

Frequency: 910 Kc..... Power: 5000 Watts
 Owned-Operated By..... The State University of
 Iowa
 Address..... Radio Bldg.
 Phone Number..... 2111-237
 Transmitter Location..... Two miles west of
 Iowa City
 Time on the Air..... 8 a.m. to 10 p.m.
 News Service..... AP

Personnel

Station Director..... Carl H. Menzer
 Program Director..... Pearl B. Broxam
 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
 Chief Engineer..... Alfred Urbashich

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc..... Power: 5000 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.....6 a.m. to 12 p.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.....Herbert Ohrt
 Assistant Manager.....Leo Born
 Program Director.....Merritt Milligan
 Publicity Director.....Wade Patterson
 Chief Engineer.....Roger Sawyer

K B I Z

OTTUMWA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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 pm.:
 Sunday, 8 a.m. to 11 p.m.

News Service.....UP
 Transcription Services.....Standard Radio

Personnel

Station Manager.....J. D. "Jack" Falvey
 Commercial-Sales Promotion Manager.....
 Em Owen
 Program Director-Production Manager.....
 Harry Colman
 Musical Director.....John Elliott
 Chief Engineer.....August P. Wendt

K F N F

SHENANDOAH—EST. 1926

Frequency: 920 Kc.....Power: 1000 d., 250 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 3 p.m. and 6 p.m.
 to 10 p.m.

News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President.....Henry Field
 Station Manager.....T. F. Stubbs
 General Manager.....John Nicholson
 Production Manager.....Al Staas
 Musical Director.....Perry Douthit
 Chief Engineer.....Earl Blakesley

K M A
 SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
 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 Manager.....A. W. Ramsay
 Program Director.....Paul Brunner
 Continuity Director.....Doris Murphy
 Traffic Manager.....Evalyn Saner
 Musical Director.....Mabel McFarland
 Chief Announcer.....Russ Davis
 War Program Director.....Owen Saddler
 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
 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.....Larry Coke
 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.....Burn-Smith Co.

Personnel

President.....Eugene Kelly
 General Manager.....Dietrich Dirks
 Commercial Manager.....Ray Jensen
 Program Director-Chief Announcer..Al Triggs
 Production Manager.....Andrew Boque
 Publicity Director.....Bud LaGrave
 Musical Director.....Bernie Mahr
 Chief Engineer.....Earl Huss

K I C D

SPENCER—EST. 1942

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Iowa Great Lakes
 Broadcasting Co.

Address.....Spencer
 Phone Number.....45
 Transmitter Location.....Spencer
 Time on the Air.....6 a.m. to 12 p.m.
 News Service.....PA
 Transcription Service.....Lang-Worth
 National Representative.....Hal Holman

Personnel

Station Manager.....Lawrence W. Andrews
 Commercial Manager.....Lyle W. Nolan

Production Manager.....Leo G. Rasmussen
 Chief Engineer.....Hewitt D. Grotewohl

K X E L

WATERLOO—EST. 1942

BLUE NETWORK

Frequency: 1540 Kc.....Power: 50000 Watts
 Owned-Operated By.....Josh Higgins
 Broadcasting Co.

Address.....Insurance Bldg.
 Phone Number.....3371
 Transmitter Location.....Dysart
 Time on the Air.....6 a.m. to midnight
 News Service.....AP
 Transcription Service.....Standard
 National Representative.....John Blair & Co.

Personnel

President-General Manager.....Joe Du Mond
 Commercial Manager.....A. J. Du Mond
 Program Director.....L. D. Barnhart
 Studio Supervisor.....Joe Rockhold
 Farm Editor.....Hugh Muncy
 News Editor.....George Cromeens
 Continuity.....Don Moore
 Musical Director.....Les Hartman
 Chief Engineer.....Don Kassner

KANSAS

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K V A K

ATCHISON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
 Owned By.....Latenser Broadcasting Co.
 Operated By.....Paul Roscoe
 Address.....622 Commercial Street
 Phone Number.....1420

Transmitter Location.....Winthrop
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Keystone
 Broadcasting System

Personnel

President.....J. L. Tennant
 Sales Promotion-Station Manager..Paul Roscoe
 Commercial Manager.....Bill Peltzer
 Program Director.....Frank Wiziarde
 War Production Director.....Dottie Taylor
 Production Manager.....Jerry Gilman
 Artists Bureau.....Virginia Blair
 Chief Engineer.....Charles Giles

K G G F

COFFEYVILLE—EST. 1930

THE BLUE NETWORK

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.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....John E. Pearson Co.

Personnel

Owner.....Hugh J. Powell
 General Manager.....Melvin Drake
 Program Director-Chief Announcer,
 Dick Campbell
 Production Manager-Musical Director,
 Ozzie Osborne
 Publicity Director.....Anna Marie McGrath
 Chief Engineer.....J. S. Jaminet

K G N O

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 d., 250 n.
 Owned-Operated By.....Dodge City Broad-
 casting Co.

Address.....Globe Bldg.
 Phone Number.....1340
 Transmitter Location.....West Park St.
 Time on the Air.....8 a.m. to 8 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.....Betty Denious
 Program Director.....Herschell Holland
 Chief Announcers.....Dick Hamilton,
 Bruce Deck
 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: 6:28 a.m. to 12:13 a.m.;
 Sunday, 7:28 a.m. to 12:03 a.m.
 News Service.....INS
 Representative.....Sears & Ayer

Personnel

President.....S. B. Warren
 Station Manager.....J. Nelson Rupard
 Sales Promotion Manager.....Burton Harrison
 Program Director.....Miriam Porter
 Production Manager.....Larry Cotton
 Chief Announcer.....Duane Tucker
 Chief Engineer.....Harold E. Davis

K I U L

GARDEN CITY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned By.....Garden City Broadcasting Co.
 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.....7 a.m. to 7 p.m.
 News Service.....UP
 Transcription Service.....C. P. McGregor,
 Keystone Broadcasting System

Personnel

President.....F. D. Conard
 Station Manager.....Al Pyatt
 Program Director-Chief Announcer.....Lloyd Evans
 Chief Engineer.....Henry McClintock

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.....South Great Bend
 Time on the Air.....Unlimited
 News Service.....AP; UP
 Transcription Service.....Lang-Worth

Personnel

Owner.....H. T. Townsley
 General Manager.....Clem Morgan
 Program Director.....Ray Beals
 Chief Engineer.....Leo Legleiter

K W B W

HUTCHINSON—EST. 1935

NATIONAL BROADCASTING CO.

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.....6:45 a.m. to 11:05 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Lang-Worth

Personnel

President.....William Wyse
 Commercial Manager.....Vernon Minor
 Program Director.....Herbert Clark
 Chief Engineer.....Millard Clary

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.....7 a.m. to 10 p.m.
 Newspaper Affiliation.....The Kansas City Kansan
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Capper Publications

Personnel

President.....W. A. Bailey
 Vice-President-General Manager.....
 Ellis Atteberry
 Sales Promotion Manager.....Bette Averill
 Program Director.....Al Christy
 Publicity Director.....Doris Bales
 Chief Announcer.....George Stump

This is WIBW



"This is WIBW", says the head of a well-known agency who sent us this picture. "To me", he continues, "it typifies the friendly understanding that exists between you and your listeners.

"I used to be amazed at this relationship—the instant, whole-hearted response of your listeners. Then I visited WIBW and it was no longer a mystery.

"Throughout your entire organization, I felt the sincerity of your efforts to be a good neighbor . . . to render a real service . . . to make lasting friends throughout six states.

"And you **are** their friends. Sitting in homes hundreds of miles from Topeka, we tuned in your sharp, easily-heard 580 kc signal. I heard these every-day folks call each announcer and entertainer by his first name. I watched them accept sales messages as the personal recommendation of one friend to another.

"No wonder WIBW gets such consistent results for its advertisers. You have built an enviable personal relationship that makes you a part of the daily life of your listeners. Never let it escape."

We won't—WIBW.

WIBW

IN
TOPEKA

"The Voice of Kansas"

COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

Director of Continuity.....Icie Johnson
 War Program Director.....Ellis Atteberry
 Musical Director.....Ruth Royal
 Chief Engineer.....Bernard Maltby

KFKU

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)

WREN

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.....17 hours daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

General Manager.....Verl Bratton
 Sales Promotion-Program Director.....Will Yearout
 Chief Announcer.....Millard Ireland
 Chief Engineer.....Carl Bliesner

KSAC

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,
 Lowell Treaster
 Musical Director.....William Lindquist
 Chief Engineer.....R. C. Dennison
 (Non-Commercial Station)

KOAM

PITTSBURG—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 1000 Watts
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.

Address.....Commerce Building
 Phone Number.....2165
 Transmitter Location.....Pittsburg, Kans.
 Time on the Air.....Daytime License
 News Service.....INS
 Transcription Service.....World Broadcasting
 System

Representative.....The Walker Company

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Sales and Promotion Manager.....Marcell Stewart
 Publicity Director.....Don Taylor
 Program Director.....Ralph E. Wade
 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-Operated By.....KSAL, Inc.
 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.....John E. Pearson Co.

Personnel

President.....R. J. Laubengayer
 Station Manager.....Owen Balch
 Program Director.....R. C. Atherton
 Musical Director.....Al Thompson
 Chief Engineer.....N. E. Vance, Jr.

WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

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.....Seven miles west of
 Topeka

KFBI

1070 KILOCYCLES

★ *The Influential Wichita Station*

Influential because KFBI was the first station in the state, is Kansas' only 24-hour voice, and reaches farther from Wichita with the most favorable wave length. Influential too, because of programming custom-tailored to sectional likes—combining Blue and Mutual selections with more news, more sports, more live talent, more hill-billy. Four experienced merchandising representatives complete the KFBI cycle of influence.

Select the influential station of this market long recognized for a well-balanced, stable economy, based on oil, agriculture and industry. *Now with spectacularly accelerated buying power!*



RAY LINTON
GENERAL MANAGER



RALPH VARNUM
ASSISTANT MANAGER and
MERCHANDISING DIRECTOR



TED JOHNSON
PROGRAM DIRECTOR

REPRESENTED:
NATIONALLY BY
HOWARD H. WILSON CO.

Time on the Air: 5 a.m. to midnight (with 3½ hrs. allowed to KSAC) and Sundays, 6:00 a.m. to 12 midnight

Newspaper Affiliation... Capper Publications, Inc.

News Service... UP, AP

Transcription Service... Standard Radio, Lang-Worth

Representative... Capper Publications, Inc.

Personnel

General Manager... Ben Ludy

Publicity Director... Charles Hill

Artists' Bureau Head... Maudie Shreffler

War Program Director... Kathryn Young

Chief Engineer... Karl Troeglen

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc... Power: 250 Watts
Owned-Operated By... The KANS Broadcasting Co.

Address... Hotel Lassen

Phone Number... 4-2387

Transmitter Location... Wichita

Time on the Air... 6:30 a.m. to midnight

Transcription Service... NBC Thesaurus; Standard Radio

Representative... Headley-Reed Co.

Personnel

President... Herb Hollister

General Manager... Jack Todd

Program Director... Grenville Darling

Musical Director... Raymond Shelley

Supervising Engineer... Carl Hall

KFBI

WICHITA—EST. 1923

BLUE NETWORK

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

Transmitter Location... 42nd and Broadway

Time on the Air... 24 hours daily

News Service... INS

Transcription Service... Standard Radio

Representative... Howard H. Wilson Company

Personnel

President... H. K. Lindsley

General Manager... Ray Linton

Program Director... Ted Johnson

Sales Promotion Manager... Ralph Varnum

Musical Director... Zeke Williams

Publicity Director... R. L. Mc Elhiney

Technical Director... K. W. Pyle

KFH

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... 5:30 a.m. to 12 midnight

Newspaper Affiliation... Wichita Eagle

News Service... AP-PA

Transcription Service... Lang-Worth

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... Lella Hull

Accountant... Winnifred Walker

Musical Director... Guy Snyder

Chief Engineer... Amos C. Dadisman

PA WAS

TWO YEARS

AHEAD

*with the first, regular
24-hour radio news*

wire.



W H A S

L O U I S V I L L E

50,000

W A T T S • 8 4 0 K C

BASIC CBS

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

E D W . P E T R Y & C O . I N C .



KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W C M I

ASHLAND—EST. 1935
MUTUAL—SOUTHERN NETWORK
BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Ashland Broadcasting Company

Addresses... WCM I 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 and General Manager

Warren G. Davis

Commercial Manager (Ashland)... A. E. Tyler
Commercial Manager (Huntington)

L. D. Newman

Program-Publicity Director... Dallas Wyatt
Production Manager and Chief Announcer

John Wymer

Chief Engineer... Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Bowling Green Broadcasting Co.

Address... 801 Fairview Ave.
Phone Number... 1340
Transmitter Location... 801 Fairview Ave.
Time on the Air... Unlimited license
Transcription Service... Standard Radio

Personnel

President-General Manager... Rayburn R. Rose

W H L N

HARLEN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power 250 Watts
Owned-Operated By... Blanfox Radio Company, Incorporated

Address... South Main St.
Phone Number... 625
Time on the Air... 6:30 a.m. to 9 p.m.;
Sunday, 7 a.m. to 10 p.m.

News Service... UP
Transcription Service... Lang-Worth, Standard,
World Broadcasting System, Keystone

Personnel

President-General Manager... R. B. Helms
Commercial Manager... Eddie Whitehart
Program Director-Chief Announcer,

Vernon Nunn

Musical Director... Freida Whitehart
Chief Engineer... Max Cockley

W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. Power: 250 Watts
Owned-Operated By... Paducah Broadcasting Co.

Address... Zion Road, R No. 3
Phone Number... 3923
Transmitter Location... Southeast of Henderson

Time on the Air... Local sunup to local sundown

News Service... UP
Transcription Service... NBC Thesaurus, C. P. MacGregor, Associated Music
Representative... Sears & Ayer, Inc.

Personnel

President-General Manager... Pierce E. Lackey
Station Manager... Hecht S. Lackey
Program Director... Freda Lemon
Chief Announcer... Marvin Walker, Jr.
Chief Engineer... Edwin L. Robb

W H O P

HOPKINSVILLE—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Pducuh Broadcasting Co.

Business Address... Garnett Bldg.
Phone Number... 1025, 1026
Studio Address... Route 68 (1½ miles northwest of Hopkinsville and Garnett Bldg.)

Transmitter Location... Cadil Pike
Time on the Air... 6 a.m. to 9:30 p.m.

News Service... UP
Transcription Service... World Broadcasting System, Associated Music Publishers, C. P. MacGregor

Representative... Sears & Ayer

Personnel

President... Pierce E. Lackey
General Manager... F. Ernest Lackey
Program-Musical Director... Bonnie Bessire
Chief Engineer... Lynton R. Lemond

W L A P

LEXINGTON—EST. 1934

MUTUAL—SOUTHERN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... American Broadcasting Corp. of Kentucky
 Address... Radio Bldg., Walnut and Short Sts.
 Phone Number... 1721
 Transmitter Location... Mason-Headley Road
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 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
 Station Director... Ted Grizzard
 Commercial Manager... Ed Willis
 Program Director... Lowry Kohler
 War Program Director... Phil Sutterfield
 Musical Director... Eddie Harrison
 Chief Engineer... Sanford Holt

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By... WAVE, Incorporated
 Address... 334 E. Broadway
 Phone Number... Wabash 6543
 Transmitter Location... Hamburg Pike, Jeffersonville, Ind.
 Time on the Air... 6 a.m. to 12 midnight
 News Service... INS
 Transcription Service... NBC Thesaurus, Lang-Worth
 Representative... Free & Peters, Inc.

Personnel

President... Major 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

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... 24 Hours Daily
 Newspaper Affiliation... Courier-Journal and Louisville Times

News Service... AP, UP
 Transcription Service... Associated Music Publishers, Lang-Worth, Standard
 Representative... Edward Pety & Company

Personnel

Owner... Barry Bingham
 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
 Chief Engineer... D. C. Summerford

W I N K

LOUISVILLE—EST. 1942

Frequency: 1080 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By... Mid-America Broadcasting Corp.
 Address... Louisville
 Time on the Air... Unlimited license

* Station had a construction permit at time of going to press and no further information was available.

W I N N

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 the Air... 6 a.m. to 12 midnight; Sunday, 8 a.m. to midnight
 News Service... PA; Transradio
 Transcription Service... C. P. MacGregor
 Representative... Spot Sales, Inc.

Personnel

President... D. E. Kendrick
 Station Manager... L. L. Jaquier
 Commercial Manager... G. F. Bauer
 Program Director... M. K. McCarten
 Publicity Director... Charles Pettinger
 Chief Announcer... Jack Lee Alexander
 Musical Director... Stuart Brooks
 Chief Engineer... Wayne J. Hatchett

W O M I

OWENSBORO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Owensboro Broadcasting Co.
 Address... Owensboro

KENTUCKY-LOUISIANA

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
Program Director... Cliffordean Potter
Chief Engineer... Leslie Goodaker

WPAD

PADUCAH—EST. 1930

Frequency: 1450 Kc... Power: 250 Watts

Owned-Operated By... Paducah Broadcast-
ing Co.

Business Address... Taylor Bldg., 4th and
Broadway

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, C.
P. MacGregor

Representative... Sears & Ayer

Personnel

President & General Mgr... Pierce E. Lackey

Sales Manager... Prewitt Lackey

Program Director-Chief Announcer... Gene Peak

Chief Engineer... James Grant

LOUISIANA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 227-285

KALB

ALEXANDRIA—EST. 1935

BLUE NETWORK

LOUISIANA NETWORK

Frequency: 1240 Kc... Power: 250 Watts

Owned-Operated By... Alexandria Broad-
casting Co., Inc.

Address... 505 Johnston St.

Phone Number... 3335

Transmitter Location... Upper Fourth St.

Time on the Air... 6:30 a.m. to 10:30 p.m.

News Service... INS

Transcription Service... Standard Radio

Personnel

President... Walter H. Allen

Station Manager... W. J. Dickerson

Sales Manager... Edgar Cappellini

Sales Promotion Manager... Joe Smith

Program Director... Byron Dowty

Musical Director... Doris Gates

Chief Engineer... Jesse R. Sexton

Newspaper Affiliation... Baton Rouge State-
Times, Baton Rouge Morning Advocate

Transcription Service... World Broadcasting
System

Representative... Geo. P. Hollingsbery Company

Personnel

President... Chas. P. Manship, Jr.

Vice-Pres. & Gen. Mgr... H. Vernon Anderson

KVOL

LAFAYETTE—EST. 1935

Frequency: 1340 Kc... Power: 250 Watts

Owned-Operated By... Evangeline Broad-
casting Company, Inc.

Business Address... 300 Jeerson St.

Phone Number... 353, 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

Allison J. Therist

Publicity Director... Lela A. Turner

Chief Engineer... Hillman Bailey

WJBO

BATON ROUGE—EST. 1934

BLUE 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... Unlimited license

K P L C

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Calcasieu Broadcasting Co.
 Address: Majestic Hotel
 Phone Number: 2713, 2714
 Transmitter Location: La Grange St.
 Time on the Air: Unlimited license

Personnel

President: T. B. Lanford

K M L B

MONROE—EST. 1930

BLUE 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: Unlimited license
 Transcription Service: Standard Radio, Lang-Worth

Personnel

President-General Manager: J. C. Liner, Jr.

W D S U

NEW ORLEANS—EST. 1923

BLUE NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: WDSU, Inc.
 Address: Hotel Monteleone
 Phone Number: Raymond 7135
 Transmitter Location: Gretna, Ill.
 Time on the Air: 7 a.m. to midnight;
 Sunday, 8 a.m. to midnight

News Service: UP; INS
 Transcription Service: C. P. MacGregor
 Representative: Weed & Co.

Personnel

President: Joseph H. Uhalt
 General Manager: P. K. Ewing
 Sales Promotion Manager: R. R. Harqis
 Program Director: Stanley Holiday
 Production Manager: S. R. Rosenbaum
 Musical Director: E. Meloche
 Chief Engineer: C. L. Whitney

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: 3617 Bruxelle St.
 Time on the Air: Unlimited license

Transcription Service: C. P. MacGregor

Personnel

President-General Mgr.: Charles C. Carlson

W N O E

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: Beverly Brown
 Production Manager: Beverly Brown
 Chief Engineer: Ellis Trepeginer

W S M B

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

W W L

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 Manger: W. H. Summerville
 Commercial Manager: Larry Baird
 Merchandising Manager: A. M. Roberts
 Program Director: Edward Hoerner
 Production Manager: Jack Simpson
 Publicity Director: Paul Ott
 Musical Director: Irving Vidacovitch
 Chief Engineer: J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1928

BLUE NETWORK
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 a.m. to midnight
News Service: INS
Transcription Service: BMI, Lang-Worth

Personnel

President: R. M. Dean
General Manager: T. B. Lanford
Station Manager: G. V. Wilson
Station Director: Elizabeth Alford
Chief Engineer: R. M. Dean

K T B S

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.
Transmitter Location: Dixie Gardens Road
Phone Number: 2-8711
Time on the Air: 6:30 a.m. to midnight
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
Sales Promotion Manager-Program Director: B. G. Robertson
Chief Engineer: C. H. Maddox

K W K H

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: 5 a.m. to 1:05 a.m.
Newspaper Affiliation: The Shreveport Times
News Service: AP, UP
Transcription Service: World Broadcasting, Lang-Worth
Representative: The Branham Co.

Personnel

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Sales Promotion-Publicity Director: B. G. Robertson
Program Director: Fred Ohl
Chief Engineer: W. E. Antony

MAINE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.
YANKEE NETWORK

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: 7:30 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated Music Publishers
Representative: Weed & Company

Personnel

President: Adeline B. Rines

Station-Commercial Manager: Jack S. Atwood
Program Director-Chief Announcer: Donald Powers
Chief Engineer: Harold T. Dinsmore

W A B I

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 250 Watts
(C. P. 910 Kc., 5000; S. A. 910 Kc., 250)
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.....Unlimited license
 Transcription Service.....Associated Library
 Representative.....R. C. Foster

Personnel

President.....F. B. Simpson
 Station Manager.....Alec Robertson

W L B Z

BANGOR—EST. 1926
 MUTUAL BROADCASTING SYSTEM
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 1000 d., 500 n.
 (C. P. 5000 Watts)
 Owned-Operated By..Maine Broadcasting Co.
 Address.....100 Main St.
 Phone Number.....6023
 Transmitter Location.....Outer Broadway
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus
 Representative.....Weed & Co.

Personnel

General Manager.....Thompson L. Guernsey

W C O U

LEWISTON—EST. 1938
 MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Twin City Broad-
 casting 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 Transcrip-
 tion Library
 Representative.....Forjoe & Co.

Personnel

President.....Jean B. Couture
 Station Manager-Treasurer.....Faust Couture
 Commercial-Sales Promotion
 Manager.....J. C. Libby
 Program-Publicity Director...Warner Paulsen
 Chief Announcer.....Fred Preble
 Musical Director.....Bertrand Cote
 Chief Engineer.....John T. Duty

W C S H

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL
 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: 6:15 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.....Caleb Paine
 Sales Promotion Manager...Frederick W. Cole
 Program Director.....Nancy King
 Chief Announcer.....Arthur Owens
 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.

YANKEE **WCOU** MUTUAL
 LEWISTON-AUBURN
\$ E L L \$
 MAINE'S RICHEST AND
 LARGEST INDUSTRIAL
 MARKET

C. E. HOOPER SURVEY

| INDEX | WCOU | A | B | C | 7 OTHERS |
|--------------------------|------|------|------|-----|-------------|
| 8:00 A.M.- 12:00 N. | 56.0 | 32.4 | 5.6 | 3.7 | 2.3 |
| 12:00 N.- 6:00 P.M. | 52.9 | 35.8 | 5.2 | 3.1 | 3.0 |
| 6:00 P.M.- 10:30 P.M. | 55.7 | 25.1 | 10.9 | 2.9 | 5.4 |

**WCOU DOMINATES
 AND DELIVERS
 CENTRAL MAINE**

REP.: FORJOE & COMPANY

Address Columbia Hotel
 Phone Number 2-7489
 Transmitter Location Near Portland
 Time on the Air Unlimited license
 Newspaper Affiliation ... Gannett Publishing
 Co.
 Transcription Service Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President-Treasurer Guy P. Gannett
 General Manager Creighton E. Gatchell
 Commercial Manager Arthur A. Atherton
 Program Manager Richard E. Bates
 Chief Engineer Roger W. Hodgkins

W A G M

PRESQUE ISLE—EST. 1930
KEYSTONE BROADCASTING SYSTEM
 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: 11 a.m. to 1 p.m. and 4 p.m.
 to 7 p.m.

Personnel

General Manager H. B. Diller

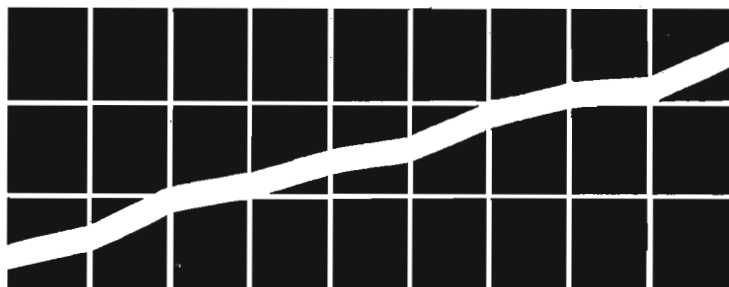
**PA HELPS
 STATION SALES**

*PA, through its Station Relations
 Department, helps its affiliated stations sell
 by acquainting national advertisers with the
 special news and feature scripts on the special*

AP *Radio News Wire.*

in **Baltimore:**

WHEN YOU BUY WBAL



YOUR SALES GO UP



NATIONAL REPRESENTATIVE: EDWARD PETRY & CO., INC.

MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W B A L

BALTIMORE—EST. 1925
NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By Hearst Radio, Inc.
Address Lexington Bldg.
Phone Number Lexington 4900
Transmitter Location Reisterstown, Md.
Time on the Air 24 hours daily
News Service INS; UP
Transcription Service Standard Radio;
World Broadcasting System
Representative Edward Petry & Co.

Personnel

Station Manager Harold C. Burke
Sales Manager Leslie H. Peard, Jr.
Program Director Edward Harvey
Publicity Director Dorothy Schmitt
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
News Service INS
Transcription Service Lang-Worth
Representative Spot Sales, Inc.

Personnel

President and Commercial Mgr. John Elmer
Vice-President J. Purdon Wright
Treasurer J. Lawrence Schanberger
General Manager Geo. H. Roeder



COVERAGE

★ The Blue Network—WCBM combination completely covers the entire Baltimore area effectively at a cost which allows for additional time expenditures because of a lower rate.

★ Investigate all Baltimore Stations and then compare with what WCBM offers!



John Elmer,
President
Geo. H. Roeder,
Gen. Manager

WCBM

National Representatives:
SPOT SALES, INC.
New York—Chicago
San Francisco

BALTIMORE'S BLUE NETWORK OUTLET

• • MARYLAND • •

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts

Owned-Operated By: The Monumental Radio Company

Address: 811 West Lanvale St.

Phone Number: Madison 7220-1-2-3-4

Transmitter Location: Park Heights Avenue, Extended

Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.

News Service: INS

Transcription Service: Lang-Worth, C. P. MacGregor

Representative: Paul H. Raymer Company

Personnel

President: Lewis M. Milbourne

Vice-President-General

Manager: L. Waters Milbourne

Program Directors: Gordon A. Scheihing, George L. Filling

Musical Director: Robert P. Iula

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: Andrew H. Hilgartner

Local Sales Manager: William S. Pire, Jr.

Sales Promotion Manager: C. Nelson Baker

Program Director: Bert Hanauer

Production Manager: Henry Hickman

Publicity Director: Robert S. Maslin, Jr.

Musical Director: Jos. Imbroglio

Chief Engineer: William Q. Ranft

WITH

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts

Owned By: Maryland Broadcasting Co.

Operated By: Thomas G. Tinsley, 2nd

Address: 7 E. Lexington St.

Phone Number: Lexington 7808-9-10-11

????

**NO GUESSWORK
HERE!**

For 14 Years

WTBO

**HAS PROVIDED
SATISFACTION—
PLUS!**

RENEWAL

**Records Prove it — and
Take the ???? Out of
Cumberland Area Cov-
erage.**

WTBO

**CUMBERLAND, MD.
FOR RESULTS!**

Natl. Reps.:

SPOT SALES, INC.

• • • **MARYLAND** • • •

Transmitter Location.....1230 Curtain St.
 Time on the Air.....24 hours a day
 News Service.....AP
 Transcription Service.....Lang-Worth;
 Standard Radio
 Representative.....Headley-Reed Company

Personnel

President-Station Mgr. Thomas G. Tinsley, 2nd
 Assistant Station Manager.....Helen Powers
 Commercial Manager.....George S. Shaffer
 Program Director-Chief Announcer
 Raymond W. Baker
 Traffic Manager.....Dena Bores
 Personnel Manager.....Grace W. McQuade
 Accountant.....Harry F. Baumann
 Musical Director.....Wallace W. Ashley
 Night Manager.....Ralph Beauchamp
 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: Sunrise to sunset, Dallas,
 Texas
 News Service.....AP, UP
 Transcription Service.....World Broadcasting
 System
 Representative.....Spot Sales, Inc.

Personnel

President-General Manager..Aurelia S. Becker
 Commercial-Sales Promotion Manager,
 G. P. Richards
 Program Director-Chief Announcer
 Stewart W. Phillips
 Publicity Director.....Ina Lee Eichner
 Chief Engineer.....L. Edward Pamphilon

•
W F M D

FREDERICK—EST. 1936

KEYSTONE BROADCASTING SYSTEM

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; Keystone Broadcasting System
 Representative.....Burn-Smith Company, Inc.

Personnel

President.....Major Laurence Leonard
 Vice-President and General Manager,
 A. V. Tidmore
 Commercial Manager.....G. G. White
 Program Director.....James F. Crist
 Chief Engineer.....A. V. Tidmore

•
W J E J

HAGERSTOWN—EST. 1932

**MUTUAL BROADCASTING SYSTEM
 ATLANTIC COAST NETWORK-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 12 midnight
 News Service.....Transradio
 Representative.....Spot Sales, Inc

Personnel

Chief Executive.....Grover C. Crilly
 National Sales Manager.....H. A. Seville
 Commercial Manager.....Clarence Myers
 Program Director.....Amos Harper
 Director of War Programs.....Bernice Crilly
 Chief Engineer.....George W. McIntire

•
W B O C

SALISBURY—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 ATLANTIC COAST NETWORK-MARYLAND
 COVERAGE NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Peninsula
 Broadcasting Co.
 Address.....Radio Park
 Phone Number.....Salisbury 2480-2481
 Transmitter Location.....Radio Park
 Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
 8:25 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

President.....John W. Downing
 General Manager.....Charles J. Truitt
 Assistant Program Director.....Jane Allen
 Chief Announcer.....Lonnie Starr
 Musical Director.....Russell Yohe
 Chief Engineer.....Peter A. Allonsi

WCOP

**WHAT'S WHAT
IN Boston**

*Week AFTER Week
WCOP's
influence is getting
More and More
POWERFUL!*

WCOP, Boston's key station of the Atlantic Network, is the most economical testing station in the East.

WCOP, a constructive force in the life of Boston, plans, produces and merchandises advertisers' programs.

WCOP makes programs pay a profit; that's why more and more accounts are using WCOP more and more.

WCOP gives advertisers more dollar for dollar, because it has grown so fast in sales and audience.

WCOP, Boston's family station, does a full time job, whether it's a spot or a full hour program.

WCOP, chockful of Boston success stories, has sold everything from magazines to mattresses, bread to bonds.

WCOP DEFINITELY BELONGS TO BOSTON YOU CAN GET ITS LISTENERS DEFINITELY TO BELONG TO YOU!

WCOP BELONGS ON YOUR Schedule

COPLEY PLAZA HOTEL • BOSTON



MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

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 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service... AP, UP
Transcription Service... Standard Radio
Representative... National Broadcasting Co.; Weed & Co.

Personnel

President... Geo. H. Bucher
Station Manager... C. S. Young
Program Manager... W. Gordon Swan
Production Manager... John H. Wright
Sales Manager... Frank R. Bowes
Sales Promotion Manager... Harry D. Goodwin
Publicity Director... George W. Slade
Chief Announcer... Carmen Caruso
Musical Director... Avner Rakov
Plant Manager... F. M. Sloan (WBZ)
Plant Manager... H. E. Rondol (WBZA)

WCOP

BOSTON—EST. 1935

AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc. Power 500 Watts
Owned By... American Broadcasting Corp.

Operated By... Massachusetts Broadcasting Co.
Address... Copley-Plaza Hotel

Phone Number... Commonwealth 1717
Transmitter Location... Off Speedway, Brighton, Mass.

Time on the Air... 18 hours daily
News Service... INS

Transcription Service... Standard Radio
Representative... Headley-Reed Co.

Personnel

President... Harold A. Lafount
General Manager... A. N. Armstrong, Jr.
Assistant Manager... Ashley L. Robinson
Program-Musical Director... Lou Walker
Production Manager... Frances Lescoe
Chief Announcer... Russell Oilhaus
Artists' Bureau Head... Eleanor Kane
Chief Engineer... Roland C. Hale

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By... Columbia Broadcasting System

Business Address... 182 Tremont St.
Phone Number... Hubbard 2323

Studio Address... 182 Tremont St.
Transmitter Location... Mystic Valley Parkway, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.

News Service... AP, UP
Transcription Service... World Broadcasting System, Lang-Werth Feature Programs
Representative... Radio Sales

Personnel

Station Manager... H. E. Fellows
Sales Manager... Kingsley Horton
Sales Promotion Manager... Guy H. Cunningham
Production Manager... R. G. Girardin
Program Director... L. G. del Castillo
War Program Director... F. H. Garrigus
Publicity Director... Marie Houlihan
Chief Announcer... C. H. Dickerman
Accountant... J. J. Murray
Musical Director... Francis E. Bellizia
Chief Engineer... W. J. Stiles

WHDH

BOSTON—EST. 1929

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 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. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.

News Service... UP
Transcription Service... World Broadcasting System, Associated Recorded Program Service

Representative... George P. Hollingbery Co.

Personnel

President... A. E. Matheson
General Manager... John J. Matheson
Sales Manager... R. G. Matheson
Program Director... A. J. Friend
Chief Engineer... R. G. Matheson

WMEX

BOSTON—EST. 1934

Frequency: 1500 Kc. Power: 5000 Watts

Owned-Operated By Northern Corp.
 Address: WMEX Bldg., 70 Brookline Ave.
 Phone Number..... Commonwealth 3900
 Transmitter Location..... Quincy, Mass.
 Time on the Air..... Unlimited license
 Transcription Service..... Lang-Worth
 Representative..... Joseph Hershey
 McGillvra, Inc.

Personnel

President-Program Director... John E. Reilly
 Managing Director-Chief
 Engineer Alfred J. Pote

W N A C

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTEMS
 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
 Representative..... Edward Pety & Co., Inc.

Personnel

President John Shepard, 3rd
 Vice-President..... Robert Bartley
 Executive Vice-President..... Linus Travers
 Merchandising and Promotion
 Director James S. Powers
 Program Director..... Eleanor Geer
 War Program Director..... Robert T. Bartley
 Production Director..... George Steffy
 Editor of News Service..... Robert Myers
 Musical Director..... Francis J. Cronin
 Chief Engineer Irving B. Robinson

W O R L

BOSTON—EST. 1937

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. Local sunrise to local sunset
 News Service UP

Personnel

President Harold A. Lafount
 General Manager..... George Lasker
 Assistant Manager..... Ashley L. Robinson
 Publicity Director..... Robert Sanford
 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: Doughty & Welch Elec-
 tric Co.
 Address..... 102 S. Main St.
 Phone Numbers: 7-9477-8 (studio); 2,4261
 (Transmitter)
 Transmitter Location..... So. Somerset
 Time on the Air: 7:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service INS
 Transcription Service..... Standard Radio
 Representative..... The Walker Co.,
 R. C. Foster 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 Announcer..... Angus Bailey
 Chief Engineer John C. Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

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 12:05 a.m.
 New Service..... AP
 Transcription Service..... Lang-Worth
 National Representative..... Burn-Smith Co.

Personnel

President Ruben E. Aronheim
 General Manager..... Milton H. Meyers
 Commercial Manager..... W. Warren Teskey
 Program Director..... Ken Houseman
 War Program Director..... Joan Shirley
 Publicity Director..... Bob Reynolds
 Musical Director..... Richard Tucker
 Chief Engineer Theodore Kalln

W H A I

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

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 Burn-Smith Co.

MASSACHUSETTS

Personnel

Owner.....John W. Haigis
 Manager.....James L. Spates
 Commercial-Sales Promotion
 Manager.....Horace W. Nichols
 Program-Musical Director..Warren Greenwood
 Chief Announcer.....Gordon Lewis
 Chief Engineer.....James L. Spates

Sales Promotion-Publicity Director
 Nellie M. Wozniak
 Program Director.....Thomas R. Humphrey
 Production Manager-Chief Announcer
 Ward Gardner
 Musical Director.....Jay Heitin
 Chief Engineer.....Thomas Humphrey

W H Y N

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

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; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation....Holyoke-Transcript
 Telegram
 News Service.....UP
 Transcription Service.....Associated
 Representatives.....Bertha Bannon

Personnel

President.....Mrs. William R. Dwight
 Commercial Manager....Patrick J. Montague

W L A W

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);
 Sunday, 8 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Thesaurus
 Representative.....The Katz Agency, Inc.

Personnel

President-General Manager..Irving E. Rogers
 National Sales Director.....David G. Jones
 Local Sales Director.....David M. Kimel
 Program Director.....John D. Maloy
 Chief Announcer.....Fred P. Laffey
 Continuity Director.....Irene F. Morgan
 Chief Engineer.....George A. Hinckley



TWO MILLIVOLT
AREA

HALF MILLIVOLT
AREA

POPULATION, 1940
(U. S. CENSUS)

2,834,430

4,033,282

RADIO HOMES, 1940
(CALCULATED BY N. A. B.)

704,261

1,002,348

Columbia's Voice in Northern New England

Nat. Rep.: The Katz Agency, Inc.

W L L H

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc. Power: Lowell, 250
Watts d. 100 Watts n.; Lawrence, 100 Watts
Owned-Operated By Merrimac Broadcasting
Co., Inc.

Business Address 39 Kearney Square, Lowell
Phone Numbers Lowell 8715;
Lawrence 2-2148

Studio Addresses Rex Center, 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 Pub-
lishers

Representative Edward Petry & Co., Inc.

Personnel

President A. S. Moffat
Station Manager Robert F. Donahue
Commercial Manager Haskell Bloomberg
Program Director Thomas Clayton
News Editor Fred Simmonds
Chief Engineer Ralph Newton

W E S X

MARBLEHEAD—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: North Shore Broadcasting
Company

Business Address 126 Washington St.,
Salem, Mass.

Phone Numbers Salem 5670; Lynn 2-0550

Studio Addresses: 126 Washington St.; 341
Union Street, Lynn

Transmitter Location Marblehead
Time on the Air Unlimited license

Transcription Service World Broadcasting
System; Associated Music Publishers; C. P.
MacGregor

Representative R. C. Foster & Co.

Personnel

President Charles W. Phelan
General Manager Van D. Sheldon

W N B H

NEW BEDFORD—EST. 1921

MUTUAL-YANKEE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: E. Anthony & Sons,
Incorporated

Business Address 588 Pleasant St.

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.

Transcription Service NBC Thesaurus

Representatives: Burn-Smith Company; R. C.
Foster

Personnel

Station Manager Hugh R. Norman
Commercial Manager Raymond D. Markey
Program Director Donald L. Sellers
Publicity Director-News Editor Earle D. Wilson
Chief Engineer Irving Vermilya

W B R K

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By Monroe B. England

Address 8 Bank Row

Phone Number 2-1553

Transmitter Location 1100 East St.

Time on the Air 7 a.m. to 12 midnight

News Service UP

Representative Burn-Smith Co.

Personnel

President-Station Manager Monroe B. England
Station Manager John Parsons
Program Director Leonard Lavendol
Sales Promotion Manager Robert Burbank
Chief Engineer Leonard Lavendol

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By WMAS, Inc.

Address Hotel Charles

Phone Number 7-1414

Transmitter Location Pynchon Park

Time on the Air 7 a.m. to midnight

News Service INS

Transcription Service Associated Music;
C. P. MacGregor

Representative Edward Petry & Co.

Personnel

President A. S. Moffat
General Manager A. W. Marlin
Program Director H. M. Feine
Chief Announcer Roland Dumas
Chief Engineer Earle G. Hewinson

W S P R

SPRINGFIELD—EST. 1936

BLUE NETWORK

Frequency: 1270 Kc. Power: 500 Watts

Owned-Operated By WSPR, Inc.

Address 63 Chestnut Street

Phone Number Springfield 6-2757

• • • MASSACHUSETTS • • •

Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....INS
Transcription Service.....Langworth
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel

President-Station Manager...Quincy A. Brackett
Treasurer.....Lewis B. Breed
Vice-President-Commercial Manager
Milton W. Stoughton
Program-Publicity Director,
Wayne Henry Latham
Chief Engineer.....Lawrence A. Reilly

W O C B

WEST YARMOUTH-HYANNIS

EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Cape Cod Broadcasting Co.
Business Address.....South Sea Avenue,
West Yarmouth, Cape Cod, Mass.
Phone Number.....Hyannis 1697
Transmitter Location: South Sea Avenue, West Yarmouth, Cape Cod, Mass.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....Transradio
Representative.....Bertha Bannon

Personnel

Station Manager.....H. M. Alleman
Commercial Manager.....A. S. Wasser
Publicity Director.....F. B. Blake
Chief Engineer.....L. D. Trefry

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By...The Yankee Network, Inc.
Address.....21 Brookline Ave
Phone Number.....COMMONwealth 0800
Transmitter Location.....Holden, Massachusetts
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service.....INS
Transcription Service.....Associated Music Publishers
Representative.....Edward Petry & Co., Inc.

Personnel

President.....John Shepard, 3rd
Vice-President.....Robert Bartley

Executive Vice-President.....Linus Travers
Station Supervisor-Sales
Manager.....Dorothy Robinson
Merchandising and Promotion Director,
James S. Powers
Merchandising.....F. Carleton McVarish
Special Events.....Fred McLaughlin
Program Director.....Eleanor Geer
Production Director.....George Steffy
Editor of News Service.....Robert Myers
Musical Director.....Francis J. Cronin
Chief Engineer.....Irving B. Robinson

W O R C

WORCESTER—EST. 1925

BLUE NETWORK

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.....INS
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co.

Personnel

Owner.....A. F. Kleindienst
Station Manager.....Mildred P. Stanton

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned By: Worcester Telegram Publishing Company, Inc.
Operated By: Worcester Telegram and Evening 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 Service.....AP
Transcription Service.....World Broadcasting System; Associated
Representatives.....Paul H. Raymer Co.; Bertha Bannon

Personnel

Vice-President-General
Manager.....George F. Booth
Director.....Edward E. Hill
Commercial Manager.....Herbert L. Krueger
Production-Program Director...David H. Harris
Publicity Director.....Mitzi Kornetz
War Program Director.....Eleanor Parmer
Special Events Director.....Box Dixon
Chief Announcer.....Philip Brook
Musical Director.....Jean Wilkins
Chief Engineer.....Elliot A. Browning

DETROIT'S *First* STATION



Detroit—America's Greatest Armament Market—With
a Population Increase of 336,000 Since April, 1940!

WWJ

America's Pioneer Broadcasting Station—First in Detroit
National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

**NBC Basic
Network**

**Associate Station
W45D-F.M.**

MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W E L L

BATTLE CREEK—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Federated Publications, Inc.

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.

Phone Numbers: 5655; 7166

Transmitter Location: Michigan National Bank Bldg.

Time on the Air: Unlimited license

Newspaper Affiliation: Battle Creek Enquirer-News

Transcription Service: Associated Music Representative: Burn-Smith Company, Inc.

Personnel

President: A. L. Miller
General Manager: D. E. Jayne

W B C M

BAY CITY—EST. 1928

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.

Owned-Operated By: Bay Broadcasting Company, Inc.

Address: Wenonah Hotel
Phone Numbers: Bay City 7551-7552

Transmitter Location: Tuscola Road, Hampton Township

Time on the Air: 7 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight

News Service: UP

Transcription Service: NBC Thesaurus; Representative: George P. Hollingbery

Personnel

President: Harley D. Peet
General Manager: H. A. Giesel
Sales Promotion Manager: A. F. Huebner
Program Director: Frank Catto
Musical Director: Lionel H. DeRemer
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 889

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: Sears and Ayer, Inc.

Personnel

President: A. 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: Unlimited license

Transcription Service: Associated Music Publishers; World Broadcasting System

Representative: Forjoe & Company

Personnel

President-Station Manager: James F. Hopkins

Commercial Manager: A. H. Crogan

Program Director: Sybil Krieghoir

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 Service: INS; PA

Transcription Service: NBC Thesaurus

Representative: Burn-Smith Co.

Personnel

President-General Manager: John L. Booth

Vice-President: W. W. Booth

Treasurer-Auditor: Hugh M. Gray

Secretary-Personnel

Manager: Meril A. Lindbloom

Sales Manager: Mike Kent

Merchandising Manager: Michael Jachimski

Continuity: Avis Lennon

• • •

MICHIGAN

• • •

Publicity Director.....M. Brachman
 Traffic Manager.....M. Clubb
 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.....Wyandotte, Mich.
 Time on the Air.....Unlimited license
 Transcription Service....World Broadcasting
 System: Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....G. A. Richards
 Executive Vice-President and General
 Manager.....Leo Fitzpatrick
 Vice-President.....John Patt

Business Address.....1700 Stroh Building
 Phone Number.....Cherry 8321
 Studio Address....14th floor Maccabees Bldg.
 Transmitter Location.....15500 Joy Road
 Time on the Air.....6:30 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard Radio;
 Associated Music
 Representative.....Paul H. Raymer Co.

Personnel

President.....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.....Irene Donnelly
 Musical Director.....Benny Kite
 Chief Engineer.....Vern C. Alston

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By: EveningNews 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. Hollingsbery Co.

Personnel

General Manager.....Harry Bannister
 Assistant Manager.....Edwin K. Wheeler
 Business Manager.....Forrest Wallace
 Sales Manager.....Harry Betteridge
 Sales Promotion Manager.....Jake Albert
 Program Supervisor.....James Eberle
 Program Director.....Don F. DeGroot
 Production Manager.....Ernest Ricca
 Musical Director.....Mischa Kottler
 Chief Engineer.....Herbert F. Tank

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.....8-1511, ext. 600
 Studio Address.....Auditorium Building
 Transmitter Location.....Campus
 Time on the Air.....7 a.m. to 7 p.m.
 News Service.....AP; INS; UP
 Transcription Service.....Lang-Worth;
 Standard Radio

Personnel

Station Manager.....Robert J. Coleman
 Production Manager.....Ray J. Stanley
 Chief Announcer.....Tom Waber
 Chief Engineer.....Norris Grover
 (Non-Commercial Station)

W D B C

ESCANABA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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.....Unlimited license
 Transcription Service.....Standard Radio

Personnel

Secretary-Treasurer-General
 Manager.....Gordon H. Brozek

W X Y Z

DETROIT—EST. 1930

**BLUE NETWORK—MICHIGAN RADIO
 NETWORK—BLUE NETWORK**

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By: King-Trendle Broadcast-
 ing Corporation

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: 7 a.m. to 11 p.m.
 News Service: INS
 Transcription Service: Lang-Worth
 Representative: Burn-Smith, Inc.

Personnel

Managing Director: Howard M. Loeb
 Commercial Manager: F. S. Loeb
 Program Director: Adrian R. Cooper
 Production Manager: Elmer Knopf
 Publicity Director: H. M. Loeb
 Chief Announcer: James Cleaver
 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: Unlimited license
 News Service: INS
 Transcription Service: Standard Radio
 Representative: Joseph Hershey McGillvra, Inc.

Personnel

Owner: Leonard A. Versluis
 Station Manager: Hy M. Steed
 Program Director: Kathryn Mordo
 Musical Director: Frann Weigle
 Chief Engineer: Raymond Plank

WOOD-WASH

GRAND RAPIDS—EST. 1930

BLUE NETWORK

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: King-Trendle Broad-
 casting Corporation
 Address: 16th Floor Grand Rapids National
 Bank Building
 Phone Number: 9-4211
 Transmitter Location: Town Line Road, 4 miles
 south of Grand Rapids
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 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 Elchhorn
 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-Wiscon-
 sin 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

Representative: Sears & Ayer, Inc.

Personnel

President: William L. Johnson
 Station Manager: J. W. Huss
 Commercial Manager: Ray D. Williams
 Program Director: Harold Ladin
 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: Wilbur Dunn
 Chief Engineer: C. W. Wirtanen

WKZO

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: Burdick Hotel (Kalamazoo); Herpolsheimer Co. (Grand Rapids)
Phone Numbers.....3-1223 (Kalamazoo); 6-1222 (Grand Rapids)
Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)
Transmitter Location....Parchment, Michigan
Time on the Air: 7 a.m. to 11:30 p.m.; Saturday, 7 a.m. to 12:05 a.m.
News Service.....INS
Transcription Service.....Standard Radio
Representative....Free & Peters, Incorporated

Personnel

President-General Manager...John E. Fetzer
Commercial Manager.....John W. O'Harrow
Program-Publicity Director
Paul H. Aurandt
Production Manager.....Hooper White
Chief Engineer.....Carl E. Lee

WJIM

LANSING—EST. 1934

BLUE NETWORK
MICHIGAN RADIO NETWORK
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WJIM, Inc.
Address.....City National Building
Phone Number.....2-1333-4-5
Transmitter Location...City National Building
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP
Transcription Service...Associated Recorded Program Service

Personnel

President-General Manager..Harold F. Gross
Program Director.....Bob Innes
Director of Women's Programs..Judy Holiday

WMPC

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: The Liberty Street Gospel Church of Lapeer
Address.....803 Liberty St.
Phone Numbers.....455-J; 455-M
Transmitter Location.....803 Liberty St.
Time on the Air.....Shares Time

Personnel

President-Station
Manager.....Frank S. Hemingway
(Non-Commercial Station)

WDMJ

MARQUETTE—EST. 1931

KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.
Address.....146 W. Washington
Phone Number.....616
Transmitter Location....146 W. Washington
Time on the Air.....Unlimited license
Newspaper Affiliation...Daily Mining Journal
Transcription Service...World Broadcasting System

Personnel

President.....Frank J. Russell, Jr.
General Manager.....Gordon H. Brozek

WKBZ

MUSKEGON—EST. 1926

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ashbacker Radio Corp.
Business Address.....424 Apple Ave.
Phone Number.....26-051
Studio Address.....424 Apple Ave.
Transmitter Location...Muskegon Township
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service...World Broadcasting System; Lang-Worth; C. P. MacGregor
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.....Bill Bennett
Publicity Director.....Edward Denkema
Chief Announcer.....Al Vredeveld
Office Manager.....Clara Brown
Chief Engineer.....Geo. Krivltzky

WCAR

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts
Owned-Operated By...Pontiac Broadcasting Company
Address.....6th Floor Riker Building
Phone Number.....Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan

Time on the Air: Local sunrise to local sunset
 News Service INS
 Transcription Service... Lang-Worth Features;
 Standard Radio
 Representative.....The Foreman Company

Personnel

General Manager..... H. Y. Levinson
 Commercial Manager..... Monte Meyer
 Accountant..... Jernah Pearl
 Administrative Secretary..... Cloman Pipe
 Chief Engineer..... Wayne N. Cook

W H L S

PORT HURON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Harmon LeRoy Stevens
 and Herman LeRoy Stevens (Port Huron
 Broadcasting Co.)

Address 932 Military St.
 Phone Number.....2-3151
 Transmitter Location...32nd St. and Lapeer
 Ave.

Time on the Air: 7 a.m. to 11:30 p.m. Sundays,
 8 a.m. to 11:30 p.m.

News Service..... UP
 Transcription Service.....Keystone Broad-
 casting System; Associated Music
 Representative.....Hal Holman Co.

Personnel

President-Station Manager...Harmon L. Stevens
 Commercial Manager.....Robert Mackin
 Sales Promotion Manager..... V. O. Cram
 Publicity Director..... Helen Nelson
 Musical Director-Chief Announcer
 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.....24 hours daily
 News ServiceINS

Personnel

President.....G. B. Hartick
 Business Manager.....E. C. Thompson
 Program Director-Chief
 Announcer.....Kirk Knight
 Chief Engineer.....Jerome Steadley

W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1230 Kc...Power: 250 d.; 100 n.
 Owned-Operated By...Saginaw Broadcasting
 Co.

Business Address.....2745 Bay St.
 Phone Number.....2-5109
 Studio Address.....2745 Bay St.
 Transmitter Location.....2745 Bay St.
 Time on the Air: 7 a.m. to 11 p.m.; Sunday,
 8 a.m. to 11 p.m.

News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President-Commercial Manager,
 Milton L. Greenbaum
 Program Director.....Janice Widmoyer
 Chief Engineer.....Simon Maruszian

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

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Midwestern Broad-
 casting Company

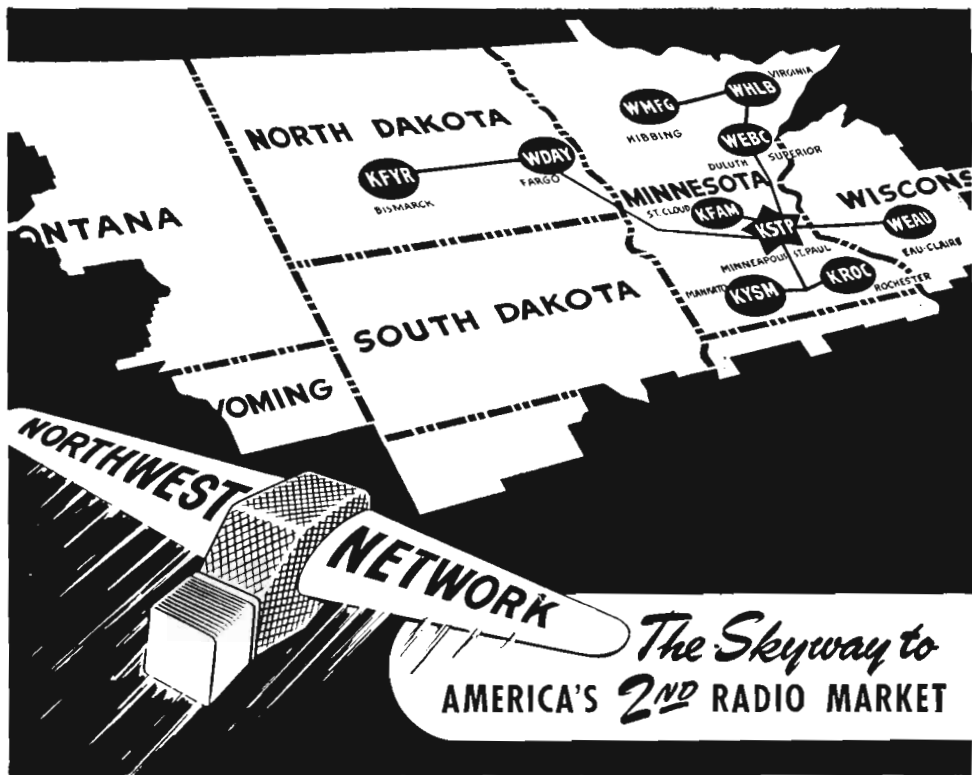
Address.....Anderson Building
 Phone Number.....Traverse City 1150
 Transmitter Location...Elmwood Township-Lee-
 lanau County, Michigan

Time on the Air.....Unlimited License
 News Service.....AP
 Transcription Service.....Standard Radio;
 Lang-Worth

Representative.....Hal Holman Co.

Personnel

President.....Les Biederman
 Acting Manager.....Drew McClay
 Sales Manager.....Bud Hicks
 Program Director.....Don Mullen
 Chief Engineer.....Drew McClay



FOR TEST OR TESTED CAMPAIGNS! Here are ten *diversified* markets, combined, by a network of the leading station in each, into a single three-billion-dollar market — *America's 2nd largest for radio selling.*

And *sell* this market the Northwest Network *can!*

Only *network* coverage can do an "in-one" selling job on the 1,050,529 Radio Homes in this varied urban and rural market.

Only the Northwest Network — with its *audience-dominating* NBC and Blue stations — can do this selling job on the market's 5,375,000 buyers *effectively* and *economically.*

Take advantage of the Northwest Network to do *your* selling job in this important market. Use any combination of stations or the entire group to reach any part or all of the market *without* line charges or extra costs for network service.

NORTHWEST NETWORK

KSTP Minneapolis-Saint Paul • WEBC Duluth-Superior • WMFG Hibbing
 WHLB Virginia • KROC Rochester • KYSM Mankato • KFAM Saint Cloud
 WEAU Eau Claire • WDAY Fargo • KFJR Bismarck

Represented Nationally by Edward Petty & Co. • Executive Offices: Radisson Hotel, Minneapolis

MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

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
Assistant Station Manager-Director of War
Programs Warner C. Tidemann
Commercial Manager Tom H. Lathrop
Program Director-Chief
Announcer Robert C. Paulson
Chief Engineer Lawrence Lawson

Owned-Operated By Head of Lakes
Broadcasting Co.
Address WEBC Bldg.
Phone Number Melrose 2873
Transmitter Location 40th and Tower,
Superior, Wisc.
Time on the Air 6:25 a.m. to 12 midnight
News Service UP
Transcription Service NBC Thesaurus
Representative George P. Hollingsbery
Co.

Personnel

President Morgan Murphy
Station Manager Walter C. Bridges
Commercial Manager Thomas W. Gavin
Sales Promotion Manager
Herbert H. Sonnenberg
Program Director-Production Manager
Jerry Deane
Publicity Director Elinor Barney
Musical Director John Kleive
Chief Engineer William Lounsberry

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 2628
Transmitter Location Foot of 63rd Ave. W.,
Duluth, Minn.
Time on the Air 6:30 a.m. to 12 midnight;
Sundays, 8 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 Bea Lade
Program Director Gilbert Fawcett
Chief Engineer Robert A. Dettman

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 3986
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 Broad-
casting 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
Representative George P. Hollingsbery Co.

Personnel

President Morgan Murphy
Station Manager H. S. Hyett
Chief Engineer William Lounsberry

W E B C

DULUTH—EST. 1924

BLUE NETWORK-NATIONAL BROADCASTING
CO-ARROWHEAD NETWORK
Frequency: 1320 Kc. Power: 5000 Watts

HOOPER OR CROSSLEY SURVEYS WERE NOT AVAILABLE

Manchester Biscuit Co.
DIVISION OF UNITED BISCUIT COMPANY OF AMERICA QUALITY BISCUITS SINCE 1900
Fargo, North Dakota

John W. Boler, General Manager
 North Central Broadcasting System
 Commodore Hotel
 St. Paul, Minnesota

Dear Mr. Boler:

It seems to me this is a swell time to write this letter expressing our thoughts in connection with our program being carried on the several stations affiliated with the North Central group.

The two offers which have, so far, been featured on your stations have enjoyed an outstanding success. Almost if demonstrated. We hope you are as pleased with the result so far as we are.

We recently held our annual sales meeting here in Fargo. You will be interested to know that every man within the listening radius of any of the stations that carry our show was lavish in his praise for the program and enthusiastic over final results.

I believe your organization and each station carrying the program can be justly proud of the job you have done on Waldorf Crackers.

Yours very truly
 MANCHESTER BISCUIT COMPANY

By **A. M. Dargan**
 Sales Manager

NCBS AFFILIATED STATIONS

- WL0L — Minneapolis, St. Paul Minn
- WDSM — Duluth, Superior Minn, Wis.
- KVOX — Fargo, Moorhead N. D., Minn.
- KATE — Albert Lea, Austin Minn.
- KWNO — Winona Minn.
- KGDE — Fergus Falls Minn.
- KWLM — Willmar Minn.
- KGCU — Bismarck, Mandan N. D.
- KLPM — Minot N. D.
- KDLR — Devils Lake N. D.
- KSJB — Jamestown N. D.
- KABR — Aberdeen S. D.
- WEAU — Eau Claire Wis.
- WJMJ — Marquette Mich.
- WBDC — Escanaba Mich.
- KWFD — Fort Dodge Iowa
- WATW — Ashland Wis.
- WJMS — Ironwood Mich.
- WHDF — Calumet-Houghton Mich.
- WMFG — Hibbing Minn.
- WHLB — Virginia Minn.
- KILO — Grand Forks N. D.
- WIBA — Madison Wis.

SOME agencies and advertisers felt the stations had to have 50 kw and/or a low frequency, plus top Hooper and CAB rated shows to proceed or follow, or they wouldn't buy time! However, some did buy and were very happy to know that their choice was indeed economical and were well satisfied with excellent results. NCBS stations proved this to the advertiser via mail response, with boxtops included, which we believe is better proof of a station's sales ability than telephone surveys or house-to-house calls would indicate

Seven NCBS stations pulled over 18,000 pieces of mail in a thirteen-week campaign for the Manchester Biscuit Company. In every letter there was a boxtop from a package of Waldorf Crackers. We publish herein copies of letters from the client and the agency to clarify our boast. It proves beyond doubt that NCBS stations give the best results at the lowest costs per thousand radio homes.

Lever Brothers have used NCBS stations for the past two and one-half years for campaigns for Swan Soap and Vimms Vitamin Tablets, with very satisfactory results. General Mills have consistently used NCBS stations for the past two years, and recently, one of their agencies (Blackett-Sample-Hummer) cited twenty-five stations in the United States, from a large number of stations being used, as having done an outstanding job and brought excellent returns on an eight-day test offer. Three NCBS stations were among the twenty-five top stations listed.

NCBS is located in the heart of the wheat belt and the richest agricultural area in the United States. Millions of dollars worth of livestock are raised, and millions of dollars in farm products are grown throughout the north central states and the Red River Valley, giving the farmers millions to spend

| | |
|--|-----------------|
| Retail purchases in the north central states last year | \$2,186,631,000 |
| Total population served by North Central stations | 6,284,815 |
| Total radio homes | 1,571,203 |

The North Central States are known as "Bread Basket of the World" and "Number One in Dairy Products." The bread that America bakes, as well as the butter that's spread on it, comes from North Central states. Most of our country's wheat is grown and milled and sold in this great midwest area. We'll rest our case for a good sound market on the home of the staff of life!

Dairy products and cattle sales put a sturdy foundation under farmers' incomes, and North Central farmers depend on NCBS for the outstanding public service programs giving them their daily markets in which they are interested, direct from the second largest livestock market in the United States located in South St. Paul.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

John W. Boler, President

K Y S M

MANKATO—EST. 1938

BLUE NETWORK—NBC

SOUTHERN MINNESOTA NETWORK

NORTHWEST 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: The Foreman Company

Personnel

President: F. B. Clements
General Manager: John F. Meagher
Sales Promotion Manager: Rolf Julsrud
Program-Production Manager: Bill Walker
Continuity Director: Jeanne Kimball
Music Librarian: Mary Olivera
Musical Director-Artists Bureau Head: Maurice Piche
Chief Engineer: James Houts

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: 24 hours daily
News Service: AP; UP
Representative: Radio Sales

Personnel

General Manager: A. E. Joscelyn
Assistant General Manager-Program Director: Al Sheehan
Sales Promotion Manager: Sam H. Kaufman
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

Frequency: 1130 Kc. Power: 5000 d.; 500 n.
Owner-Operated By: Dr. George W. Young
Address: Nicollet Hotel
Phone Number: BRidgeport 7777 (Mpls.); Midway 6363 (St. Paul)

Transmitter Location: Waysata Blvd., Minneapolis (Route 7)

Time on the Air: 6 a.m. to sunset, MST.
News Service: AP
Transcription Service: Standard Radio
Representative: William G. Rambeau Co.

Personnel

Owner and General Manager: Dr. George W. Young
Commercial Manager: Lee L. Whiting
Sales Promotion Manager: Jerome H. Fischbein
Director of War Programs: Gertrude Faue

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)

News Service: UP

Personnel

Manager: Burton Paulu
Program Director: Betty T. Girling
Production Manager: Edward Wegener
Chief Announcer: Mel Nelson
Chief Engineer: Burton Holmberg
(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 midnight; Saturdays, 6 a.m. to 12:30 a.m.; Sundays, 7:30 a.m. to 12 midnight

News Service: INS
Transcription Service: Associated Music Publishers

Representative: The Foreman Company

Personnel

President: C. J. Winton, Jr.
General Manager: H. E. Westmoreland
Commercial Manager: Fred F. Laws
Sales Promotion Manager: Lynn Meyer
Program Director: John Hirschboeck
Sports Director: Harry McTigue
News Editor: Melvin Nelson
Musical Director: Verne Rooney
Engineering Supervisor: Gene Brautlgam
Technical Advisor: Ogden Prestholdt

WE'RE STRIKING UP the BRAND!



NO magic wand is KSTPete's baton. Sales-wise, the "big stick" represents good radio. With our exclusive "Planalyzed Promotion" as a self-starter, good radio keeps the KSTP Brand-Wagon at the head of the sales parade here in the important Twin Cities Market.

Look over the KSTP Brand-Wagon's list of local, national spot and network passengers, remembering that only one thing keeps these advertisers aboard — results! Then climb on yourself for a real sales joy-ride.



Represented Nationally by Edward Petry & Co.

W T C N

MINNEAPOLIS—EST. 1934
BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
Owned By: Minneapolis Daily Times & St. Paul Dispatch-Pioneer Press
Operated By: Minnesota 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: W. F. Johns
Station Manager: C. T. Hagman
Commercial Manager: F. Van Konyneburg
Program Director: Robert DeHaven
Publicity Director-Traffic Manager: Judy Bryson
Musical Director: Frank Zdarsky
Chief Engineer: Myron Fleming

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1924
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: 24 hours daily
News Service: 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
Farm Editor: Hugh Aspinwall
News Editor: John Versteate
Artists' Bureau Head: David Stone
Musical Director: Leonard Leigh

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 12:30 a.m.; Saturdays, 6 a.m. to 1 a.m.
News Service: AP
Transcription Service: Standard Radio
Representative: William G. Rambeau Co.

Personnel

President and General Mgr.: Edward Hoffman
Sales Promotion Manager: Samuel N. Nemer
Program-Publicity Director: Marilyn Powell
Production Manager-Chief Announcer: Frank Devaney
Musical Director: Lillian Jones
Chief Engineer: Warren Fritze

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
Representatives: North Central Broadcasting System

Personnel

President: John Boler
Station Manager: M. M. Marget
Commercial Manager: M. M. Marget
Program Director: Arvid Johnson
Chief Engineer: Dick Noble

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: 7:30 to Sunset, Shared with WLB

Personnel

President..... L. W. Boe
 Director..... Martin Hegland
 Station Manager..... M. C. Jensen
 Program Director..... David Johnson
 Musical Director..... Oscar Overby
 Chief Engineer..... O. W. Haldorsen
 (Non-Commercial Station)

K R O C

ROCHESTER—EST. 1935

BLUE NETWORK

NBC—SOUTHERN MINNESOTA NETWORK
 MINNESOTA RADIO NETWORK

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Southern Minnesota
 Broadcasting Co.

Address..... 100 First Ave. Building
 Phone Number..... 3924, 3925
 Transmitter Location... Highway 52, Cascade
 Township

Time on the Air: 6:30 a.m. to 12:30 a.m.;
 Sundays, 8 a.m. to 12:30 a.m.

News Service..... UP
 Transcription Service

Standard Radio; NBC Thesaurus
 Representative..... Radio Advertising Corp.

Personnel

President..... Agnes P. Gentling
 Secretary..... Maxine Jacobs
 Station Manager..... Gerald H. Wing
 Commercial Manager..... Lew Potter
 Program Director..... Cal Smith
 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.

Address..... Weber Building
 Phone Number..... 3330, 3331
 Transmitter Location... Military Highway
 Time on the Air..... 6 a.m. to 12 midnight;
 Sundays, 7 a.m. to 12 midnight

Newspaper Affiliation... St. Cloud Times
 News Service..... UP

National Sales Office (Northwest Network)
 Ray C. Jenkins, Radison Hotel, Minneapolis,
 Minn.

Representative (Northwest Network)
 Edward Petry & Co.

Personnel

President-General Manager... Fred Schilplin
 Commercial Manager... Martin F. Lindemann
 Promotion Manager-Program Director

Lucile Miller
 Production Manager..... Hubert Warner
 Chief Engineer..... Robert B. Witschen

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..... Greg Rouleau
 Program Director..... Greg Rouleau
 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
 Redwood Falls Studio Manager Mrs. Gerretson
 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..... Unlimited license
 Newspaper Affiliation... Winona Republican-
 Herald

Transcription Service... Standard Radio

Personnel

President..... M. H. White
 General Manager..... L. L. McCurnin

MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W C B I

COLUMBUS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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, Columbus;
Ritz Theatre, West Point
Transmitter Location.....1st and Main Sts.
Time on the Air.....16 hours daily
Newspaper Affiliation...Columbus Commercial
Dispatch
News Service.....AP
Transcription Service.....Standard Radio,
Keystone Broadcasting System
Representative.....Sears and Ayer, Inc.

Personnel

Owner.....Capt. Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Program-Production Manager.....Bill McHan
Director of War Programs—Women's
Programs.....Jane Burrous
News Editor.....John Brinn
West Point Studio Director.....Madge Moore
Chief Engineer.....Maxell Williams

W J P R

GREENVILLE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....John R. Pepper
Address.....107 So. Poplar
Phone Number.....1770
Transmitter Location.....North on Highway
No. 1
Time on the Air.....7 a.m. to 9 p.m.;
Sundays, 9 a.m. to 6 p.m.
News Service.....UP
Transcription Service.....Associated Music
Publishers; Keystone Broadcasting System

Personnel

Owner.....John R. Pepper
Director.....Bert Ferguson
Commercial Manager.....Frank W. Baldwin
Program Director.....Bob Thompson
Publicity Director.....Sallie Kellner
Musical Director.....Rosie Mock
Chief Engineer.....R. L. Lee

W G R M

GREENWOOD—EST. 1938

MUTUAL BROADCASTING SYSTEM—
NATIONAL BROADCASTING SYSTEM—
MISSISSIPPI NETWORK—KEYSTONE
BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....P. K. Ewing
Address.....222 Howard Street
Phone Number.....1717
Transmitter Location.....North Greenwood
Time on the Air.....7 a.m. to 10 p.m.
Transcription Service.....Keystone Broadcasting
System
Representative.....Sears & Ayer, Inc.

Personnel

President.....P. K. Ewing
Station-Commercial Manager.....F. C. Ewing
Program Director.....Herb Abramson
Production Manager.....M. L. Henderson
Chief Announcer.....Billy Hand
Chief Engineer.....Gordon Clark

W G C M

GULFPORT—EST. 1929

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned By.....WGCM, Inc.
Operated By.....Hugh O. Jones
Business Address.....Hewes-Martin Bldg.
Phone Number.....Gulfport 1111
Studio Addresses.....Hewes-Martin Bldg.
(Gulfport); Tivoli Hotel (Biloxi)
Transmitter Location.....Arlington Heights
Time on the Air.....7 a.m. to 10 p.m.;
Sundays, 10:30 a.m. to 8:30 p.m.
News Service.....INS
Representative.....Sears & Ayer

Personnel

President-Owner.....Hugh O. Jones
Sales Promotion-Production Manager
Dell Crosby
Program Director-Chief Announcer
Larry Holmes
Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting
Co.
Address.....302 Hemphill St.

Phone Number.....1866-67
 Transmitter Location.....W. Seventh St. and
 25th Ave.
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News Service.....UP
 Representative.....Sears & Ayer

Personnel

President and General Manager... C. J. Wright
 Program Director-Production
 Manager John T. Orr

W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

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.....Unlimited license
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor

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,
 P. O. Box 1847

Phone Number.....3-2789
 Transmitter Location....Foot of High St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Sears & Ayer

Personnel

President.....Geo. W. Covington
 Station Manager.....L. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Sales Promotion Manager... Maurice Wray
 Program Director.....Ward Coleman
 Chief Announcer.....Roy Weinedel
 Chief Engineer.....C. A. Perkins

W A M L

LAUREL—EST. 1935

**NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM
 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.....Standard Radio
 Representative.....Sears & Ayer

Personnel

President.....D. A. Matison
 Station and Commercial Mgr....H. M. Smith
 Sales Promotion Manager... Granville Walters
 Program Director.....Frank Holfield
 Bookkeeper.....Sue Wilby
 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
 News Director.....Charles White McGehee
 Program Director.....Julia D. Blumenstock
 Chief Announcer.....John Thompson, Jr.
 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
 Program-Musical Director... Mrs. D. W. Gavin

W M I S

NATCHEZ—EST. 1941
MISSISSIPPI NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned By..... Natchez Broadcasting Co.
Operated By..... P. K. Ewing, Jr.
Address..... City Bank & Trust Co. Bldg.
Phone Number..... 1515
Transmitter Location... Highway No. 61, North
Time on the Air..... 7 a.m. to 9 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-Chief Announcer... James Day
Production Manager..... Norman Lawrence
Publicity Director..... Myra Boudreaux
Artists Bureau Head..... Marjorie Marx
Chief Engineer..... Thos. Patterson

W Q B C

VICKSBURG—EST. 1931
BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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..... 11 to 12 hours daily
Newspaper Affiliation... Vicksburg Evening
Post; Vicksburg Morning Herald
News Service..... AP
Transcription Service..... World Broadcasting
System

Personnel

President..... L. P. Cashman
Station Director..... O. W. Jones
Chief Announcer..... Loren Miller
Chief Engineer..... C. E. Drake

MISSOURI

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 227-285*

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..... UP
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 Elm Sts.
Phone Number..... 4141-42

Transmitter Location... 1200 East Broadway
Time on the Air..... 7:15 a.m. to 11 p.m.;
Sundays, 7 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

Personnel

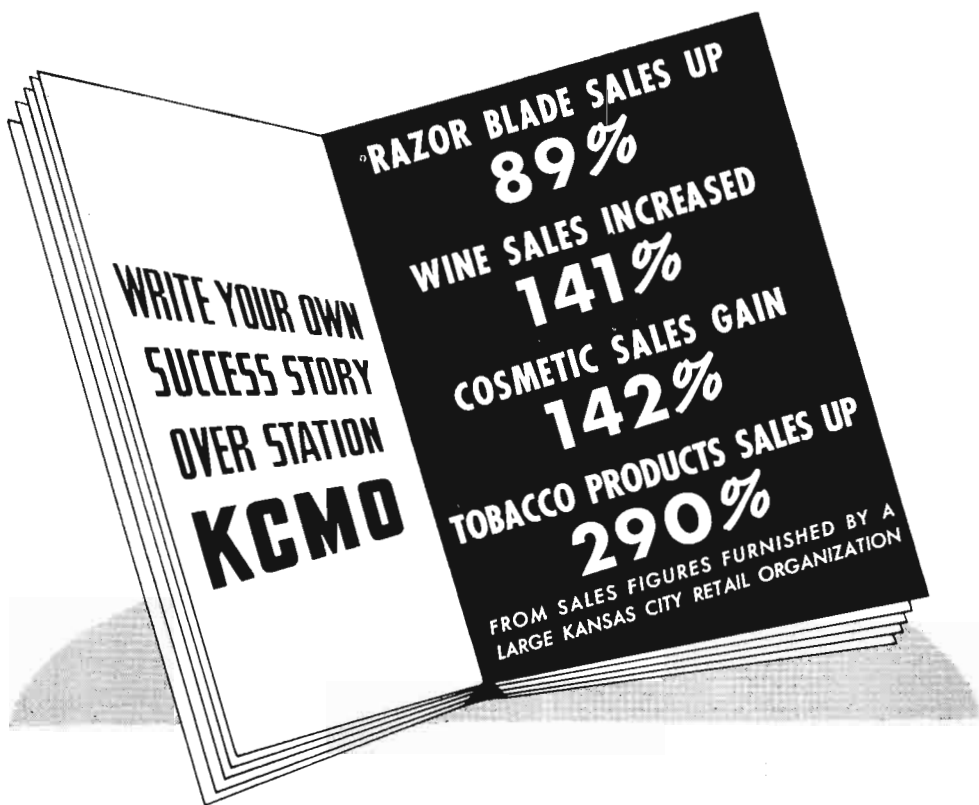
President..... Elzey Roberts
Station Manager..... C. L. Thomas
Business Manager..... E. R. Welden
Program Director..... Foster H. Brown, Jr.
Commercial Manager..... J. W. Roth
Production Manager..... Harold Douglas
Chief Announcer..... Harold Douglas
Chief Engineer..... Robert Haigh

K H M O

HANNIBAL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Courier Post Publish-
ing Co.
Address..... 102½ S. Main St.
Phone Number..... 3450-51
Transmitter Location..... Lindell Ave.
Time on the Air..... 6 a.m. to 11 p.m.;
Sundays, 8 a.m. to 11 p.m.



These are typical of the sales-success stories being written by radio promotion over Station KCMO, Kansas City. Products advertised consistently over Kansas City's popular Blue Network outlet are breaking sales records regularly.

KCMO combines the enviable drawing power of Blue Network shows with an ideal merchandising service that gets maximum results from Kansas City's expanding, booming wartime market.

Call on KCMO to help you write a success story for your product in Kansas City. You Can get complete details and a list of availabilities from any McGillvra office.

**NATIONAL REPRESENTATIVE:
JOSEPH HERSHEY MCGILLVRA**

BASIC BLUE NETWORK



Newspaper Affiliation....Hannibal Courier-
Post
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

President.....E. L. Sparks
General Manager.....W. Earl Dougherty
Production Manager.....U. S. (Scotty) Smith
Musical Director.....George Lacey
Chief Engineer.....Warren E. McFadden

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.....Unlimited license
Newspaper Affiliation...Jefferson City Capitol
News & Post Tribune
Transcription Service....World Broadcasting
System; Lang-Worth
Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Roge

W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address....Frisco Bldg., Sixth and Main Sts.
Phone Number.....330-1-2-3
Transmitter Location.....13th and Roosevelt
Time on the Air.....6 a.m. to 1 a.m.
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
Program Director.....Margaret Houston
Continuity Editor.....June Darby
Production Manager-Musical Director
Stella Lukens
News Editor.....Rob Roy Ratcliff
Chief Announcer.....Charles McIntire
Artists Bureau Head.....Abe Radunsky
Chief Engineer.....Richard Meek

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.....AP
Transcription Service.....Associated Music
Publishers,
Representative...Joseph Hershey McGillvra

Personnel

President.....T. L. Evans
General & Sales Manager.....Jack Stewart
Business Manager.....C. E. Breazeal
Program Director.....Dorothy Stewart
Production Managers.....Kenneth Heady,
Margaret Hillias
Publicity-Sales Promotion Manager
Dave Brown
News Editor.....James Munroe
Musical Director.....Leigh Croven

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated ByMidland Broad-
casting Co.
Address Pickwick Hotel
Phone NumberHarrison 2650
Transmitter Location...50th & Belinder Road
Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
News Service.....AP; UP
Transcription Service: Lang-Worth; World
Broadcasting System
RepresentativeFree & Peters, Inc.

Personnel

PresidentArthur B. Church
Managing Director.....Karl R. Koerper
Director of SalesSam H. Bennett
Promotion-Publicity Director....Frank Barhyt
Merchandising-Research
DirectorMark N. Smith
Program Director.....Don Macon
Director of War Programs.....Gene Dennis
Production Manager.....Fran Heyser
Chief Announcer.....Gordon Haywood
Studio Director.....Kenneth Krahl
Artists Bureau Head...James W. McConnell
Musical Director.....P. Hams Flath
Chief Engineer.....A. R. Moler

KSD

CONTINUED
Leadership
in **ST. LOUIS**

KSD is the dominant news coverage station in St. Louis.

This is of first importance in war time. KSD is the only station in St. Louis with full-time—24-hour service—of both the Associated Press and Press Association, Inc. KSD is also the exclusive outlet in St. Louis for NBC network, with its world-famed commentators and trained correspondents in all the war centers of the globe.

KSD-NBC regular and special day and night programs feature the world's star entertainers.

KSD-NBC has continued holding this top-notch star-program supremacy since 1935. This is shown in the national poll selections of "Firsts" from 1935 through 1942. KSD-NBC has led all other St. Louis stations in "Firsts" without exception year after year.

These dominating listener appeal features have given KSD a decisive leadership in its value to sponsors who seek the most effective radio coverage of the rich St. Louis market.

KSD has a greater daytime population coverage area than any other St. Louis station.

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

ATLANTA

SAN FRANCISCO

HOLLYWOOD

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, 8 a.m. to 12 midnight
 Newspaper Affiliation...The Kansas City Star
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative...Edward Petry and Company

Personnel

President.....Earl McCollum
 Station Manager.....H. Dean Fitzner
 Assistant Manager.....V. S. Batton
 Commercial Manager...R. Gardner Reames
 Program Manager.....Harry J. Kaufmann
 Chief Announcer.....Henry Carroll
 Chief Engineer.....Joseph A. Flaherty

W H B

KANSAS CITY—EST. 1922
MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc. Power: 1000 Watts
 Owned-Operated By...WHB Broadcasting Co.
 Address.....Scarritt Building
 Phone Number.....Harrison 1161
 Transmitter Location.....North Kansas City
 Time on the Air.....Daytime license

Personnel

President.....Donald Dwight Davis
 Station Manager.....John T. Schilling

K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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 North Main St.
 Phone Number.....1310
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 Newspaper Affiliation.....Poplar Bluff Daily
 American Republic
 News Service.....AP

Personnel

Chief Executive.....O. A. Tedrick
 General Manager.....P. H. Cunningham
 Production Manager.....William R. Tedrick
 Chief Announcer.....Joe Roman
 Chief Engineer.....Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924
BLUE NETWORK

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Address.....Schneider Building,
 7th and Felix Streets
 Phone Number.....4-0813
 Transmitter Location.....5½ miles North
 Northeast of St. Joseph
 Time on the Air.....24 hours daily
 Newspaper Affiliation...St. Joseph News-Press,
 St. Joseph Gazette
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio
 Representative...Headley-Reed Company

Personnel

President-Station Manager.....Barton Pitts
 Nat'l Advertising Manager...Glen G. Griswold
 Publicity-Promotion Manager...J. Ted Branson
 Program Director.....Harry Packard
 Chief Engineer.....Fred H. Damm

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.....Unlimited license
 News Service.....AP, Transradio, UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth
 Representative.....Radio Sales

Personnel

General Manager.....Merle S. Jones
 Assistant Manager.....Arthur Casey
 Sales Manager.....Wendell B. Campbell, 2nd
 Public Events Director.....Jerry Hoekstra
 Program Director.....Blaine Cornwell
 Continuity Editor.....Charles Barnhart
 Accountant.....Robert F. DeVoe
 Radio Sales Representative...Carter Ringlep
 Publicity Director.....William Zalkin
 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 ServiceAP
 Transcription Service.....NBC Thesaurus, Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Joseph Pulitzer
 General Manager.....George M. Burbach
 Sales Manager.....Edward W. Hamlin

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n. (CP 5000)

Owned-Operated By.....Thomas Pairick, Inc.
 Address..Hotel Chase, Lindell & Kingshighway
 Phone Number.....Rosedale 3210
 Transmitter Location.....500 E. Logan, Baden Station, Baden, Mo.

Time on the Air: 6 a.m. to 12 midnight;
 Sundays, 7 a.m. to 12 midnight

News Service.....UP; Reuters
 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
 Chief Announcer.....Martin Bowin
 Program Director.....John Tinnea
 Publicity Director.....Sue McCaslin
 Musical Director.....Richard Hayes
 Chief Engineer.....N. J. Zehr

K X O K

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Star-Times Publishing Company

Address.....12th and Delmar Blvds.
 Phone Number.....CHestnut 3700
 Transmitter Location.....Horse Shoe Lake, Madison County, Ill.

Time on the Air.....24 hours daily
 Newspaper Affiliation.....St. Louis Star-Times
 News Service.....INS; UP

Transcription Service.....Associated Music Publishers; Standard Radio

Representative.....Weed & Company

Personnel

Sales Manager.....Clarence G. Cosby
 Promotion Manager.....Robert A. Seat
 Program Director.....C. L. Thomas
 Publicity Director.....Harry K. Renfro
 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.....Local sunrise-to-sunset
 News Service.....INS
 Transcription Service.....Standard Radio,
 Lang-Worth; Associated Music Publishers
 Representative.....John E. Pearson

Personnel

President.....Rev. H. B. Crimmins, S.J.
 General Manager.....Nicholas Pagliara
 Program Director.....Don Lochner
 Production Manager-Publicity
 Director.....Mark Thompson
 Musical Director.....Ralph Stein
 Chief Engineer....Brother George Rueppel, S.J.

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...Grand & Lindell Blvds.
 Time on the Air: 7 a.m. to 11:30 p.m.; Satur-
 days, 7 a.m. to 2 p.m.; Sundays, 8:30 a.m.
 to 11 p.m.

News Service.....AP
 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
 Sales Promotion Manager...Claude C. Rock
 Program Director.....Neil Norman
 Publicity Director.....Mel Kampe
 Musical Director.....Allister Wylie
 Chief Engineer.....Chal H. Stoup

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 DeMun 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.....L. Kenn Zank
 Musical Director.....Theodore Hoelty-Nickel
 Sports Editor.....Kenn Lawrence
 Chief Engineer.....Carl H. Meyer

K D R O

SEDALIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Albert S. and Robert A.
 Drohlich d/b Drohlich Bros.
 Address.....2100 W. Broadway
 Phone Numbers.....4004, 4005, 4006
 Transmitter Location.....2100 W. Broadway
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service..Keystone Broadcasting
 System

Personnel

Station-Commercial Manager
 Robert A. Drohlich
 Promotion Manager.....Albert S. Drohlich
 Program Director.....William Davis
 Chief Announcer.....Milton Dickey
 Chief Engineer.....Bing G. Wong

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 News-
 papers, Inc.
 News Service.....AP; UP
 Transcription Service.....NBC Thesaurus.
 Standard Radio
 Representative.....John E. Pearson

Personnel

President.....Tams Bixby, 2nd
 General Manager.....Ralph D. Foster
 National Sales Manager.....Leslie L. Kennon

Local Sales Manager.....J. Gordon Wardell
 Promotion Manager...M. Wayland Fullington
 Program Director.....Terry Moss
 Director of War Programs...Ralph A. Nelms
 Production Manager.....C. R. Black
 Chief Engineer.....Fritz Bauer

K T T S

SPRINGFIELD—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Independent Broad-
 casting Co.
 Address.....Chamber of Commerce Bldg.
 Phone Number.....4303
 Transmitter Location...Chamber of Commerce
 Bldg.
 Time on the Air: 6 a.m. to 12:02 a.m.; Sundays,
 7 a.m. to 12:02 a.m.
 News Service.....INS
 Transcription Service.....World Broadcasting
 System
 Representative..Howard H. Wilson Company

Personnel

President.....J. H. G. Cooper
 Station Manager.....G. Pearson Ward
 Commercial Manager.....Marvin Ward
 Program Director.....Frank McAtee
 Musical Director.....Frank Snipe
 Chief Engineer.....Frank L. Barker

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.....James River Club
 Road and Highway M
 Time on the Air.....5 a.m. to midnight
 Newspaper Affiliation.....Springfield News-
 papers, Inc.
 News Service.....AP; UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson

Personnel

President and Station Mgr....Ralph D. Foster
 National Sales Manager.....Leslie L. Kennon
 Local Sales Manager.....J. Gordon Wardell
 Sales Promotion
 Manager.....M. Wayland Fullington
 Program Director.....Terry Moss
 Director of War Programs...Ralph A. Nelms
 Production Manager.....C. R. Black
 Chief Engineer.....Fritz Bauer

MONTANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

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. Cooney
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: 8 a.m. to 10 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: M. E. Dunn
Program Director: L. L. Sterling
Chief Engineer: Jack Provis

K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO.

Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: KGIR, Inc.
Address: Butte

Phone Number: 22-3-44
Transmitter Location: Butte
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Lang-Worth;

C. P. MacGregor

Representative: The Walker Co.

Personnel

Manager: Ed. B. Craney

K F B B

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By: Buttrely 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.

News Service: UP
Transcription Service: NBC Thesaurus, Standard Radio

Representative: Weed & Company.

Personnel

President: F. A. Buttrely
General Manager: Joseph P. Wilkins
Program Director: LeRoy Stahl
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

Personnel

General Manager.....Donald C. Treloar
 Commercial Manager.....K. W. Montgomery
 Program-Musical Director.....Don Treloar
 Chief Engineer.....Donald Gorman

K R J F

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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;
 C. P. MacGregor; Keystone Broadcasting
 System

Personnel

General Manager.....W. F. Flinn
 Station Manager.....Don Tannehill
 Program Director.....R. D. Wilson
 Chief Engineer.....H. W. Panchot

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
 News Service.....UP
 Representative.....Burns-Smith Co.

Personnel

President and Station Manager...A. J. Mosby
 Assistant Manager-Program Director,
 James Alden Barber
 Sales Manager.....Soc Vratiss
 Publicity Director.....John J. Campbell
 News Editor.....Bill Strothman
 News-Publicity Director.....John J. Campbell
 Educational Director.....Ruth G. Schleber
 Accountant.....Rogna Phelps
 Traffic Manager.....Esther Christian
 Chief Engineer.....Fred U. Wamble

K G C X

SIDNEY—EST. 1926

CBC—KEYSTONE BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....Sidney, Mont.
 Phone Number.....408
 Studio Address.....Sucksdorf Bldg.
 Transmitter Location....4½ miles N. E. of
 Sidney
 Time on the Air.....7 a.m. to 8:15 a.m.
 Transcription Service.....Standard Radio

Personnel

President-Station Manager...E. E. Krebsbach
 Commercial Manager.....Milton J. Severson
 Chief Announcer.....Mel King
 Musical Director.....Ronald W. Cook
 Chief Engineer.....Otto E. Moates

NEBRASKA

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 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K O R N

FREMONT—EST. 1939

Frequency: 1490 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

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.....Local sunrise to sunset
 News Service.....UP
 Transcription Service...Standard Radio; BMI
 Representative.....Headley-Reed Co.

Personnel

President-General Manager..... Don Searle
 Business Manager..... Wick Heath
 Commercial Manager..... Bill Martin
 Program Director-Chief Announcer,
 George Kister
 Production Manager..... Dutch Woodward
 Chief Engineer..... D. Swanson

K H A S

HASTINGS—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Nebraska
 Broadcasting Co.
 Address.....Tribune Bldg.
 Transmitter Location.....Tribune Bldg.
 Time on the Air.....7 a.m. to 7 p.m.
 Newspaper Affiliation.....Hastings Daily Tribune
 News Service.....AP
 Transcription Service.....World Broadcasting
 System

Personnel

President.....Fred A. Seaton
 Station Manager.....Duane L. Watts
 Program Director-Chief Announcer
 Max Brown
 Chief Engineer.....Duane B. Allison

K G F W

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Central Nebraska
 Broadcasting Corporation
 Address.....Federal Annex Bldg.
 Phone Number.....Executive office, 23541,
 Program Dept., 31551
 Transmitter Location.....South Central Ave.
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

General Manager.....Lloyd C. Thomas
 Station-Commercial Manager.....E. Anson Thomas
 Sales Promotion Manager.....Carl Argabrite
 Program Director-Chief Announcer
 Harold Clark
 Production Manager.....Maurice Wenzinger
 Publicity Director.....Maxine Selover
 Office Manager.....Betty Bishop
 Farm Editor.....Arnold Kloxen
 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.....5 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Nebraska State
 Journal, Lincoln Star
 News Service.....INS; AP
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

Station Manager.....W. Judson Woods
 Commercial Manager.....Arthur J. Weaver
 Sales Promotion Manager.....Harry Walsh
 Auditor-Office Manager.....Paul L. Dodd
 Program Director.....Earl Williams
 Production Manager.....Orth Wells
 Publicity Director.....Naomi Wood
 Continuity Head.....L. A. Miller
 Traffic Manager.....Clara Rehn
 Music Librarian.....Alene McKinney
 Chief Engineer.....Mark Bullock

K F O R

LINCOLN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Cormbelt 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; AP
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

General Manager.....Don Searle
 Station Manager.....Jud Woods
 Commercial Manager.....Arthur J. Weaver
 Promotion Manager.....Harry Walsh
 Auditor-Office Manager.....Paul L. Dodd
 Publicity Director.....Naomi Wood
 Continuity Head.....L. A. Miller
 Traffic Manager.....Clara Rehn
 Musical Director.....Edward E. Perrigo
 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 Announcer.....Jay Baumann
 Musical Director.....Harold Keine
 Chief Engineer.....Frank Weidenbach

K G N F

NORTH PLATTE—EST. 1930

KEYSTONE BROADCASTING SYSTEM

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
 Representative.....The Walker Co.

Personnel

President and Station Mgr.....W. I. LeBaron.
 Program Director.....Genevieve Eaves
 War Program Director.....Ernie Jaeggi
 Chief Engineer.....J. B. Eaves

K B O N

OMAHA—EST. 1942

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.....6:30 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

President.....John K. Morrison
 Station Manager.....Marie Maher
 Business Manager.....Paul R. Fry
 Chief Announcer.....Dayton E. Heckman
 Chief Engineer.....Richard Wina

K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

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 12:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.

Newspaper Affiliation.....Lincoln Star,
 Nebraska State Journal

News Service.....INS; AP
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co.

Personnel

General Manager.....Don Searle
 Sales Manager.....Arthur J. Weaver
 Merchandising Manager.....Harry Walsh
 Program Director-Production Manager
 Harold Hughes
 Musical Director.....Kermith Trimble
 Chief Engineer.....Mark Bullock

K O W H

OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc.....Power: 500 Watts
 Owned By.....World Publishing Co.
 Operated By.....Omaha World Herald
 Business Address.....15th and Farnam Sts.
 Studio Address.....World Herald Bldg.
 Transmitter Location.....Northwest of Omaha
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....George P. Hollingbery Co.

Personnel

President.....Henry Doorly
 Station Manager.....Frank E. Shopen
 Commercial Manager.....Louis A. Smith
 Production Manager-Publicity Director
 Ken Stuart
 Chief Engineer.....F. E. Shopen, Jr.

W O W

OMAHA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Station WOW, Inc.
 Address.....Insurance Building, 17th & Farnam
 Streets

Phone.....Webster 3400
 Transmitter Location.....56th & Kansas Avenue
 Time on the Air.....24 hours daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth; BMI; C. P. MacGregor
 Representative.....John Blair & Company

Personnel

Station Manager.....John J. Gillin, Jr.
 Promotion Manager.....Bill Wiseman
 Personnel Director.....William Ruess
 Program-Commercial Manager.....Harry Burke
 Production Manager.....Lyle DeMoss
 Publicity Director.....Bill Wiseman
 Director of News and Special
 Events.....Ray Clark
 Sports Editor.....Tom Dailey
 Musical Director.....Morton Wells
 Chief Engineer.....Wm. J. Kotera

K G K Y

SCOTTSBLUFF—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned By: L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart
 Operated By: Hilliard Co.
 Business Address: 1517 Broadway
 Phone Number: 856

Studio Address: 1517 Broadway; Alliance Hotel, Alliance Nebr.
 Transmitter Location: South Broadway
 Time on the Air: Unlimited license
 Transcription Service: NBC Thesaurus; Standard Radio

Personnel

President and Station Manager: L. L. Hilliard
 Vice-President-Commercial Manager: R. M. Stewart

NEVADA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

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 Number: 1400
 Studio Address: El Rancho Vegas
 Transmitter Location: El Rancho Vegas

Time on the Air: 8 a.m. to 10 p.m.
 News Service: INS
 Transcription Service: NBC Thesaurus
 Representative: Homer Owen Griffith

Personnel

President-Station Manager: Maxwell Kelch
 Commercial Manager: Goodloe McDowell
 Program Director: Ralph O. Dow

PA ORIGINATED

*the extra service of the
 only press association*

Station Relations

Department.

K O H

RENO—EST. 1930

BLUE NETWORK

NATIONAL BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 1000 Watts
 Owned By: The Bee Incorporated
 Operated By: McClatchy Broadcasting Company
 Address: 143 Stevenson Street
 Phone Number: 5106-07
 Transmitter Location: County Road, Sparks, Nevada
 Time on the Air: 6:45 a.m. to 12 midnight; Saturdays, 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation: The Sacramento Bee; Modesto Bee; Fresno Bee
 News Service: UP
 Transcription Service: Associated Music Publishers
 National Sales Office: Walter Davison, 366 Madison Ave., New York, N. Y.
 Representative: Paul H. Raymer Co.

Personnel

President: Eleanor McClatchy
 Station Manager-Chief Engineer: Hewitt Kees
 Sales Manager: Merrill Inch
 Program Director: Merle Snider
 Production Manager: Robert Regent

NEW HAMPSHIRE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: WKNE Corporation
Address: 17 Dunbar St.
Phone Number: Keene 2080
Transmitter Location: Stanhope Ave.
Time on the Air: 6:30 a.m. to 11:15 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

Personnel

President: Harry C. Wilder
Station Manager: David Carpenter
Commercial Manager: Richard G. Bath
Program Director: Robert M. Peebles
Publicity-Continuity Director: Evelyn Howe
Chief Announcer: Ozzie Wade
Chief Engineer: Howard Ayer

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

KEYSTONE BROADCASTING SYSTEM

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: 7:30 a.m. to 11:15 p.m.;
Sundays, 8 a.m. to 11:15 p.m.
News Service: AP
Transcription Service: NBC Thesaurus

Personnel

President: Vernon Mason
General Manager: Earle Clement
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 NETWORK

Frequency: 1370 Kc. Power: 5000 Watts

Owned-Operated By: N. H. Broadcasting Co.

Address: Carpenter Hotel, 323 Franklin St.
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: UP
Transcription Service: NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

Personnel

President: Mrs. Henry P. Rines
Station Manager: David F. Shurtleff
Commercial Manager: Frank Betten
Sales Promotion Manager: Frederick Cole
Program Director-Production Manager: Don Caswell

Chief Announcer: Norman Bailey
Musical Director: Roger Barrett
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: Front Street
Time on the Air: 6:30 a.m. to 12 midnight

News Service: AP
Transcription Service: Associated Music Publishers

Representative: Joseph Hershey McGillvra; R. C. Foster & Company

Personnel

President: Francis P. Murphy
Sales Manager: Warren Brewster
Sales Promotion-Publicity Director: Edwin Gott
Program Director: Phyllis Borden
Production Manager-Musical Director: Bert Colter

Chief Announcer: Armand La Pointe
Chief Engineer: Vincent H. Chandler

184,245 Buyers

DEPEND UPON

W H E B

for

Primary DAYTIME Coverage

1940 Census Shows
\$108,613,000
Retail Sales
(1942 'way up!')

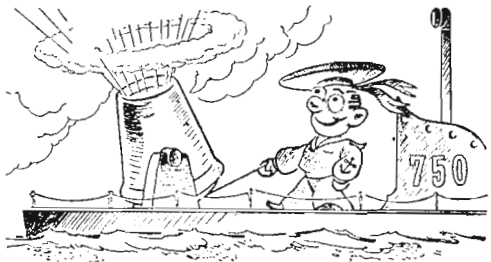
- All of these buyers are clustered within 27 miles of

Portsmouth, N. H.

- \$61,000,000-Plus Annual Navy Yard Payroll Alone!

W H E B

- THE WALKER CO.
New York City
- BERTHA BANNAN
Boston



BERT GEORGES, General Manager

W H E B

PORTSMOUTH—EST. 1932

Frequency: 750 Kc. Power: 1000 Watts
 Owned-Operated By: WHEB, Inc.
 Address: Lafayette Road, U. S.
 Highway No. 1
 Phone Number: 2670
 Transmitter Location: Lafayette Road, U. S.
 Highway No. 1
 Time on the Air: 6 a.m. to hour after local
 sunset; Sundays, 7:45 a.m. to hour after
 local sunset
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: The Walker Company;
 Bertha Bannon

Personnel

President: R. G. LeTourneau
 General Manager: Bert Georges
 Business Manager: Martin Gunther
 Program Director: Winslow Bettinson
 Production Manager-Publicity
 Director: Dal Wyant
 Chief Announcer: Keith Boss
 News Editor: Carl Reed
 Talent Director: Bill Waters
 Bookkeeper: Alice Marr
 Continuity Director: Bob Athearn
 Musical Director: Katherine Gunther
 Chief Engineer: Paul Lindsay

NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285

W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts
 Owned-Operated By: Radio Industries
 Broadcast Company, Inc.
 Business Address: 4 Convention Hall
 Phone Number: Asbury Park 1911-4682
 Studio Address: 8-10-12 North Promenade
 Convention Hall
 Transmitter Location: W. Bangs Avenue,
 Neptune, N. J.
 News Service: Local News; Christian Science
 Monitor News

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
 Station-Business Manager:
 Monroe L. Mendelsohn
 Program Director: Ralph Shoemaker
 Chief Engineer: Earle Godfrey

Personnel

President: George S. Ferguson
 Station Manager: V. N. Scholes
 Technical Advisor: Thomas F. Burley, Jr.
 Program Director: Ruth Brown
 Chief Announcer: Phillip O'Farrell
 Musical Director: G. H. Scott
 Chief Engineer: Gordon Shaw

W F P G

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Neptune Broad-
 casting Corporation
 Business Address: Steel Pier
 Phone Number: 52188
 Transmitter Location: Steel Pier
 Time on the Air: 7:30 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: Associated Music
 Publishers
 Representative: Burn-Smith Company, Inc.

Personnel

President-General Manager: Edwin E. Kohn
 Program Director: Edgar A. Sweet
 Musical Director: Franklin Leary
 Chief Engineer: Blair K. Thron

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: Absecon Blvd. and Beach
 Thorofare



WAAT
NEW JERSEY'S *First* STATION
970 ON THE DIAL
ON THE AIR 24 HOURS A DAY—

NEWARK EVENING NEWS—NEW JERSEY'S LEADING NEWSPAPER
PRESENTS NEWS ON THE HOUR, EVERY HOUR

DOLLAR FOR DOLLAR — THE BEST BUY*
IN AMERICA'S FOURTH LARGEST MARKET

Write, Wire, or Phone Mitchell 2-6400
Executive and Sales Office: 15 Hill St., Newark, N. J.

*Pulse of New York Surveys

W S N J

BRIDGETON—EST. 1937
KEYSTONE BROADCASTING SYSTEM
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
 Transcription Service: C. P. MacGregor; Lang-
 Worth

Personnel

President-Manager: Howard S. Frazier
 Commercial Manager: Ovelton Maxey

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts
 Owned-Operated By: City of Camden
 Address: City Hall
 Phone Numbers: Camden 0907-4523-9000
 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 Sat-
 urday)

News Service: AP
 Transcription Service: Standard Radio

Personnel

Chief Executive: Mayor George E. Brunner
 Station Manager-Chief Engineer: Clarence E. Onens
 Sales Promotion Manager: L. M. Maxwell
 Program Director: Elizabeth Renner
 Production Manager-Chief Announcer: Harry Fleetwood
 Publicity Director: William Markward

W A A T

JERSEY CITY—NEWARK—EST. 1920
NEW JERSEY STATE NETWORK

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By: Bremer Broad-
 casting Corporation
 Address: 11 Hill St., Newark
 Phone Number: Mitchell 2-6400
 Studio Address: Hotel Douglas, Newark
 Transmitter Location: Kearny
 Time on the Air: 24 hours daily
 News Service: UP

Transcription Service: World Broadcasting
 System
 Representative: William G. Rambeau Co.

Personnel

Executive Vice-President-General Manager:
 Irving Robert Rosenhaus
 Vice-President in Charge of Sales: A. B. Schillin
 Vice President in Charge of National Sales:
 Victor Bennett
 Program Director: Jay Stanle
 Director War Activities: Roland Trenchard
 Production Manager: Lee Stewart
 Traffic Manager: Grace Reese
 Comptroller: Theodre Elkins
 Assistant Sales Director: E. S. Lennon
 Musical Director: Gus Steck
 Technical Supervisor: Frank V. Bremer

TELESCRIPTS

*Widely sponsored,
 are available only on
 the special AP Radio
 News Wire.*

WE *Must* BE GOOD

to Turn in a Performance like This!

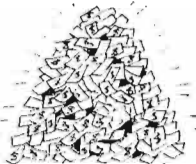


We could go about tootin' our own horn,—but it wouldn't make half as pretty music as a couple of plain and simple facts that we've rounded up. Are you listenin'?

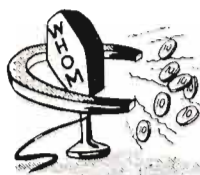
From September 15th to December 15th, 1942, WHOM did its darndest to help the War Bond Sale Campaign over the air waves. And—hold on to your hats—here's what happened . . .

Over this 3-month period, WHOM heaped up the phenomenal total of \$1,553,675 in *direct bond sales* (not pledges or phone orders) . . . or over 40 times the average showing of all stations! Exactly 10,571 individuals of foreign extraction—Jewish, Italian, Polish, German, Spanish, Lithuanian, Greek—travelled an average of 15.4 miles (with cash in pocket), passing other bond-selling points galore—to make their purchases *direct* at WHOM's studio in New York. The amount of the average sale was \$141.11 . . . or *three times* the Federal Reserve average for the coun-

\$1,553,675



try. (One affluent listener toddled in and shelled out \$5200 cold cash!) That means one thing: our listeners have *confidence* in us!



Want MORE Startling Statistics? . . . We've *plenty* . . . For instance . . . a few WHOM announcements requesting contributions to the March of Dimes brought in a deluge of jack that totalled over \$10,000 in no time.

So—what does it all prove?

It proves that WHOM has the audience . . . that the audience is gainfully employed, and has money to spend . . . and that this huge mass of buying-populace follows WHOM's messages just as eagerly as all those kids followed the Pied Piper.



This kind of listener loyalty has paid big dividends to advertisers using WHOM.

WHOM

THE BEST SELLER TO APPROXIMATELY 5 MILLION FOREIGN LANGUAGE LISTENERS IN THE N. Y. MARKET

AMERICA'S LEADING FOREIGN LANGUAGE STATION

New York Office and Studios—29 West 57th Street; Joseph Lang, Manager

W H O M

JERSEY CITY—EST. 1928

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By... New Jersey Broadcast-
 ing 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: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 11:15 p.m.
 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. Compler
 Program Director-Production Manager
 Jack Kelsey
 Director of War Programs..... Charles Baltin
 Chief Announcer..... William Fender
 Publicity Director..... Fred Coll
 Musical Director..... Joseph DeLuca
 Chief Engineer..... Allison Burnham

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.
 Addresses..... 115 Ellison St.,
 Paterson; 1060 N. Broad St., Newark
 Phone Numbers... Armory 4-3400 (Paterson);
 Mitchell 2-2122 (Newark)
 Transmitter Location..... Clifton, N. J.
 Time on the Air..... To local sunset
 News Service..... UP
 Transcription Service..... Associated Music
 Publishers

W P A T

"ON YOUR DIAL AT 93"

—for Metropolitan Coverage...

Call or Write:

SIDNEY J. FLAMM
 Paramount Bldg.

1501 Broadway
 PENNSYLVANIA 6-2945

National Sales Office.....1060 N. Broad St.,
Newark
New York Office.....1501 Broadway

Personnel

President.....James V. Cosman
Vice-President and General Manager
Sidney J. Flamm
Commercial Manager.....A. Lewis King
Program Director.....Ted Webbe
Publicity Director.....Alma F. Graef
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.

PA ORIGINATED

the first news association

Press Relations Department

for the sole purpose of

promoting its affiliated

stations.

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 Number.....8149
Transmitter Location: Lincoln Point, Morris-
ville, Pa.
Time on the Air: 7 a.m. to 10:30 a.m., Mon.
thru Sat.; 5 p.m. to 8 p.m. Mon. thru Fri.;
Saturdays, 4 p.m. to 8 p.m.; Sundays, 5 p.m.
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
Sales Promotion Manager.....Dave Rolontz
Program Director.....Walter Lewis
Director of War Programs...Marian Marshall
Production Manager.....Louis Jerome
Chief Announcer.....Robert Carrol
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.....Unlimited license

Personnel

President.....Charles Quinn
Executive Vice-President-Station
Manager.....A. Harry Zoog
Program Director.....Milton T. March
Chief Engineer.....Blair K. Thron

W A W Z

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
Owned By.....Pillar of Fire
Operated By.....Alma White College
Address.....Zarephath
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
Chief Engineer.....N. L. Wilson
(Non-Commercial Station)

NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By... New Mexico Broadcast-
ing Company

Address Kimo Theatre B'dg.
Phone Number 4544
Transmitter Location Atrisco
Time on the Air: 6 a.m. to 12 midnight
News Service Transradio: UP
Transcription Service... World Broadcasting
System

Personnel

President A. R. Hebenstreit
Station Manager Harry Burdick
Sales Promotion Manager Jack Gurley
Program Directors

Baxter Gamble; David M. Segal
Musical Director-Chief
Announcer Wendell Barcroft
Chief Engineer Leonard Dodds

K O B

ALBUQUERQUE—EST. 1920

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 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: 6 a.m. to 12 midnight
News Service INS, AP
Transcription Service NBC Thesaurus
Representative Free & Peters, Inc.

Personnel

President T. M. Pepperday
Manager Frank Quinn
Program Director Van Haften
Women's Editor Mary Hickox
Musical Director Bud Nelson
Chief Engineer Geo. S. Johnson

K A V E

CARLSBAD—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Carlsbad Broadcast-
ing Co.

Address 800 South Canal Street
Phone Number 244
Transmitter Location La Huerta, N. M.
Time on the Air 7 a.m. to 9 p.m.
News Service UP

Personnel

Station Manager Jack Hawkins
Commercial Manager Jack Evans
Chief Announcer Bob Shackelford
Chief Engineer David O. Crouch

K I C A

CLOVIS

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated by DeWitt Landis
Address 321 Main St.

Phone Number 3
Transmitter Location... 10th at Hillcrest Park
Time on the Air 7 a.m. to 8 p.m.
News Service UP
Transcription Service Associated Music
Publishers: C. P. MacGregor; Keystone
Broadcasting System

Representative Forjoe & Co.

Personnel

President-Owner DeWitt Landis
Station-Commercial Manager Lee Biggs
Sales Promotion-Production Manager

Grady Maples
Salesman Leola Randolph, S. A. Harral
Chief Engineer Vernon Hughes

K W E W

HOBBS—EST. 1938

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By W. E. Whitmore

Address Hardin Hotel
Transmitter Location Hobbs
Time on the Air Unlimited license
Transcription Service... C. P. MacGregor, Stand-
ard Radio; Keystone Broadcasting System

Personnel

President-Owner W. E. Whitmore
General Manager Chet L. Gonca

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 Number 83
Studio Address 1/2 mile east of Las Vegas
Transmitter Location

1/2 mile east of Las Vegas
Time on the Air: 7 a.m. to 8 p.m.; Sundays,
11 a.m. to 6:30 p.m.

News Service INS
Transcription Service Standard Radio

Personnel

President-Station Manager... E. N. Thwaites
 Program Manager.....Dorothy G. Thwaites
 Spanish Department Manager,
 Henry R. Tafoya, Jr.
 Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—EST. 1927

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....KGFL, Inc.
 Address310 N. Richardson Street
 Phone Number 288
 Transmitter Location511 W. 16th Street
 Time on the Air6:30 a.m. to 9 p.m.
 Transcription Service C. P. MacGregor
 RepresentativeTanz & Cox

Personnel

President-Station Manager ... W. E. Whitmore
 Commercial-Sales Promotion Manager
 John McBoyle
 Program Director-Chief Announcer
 Jack Whiteman
 Chief EngineerMelvin Unger

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 LocationSanta Fe
 Time on the AirUnlimited license
 Transcription ServiceWorld Broadcasting
 System: C. P. MacGregor

Personnel

PresidentA. R. Hebonstriet

KTNM

TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Krasin-Krutzner
 Broadcasting Co.
 AddressTucumcari
 Phone Number 192
 Transmitter LocationTucumcari
 Time on the AirShares Time
 Transcription Service.....Standard Radio
 RepresentativeCox & Tanz

WOKO

CBS

WABY

MUTUAL

*For low-cost coverage and control of
 the purse strings of the Albany Area—
 where the buying power is 18% above
 national average.*

The RADIO CENTRE STATIONS

Albany — Troy — Schenectady

New York

National Representatives: J. P. McKinney & Son

NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W A B Y

ALBANY—EST. 1933
MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Adirondack Broadcasting Co., Inc.

Address Radio Centre
Phone Number 4-4194
Transmitter Location Colonie, N. Y.
Time on the Air: 7 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 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: 6:45 a.m. to 12:05 a.m.;
Sundays, 8 a.m. to 12:05 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

KEYSTONE BROADCASTING SYSTEM

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 8 p.m.
Newspaper Affiliation Auburn Citizen-Advertiser
News Service AP
Transcription Service Standard Radio

Personnel

President William O. Dapping
Station Manager Frederick L. Keesee
Musical Director Dorothy Bolin
Publicity Director Florence Bond
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
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 Joseph M. Ryan
Sales Manager Frederick R. MacLaughlin
Program Director Richard Driscoll
Chief Announcer Clive Dill
Chief Engineer Howard Cochran

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 Ingraham
Time on the Air Unlimited
News Service UP
Transcription Service World Broadcasting
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 Promotion Manager Ewing Hawkins
Program Director E. Ray McCloskey
Production Manager Walter Roberts
Musical Director Donald Grey
Chief Engineer Lester H. Gilbert

• • NEW YORK • •

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc. Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn,
Inc.

Address: 132 W. 43rd St., N. Y. C.; 1 Nevins
St., Brooklyn

Phone Number... BRyant 9-3773; TRiangle 5-3300

Transmitter Location..... 583 Meserole St.

Time on the Air..... 7 a.m. to 1 a.m.

News Service AP; INS

Personnel

Acting-General Manager... William Norins

Program Director..... Norman H. Warembud

Publicity Directors..... L. Goldin, A. Ford

Chief Announcer Alan Stratton

Office Manager..... Vivian Murgia

Musical Director..... Lee Grant

Chief Engineer..... Peter Testan

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

AP

THRU

PA

W
B
Y
N

NEWS
EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.



NEWS AS IT HAPPENS

• 1430 ON YOUR DIAL •

WILLIAM NORINS
Gen. Mgr.

Executive Offices
132 W. 43rd ST., NEW YORK

Phone Number MAin 4-9735
 Transmitter Location.....Rossville, Staten
 Island
 Time on the Air..... Shares time

Personnel

Manager.....Andrew K. Wagner
 (Non-Commercial Station)

WLIB

BROOKLYN—EST. 1942

Frequency: 1190 Kc..... Power: 1000 Watts
 Owned-Operated By..... WLIB, Inc.
 Address 846 Flatbush Avenue
 Phone Number..... INgersoll 2-1300
 Transmitter Location..... Newtown Creek
 Time on the Air: Daytime to one hour past
 local sunset
 News Service UP
 Transcription Service Associated Music
 National Sales Office... RKO Bldg., New York
 National Representative..... The Walker Co.

Personnel

President Elias Godofsky
 Sales Manager..... Robert M. Scholle
 Sales Promotion Manager..... Louis Berne
 Program Director..... Paul Gould
 Acting Production Manager.... Roger Wayne

Continuity Director..... Joan Sack
 Publicity Director Walter Kaner
 Chief Announcer Murray Jordan
 Musical Director Waldo Mayo
 Chief Engineer..... Arthur Faske

WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc..... Power: 5000 Watts
 Owned-Operated By..... WBEN, Inc.
 Address Hotel Statler
 Phone Number..... Cleveland 6400
 Transmitter Location..... Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 9 a.m. to 12 midnight
 Newspaper Affiliation..... Buffalo Evening
 News
 News Service..... PA; UP
 Transcription Service..... NBC Thesaurus;
 Langworth
 Representative..... Edward Petry & Co., Inc.

Personnel

President..... Edward H. Butler
 Vice-President..... A. H. Kirchofer
 Station Manager..... Edgar H. Twamley
 Commercial Manager ... C. Robt. Thompson
 (SEE PAGE 290)

*The Popular Classics
 with a blend of the Modern...and NEWS*

WLIB gives New York what it likes BEST and wants MOST. The POPULAR CLASSICS WITH A BLEND OF THE MODERN and news... the kind of programs that keep Metropolitan New York, New Jersey, Connecticut radios tuned to 1190 ALL DAY, EVERY DAY!

WLIB has attained a prominent place in New York's press. Rave notices, reviews, and program listings recognize WLIB's unique program policy. And...

WLIB has already firmly established itself among New York's keenest LOCAL advertisers, who check results, *must get* results and BUY results. Alert national advertisers are following the parade to WLIB.

STILL
 Maintaining New York's
LOWEST
 RATE for Effective Cov-
 erage of the huge Met-
 ropolitan buying market

RKO BUILDING, NEW YORK, Chicago Representative—The WALKER CO.

NEW YORK'S WLIB 1190
 Clear Channel
 on your dial
 "THE VOICE OF LIBERTY"

Director of Public Service
 Programs Charles T. Harrell
 Director of Sports Jim Wells
 Director of Women's
 Programs Margaret Wilkinson
 Publicity Director Joe Haefner
 Musical Director Danny Brittain
 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 Madison 4000
 Transmitter Location 154 Eagle Street
 Time on the Air: 7 a.m. to 2 a.m.; Sundays,
 9 a.m. to 12 midnight
 News Service Transradio; AP
 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. Vlnes

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 happenings of importance . . . full Transradio Press and Associated 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.

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 Courier-Express
 News Service UP
 Transcription Service NBC Thesaurus;
 Standard Radio
 Representative Weed & Company

Personnel

President Paul E. Fitzpatrick
 Station Director C. Robert Thompson
 Sales Manager William Doerr, Jr.
 Sales Promotion Manager Albert H. Zink
 Program Director Peter Krug
 Chief Engineer Raymond Lamy

W G R

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Buffalo Broadcasting
 Corp.
 Address Rand Bldg.
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 6 a.m. to 2 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry
 Sales Manager John A. Bacon
 Chief Engineer Karl B. Hoffman

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 24 hours daily
 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
 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 2 a.m.; Sundays,
 9 a.m. to 2 a.m.
 Newspaper Affiliation..Elmira Star-Gazette;
 Sunday Telegram; Elmira Advertiser
 News Service.....UP
 Transcription Service...World Broadcasting
 Representative.....J. P. McKinney & Son

Personnel

Director.....Dale L. Taylor
 Sales Manager.....Joseph M. Cleary
 Commercial Manager.....Ernest F. Oliver
 Program Director.....Woodrow Ott
 Chief Engineer.....Thurlo A. Greene

W L A N*

ENDICOTT—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 (with 2 amplifiers)
 Owned-Operated By.....Thomas J. Watson
 Address.....Endicott
 Time on the Air.....Unlimited license
 *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
 Transcription Service.....NBC Thesaurus

Personnel

Owner and General Manager...H. H. Carman
 Commercial Manager.....Neal Seaman
 Chief Engineer.....Robert Milos

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
 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 Managers.....H. Stilwell Brown,
 Bernard F. Goodrich
 Sales Promotion Manager..Theodore T. Howes
 Program Director.....Joseph A. Short
 Chief Engineer.....True McLeans

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

For

RESULTS

In

Southwestern New York and
 Northwestern Pennsylvania

Ask

**Radio Advertising
 Corporation**

About

W J T N

Jamestown, N. Y.

Blue Network

Transmitter Location: Jones & Gifford Avenue
and Hallock Street Extension
Time on the Air: 6:30 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
News Service UP
Transcription Service Associated Music
Publishers
Representative Radio Advertising Cor-
poration

Personnel

President Jay E. Mason
Vice-President-General
Manager Simon Goldman
Promotion Manager-Program
Director A. E. Spokes
Publicity Director Catherine Lindstrom
Musical Director George Pileeger
Chief Engineer Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Kingston Broadcasting
Corp.
Address Governor Clinton Hotel
Phone Number Kingston 4500
Transmitter Location... Plainfield St., Ulster
Township
Time on the Air..... 7 a.m. to 11 a.m.
News Service INS
Transcription Service... Keystone Broadcasting
System
Representative William G. Rainbeau Co.

Personnel

President Benjamin F. Feiner, Jr.
Acting General Manager... B. F. Feiner, Jr.
Commercial Manager... George S. McGinley
Merchandising Manager... George Rosenberg
Chief Engineer M. S. Seimes

W A L L

MIDDLETOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Community Broad-
casting Corp.
Business Address 14 South St.
Phone Number Middletown 6050
Transmitter Location... 229 Monhagen Ave.
Time on the Air..... 8 a.m. to midnight
News Service INS
Transcription Service... Keystone Broadcasting
System

Personnel

Co-Presidents Elsie & Martin Karig, Sr.
Station Manager Martin Karig, Jr.
Commercial Manager... Kathryn Haines
Sales Promotion Manager... James Abel, Jr.
Program Director..... Fred Germain, Jr.
Chief Announcer..... Stan Kramer
Musical Director..... Robert E. Lee

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc. Power: 1000 Watts
Owned-Operated By WGNV Broad-
casting Co., Inc.
Business Address 161 Broadway
Phone Number 4600
Studio Addresses: 161 Broadway, Newburgh;
28 James St., Middletown
Transmitter Location... Chochection Turnpike,
Newburgh, N. Y.
Time on the Air... Local sunup to local sunset
Newspaper Affiliation: Speidel Newspapers,
Inc.; Poughkeepsie New Yorker
Transcription Service... World Broadcasting
System

Personnel

President Merritt C. Speidel
Station Manager Harold W. Cassill
Program Director..... Richard Crans
Chief Announcer..... Stanley F. Carey
Musical Director Jane Welch
Chief Engineer John Bondy

W A B C

NEW YORK CITY—EST. 1924

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.; 254 W. 54th St.
Transmitter Location: Columbia Island, New
Rochelle, N. Y.
Time on the Air: 24 hours daily
News Service..... AP; INS; UP
Transcription Service... Associated Music
Publishers; Langworth Feature Programs
Representative Radio Sales

Personnel

President William S. Paley
General Manager Arthur Hull Hayes
Commercial Manager... Beverly M. Middleton
Sales Promotion Manager... Jules Dundes
Program Director..... George Allen
Publicity Director..... George Crandall
Sales Service Manager... Stanley H. Pulver
Manager of Program
Operations G. Richard Swift
Chief Engineer Henry 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... WBNX Broadcasting Co., Inc.
 Address 260 E. 161st Street
 Phone Number MELrose 5-0333
 Transmitter Location..... Carlstadt, N. J.
 Time on the Air: Daily, 13½ hrs.; Sunday, 10½ hrs.
 News Service INS
 Transcription Service..... Standard Radio
 National Representative..... Forjoe & Co.

Persomel

President..... A. L. Haskell
 Vice-President-General Manager. W. C. Alcorn
 Secretary & Commercial Manager. W. I. Moore
 Production Manager..... Edw. Ervin
 Program Director..... Frank Johnson
 Publicity Office Davis-Lieber
 Musical Director..... Fred Mendelsohn

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc. Power: 50000 Watts

Owned-Operated By National Broadcasting Co.

Address 30 Rockefeller Plaza
 Phone Number Circle 7-8300
 Transmitter Location..... Port Washington, N. Y.
 Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
 News Service AP; INS; UP
 Transcription Service..... NBC Thesaurus, Standard Radio
 Representative... NBC National Spot & Local Sales

Persomel

President..... Niles Trammell
 Station Manager..... S. D. Gregory
 Assistant Manager..... delancey Provost
 Program Manager..... Wynn Wright (NBC Eastern Division Program Manager)
 Promotion Manager..... Shirley F. Woodell
 Press Representative..... Leighton Blood
 Farm Director..... Merton Emmert
 Sales Manager... William O. Tilenius (Asst. Manager NBC Natl. Spot Sales)
 Director of War Programs..... William Burke Miller
 Chief Announcer..... Patrick J. Kelly
 Musical Director..... Frank Black
 Chief Engineer..... F. A. Wankel

W

B

5000 Watts, 1380 Kc.

Directional Antennae

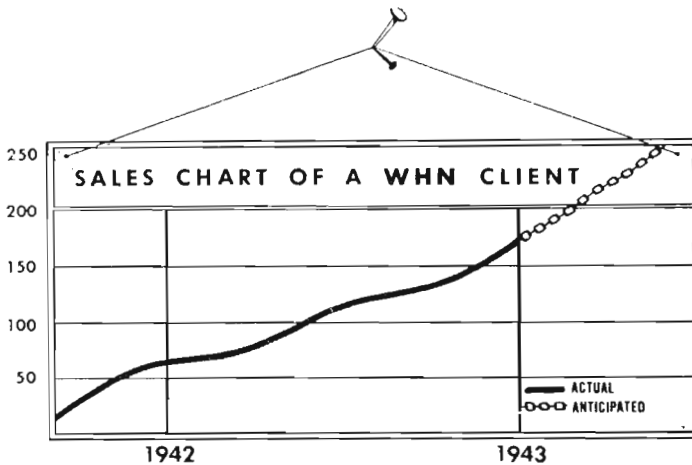
Blankets

Metropolitan New York

The Most Intimate and Effective Sales Approach to America's Largest Markets.

N

X NEW YORK



THE PRIME REASON...

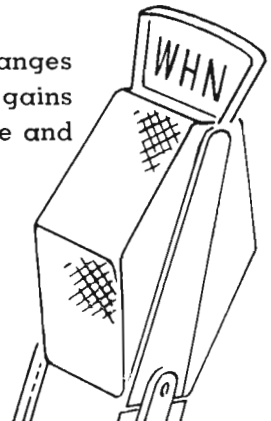
More food advertisers...known to be among the shrewdest of buyers of radio time...spent more money on **WHN** in 1942 than ever before. This is glowing testimony to results brought by **WHN's** 50,000 watts, to a strong clear signal in an area housing 12% of the U. S. population, to **WHN's** delivery of extensive audiences... to **WHN's** programs.

For the prime reason for **WHN's** healthy increase in food billings, we refer you to the upward sales charts on the walls of our clients' offices... all of our clients, including those who sell cigarettes and drugs, war bonds and soap.

And in 1943...with marketing shifts and product changes... you have reason to hold, consolidate...increase gains in America's biggest and richest market. To promote and protect your product in the New York market, use **WHN** and get **prime results**.



In 1942 WHN welcomed 17 new food advertisers... 11 new drug and toilet goods advertisers... to its ever-expanding list of distinguished clients. 89 new clients "discovered" the power of WHN.



WHN - New York - 50,000 Watts - 1050 K. C.

1540 Broadway, Bryant 9-7800 • Chicago Office: 360 N. Michigan, Randolph 5254

W E V D

NEW YORK—EST. 1927

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By Debs Memorial
 Radio Fund, Inc.
 Address 117 West 46th Street
 Phone Number BRyant 9-2360
 Transmitter Location Maspeth, L. I., N. Y.
 Time on the Air: 7 a.m. to 10 a.m., 12 noon
 to 6 p.m. and 8 p.m. to 4 a.m.; no schedule
 Monday night

Personnel

Chairman of Board Adolph Held
 Managing Director Henry Greenfield
 Chief Announcer David Niles
 Program Director George Field
 Musical Director Nicholas Saslavsky
 Chief Engineer Charles Brown

W H N

NEW YORK—EST. 1922

Frequency: 1050 Kc. Power: 50000 Watts
 Owned-Operated By Marcus Loew Book-
 ing Agency
 Address 1540 Broadway
 Phone Number BRyant 9-7800
 Transmitter Location East Rutherford,
 N. J.
 Time on the Air 6 a.m. to 2 a.m.
 News Service UP; AP
 Chicago Office 360 N. Michigan

Personnel

Director Herbert L. Pettey
 Station Manager Frank Roehrenbeck
 Program Manager Fred Raphael
 Production Manager Maurice Barrett
 Comptroller Jacques Van Straten
 Publicity Director A. Mike Vogel
 Sales Promotion Manager Herbert S. Chason
 Night Manager Allan Zeo
 Musical Director Don Albert
 Chief Engineer Paul Fuelling

WEVD

5000 WATTS
 1330 KILOCYCLES

**NEW YORK'S
 STATION OF
 DISTINCTIVE
 FEATURES**

IN
 ENGLISH
 JEWISH
 ITALIAN

Henry Greenfield
 Managing Director

117 West 46th St., New York

AP NEWS FOR RADIO

*is available
 exclusively through*

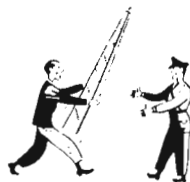
PRESS ASSOCIATION, INC.
 50 ROCKEFELLER FLAZA
 NEW YORK, N. Y.



GOOD LISTENING AT ANY POWER!

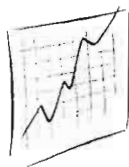
Because the War Department urgently needed radio equipment WINS volunteered its new 50,000 watt transmitter for war service.

Though happy to be patriotic, we couldn't suppress a quiet tear at this sudden blow to all our big-power planning.*



But our tear soon turned to a smile.

For it seemed that advertisers wanted WINS, with or without.



Thus this was our final score for '42:

| | | |
|-----------------------------|----|--------|
| NATIONAL ADVERTISER BILLING | UP | 62.49% |
| LOCAL ADVERTISER BILLING | UP | 9.25% |
| NEW ADVERTISERS | | 65 |

...which all seems to prove that WINS is good listening at any power



the new
wins

1000 ON YOUR DIAL

New York's Fastest Growing Station

*WINS WILL, OF COURSE, OPERATE ON 50 KW. AS SOON AS WAR ENDS
WINS • 28 West 44th Street, New York City • Bryant 9-6000

WINS

NEW YORK—EST. 1924

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Operated By Hearst Radio, Inc.
 Address 28 West 44th Street
 Phone Number BRyant 9-6000
 Transmitter Location Lyndhurst, N. J.
 Time on the Air Unlimited License
 Newspaper Affiliation: N. Y. Journal-American;
 N. Y. Daily Mirror
 News Service INS
 Transcription Service World Broadcasting
 System; Standard Radio
 National Representative Free & Peters, Inc.

Personnel

President (Hearst Radio, Inc.) Charles B. McCabe
 Station Manager Cecil H. Hackett
 Program Director John T. Adams
 Traffic Manager Hazel Bowers
 Chief Announcer Bill Harding
 Musical Director Henry Sylvern
 Chief Engineer Paul Von Kuntz

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

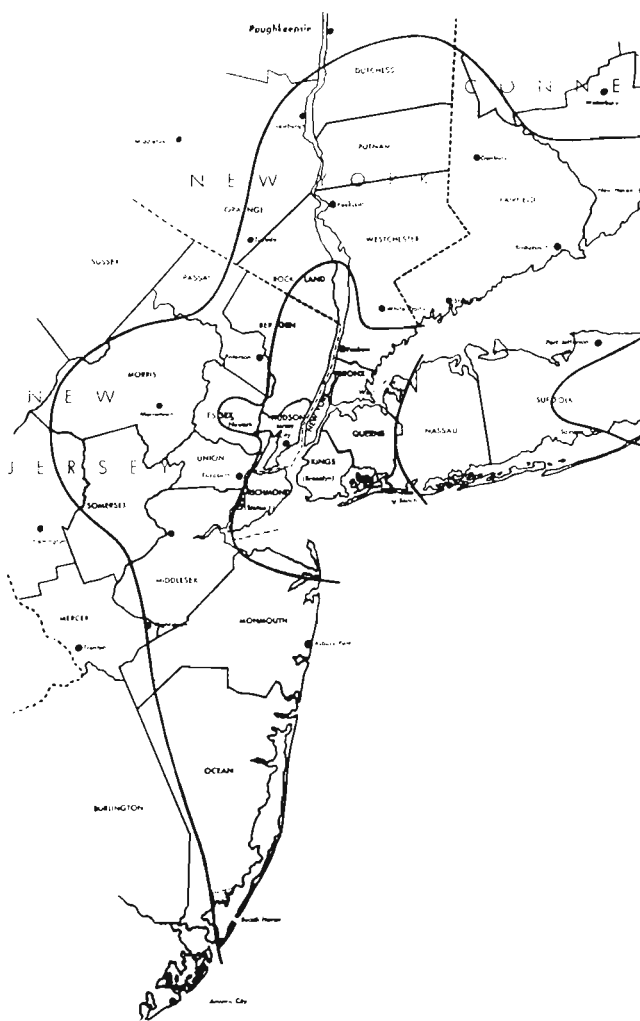
Frequency: 770 Kc. Power: 50000 Watts
 Owned-Operated By Blue Network
 Co., Inc.
 Address 30 Rockefeller Plaza
 Phone Number Circle 7-5700
 Transmitter Location Bound Brook, N. J.
 Time on the Air 24 hours daily
 News Service AP; INS; UP
 Transcription Service NBC Thesaurus
 Representative Blue Network Co., Inc.

Personnel

President Mark Woods
 Manager John H. McNeil
 Sales Promotion
 Manager Thomas B. Ellsworth
 Program Director Charles Barry
 Production Manager Harry Frazee
 Publicity Director John D. McTigue
 Chief Announcer Ray Diaz
 Night Manager George Hayes
 Musical Director Joseph Rines
 Chief Engineer George Milne
 (For additional personnel see listings under
 The Blue Network in network section of this
 volume).

**PA WAS
 TWO YEARS
 AHEAD**

with the first, regular 24-hour radio news wire.



FROM
ATLANTIC CITY
TO POUGHKEEPSIE

FROM
NEW JERSEY
TO RHODE ISLAND

THE EASIEST SPOT
TO FIND IS

WMCA

FIRST ON NEW YORK'S DIAL
570 kc.

America's Leading Independent Station

64 newspapers in this area regularly list

WMCA programs . . . more than twice as many
as list the next New York independent station.

REPRESENTATIVE: WEED & COMPANY • CHICAGO • DETROIT • HOLLYWOOD • BOSTON

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: WMCA, Inc.
 Address: 1657 Broadway
 Phone Number: Circle 6-2200
 Transmitter Location: Kearney, N. J.
 Time on the Air: 6:45 a.m. to 1:15 a.m.
 News Service: AP
 Representative: Weed & Co.

Personnel

Owner: Edward J. Noble
 President: E. E. Anderson
 Treasurer-General Manager: C. N. Priaulx
 Assistant Secretary-Treasurer: H. L. Morgan, Jr.
 Vice-President in Charge of Sales: Charles Stark
 Sales Promotion Manager: Lucy I. Towle
 Program Director: Garrett E. Hollihan, Jr.
 Chief Announcer: Joseph A. O'Brien
 Director of News & Publicity: Leon Goldstein
 Musical Director: Jerry Sears
 Chief Engineer: Frank Marx

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc. Power: 1000 Watts
 Owned By: City of New York
 Operated By: Municipal Broadcasting System
 Address: Municipal Building
 Phone Number: Worth 2-5600
 Transmitter Location: 10 Kent St., Brooklyn, New York
 Time on the Air: 6 a.m. to 10 p.m.
 News Service: AP; INS

Personnel

Director: M. S. Novik
 Chief Announcer: T. H. Cowan
 Publicity Director: Jack Goodman
 Musical Director: Herman Neuman
 (Non-Commercial Station)

W A A T
 (See New Jersey)

PA ORIGINATED

the extra service of the only press association

Station Relations Department.

FIRST IN NEW YORK

- . . . more LISTENERS than any other *independent station in all surveys.*
- . . . more NATIONAL ADVERTISERS than any other *independent station.*
- . . . more money spent on WNEW than on any other *independent station.*

BUT LAST IN NEW YORK

- . . . in cost per thousand families reached.

WNEW

501 MADISON AVENUE, NEW YORK, N. Y.
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

Represented nationally by John Blair & Company

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 Number Plaza 3-3300

Transmitter Location..... Belleville Turnpike,
 Kearney, N. J.

Time on the Air: 24 hours a day—seven days
 a week

News Service **AP**

Transcription Service World Broadcasting
 System

Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Juds
 Sales ManagerHerman Bess
 National Sales Manager.....Walter Duncan
 Sales Promotion Manager..... John Fistere
 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.....Lillian Zatt
 Music Clearance Director James Rich
 Sales Traffic Director.....May Clifford
 Program Traffic Director.....Vita Kane
 Chief AnnouncerJohn Jaeger
 Musical Director.....Merle Pitt
 Chief EngineerM. J. Welner

TELESCRIPTS

... A PA INNOVATION

are complete scripts cued for music or sound



effects, and moved

on the special

Radio Wire.

WIDELY SPONSORED FROM
 COAST TO COAST

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.
Vice-President in charge
of Sales: Rufus C. Maddux
Sales Manager: Eugene S. Thomas
Commercial Program Manager: Albert Ross
Production Manager: Arthur Whiteside
Director of Publicity: Richard Pack
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 RADIO HOMES STATISTICS AND DATA
ON "SHIFTING POPULATIONS" IN THE UNITED STATES**

Please turn to Pages 227-285



NETWORK INFORMATION

Please turn to Pages 289-321



FEDERAL COMMUNICATIONS COMMISSION

Please turn to Pages 193-205



NATIONAL ASSOCIATION OF BROADCASTERS

Please turn to Pages 898-910

**No idea
backed
by the
sound of
WOR
has ever
failed to
get results!**



HOW advertisers are benefiting through the new WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own — a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music—as only WQXR programs it — is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Recently, an added reason to boost WQXR's popularity was announced. The worldwide news-gathering facilities of TIME and LIFE and FORTUNE were added to WQXR—as an exclusive service. This has already meant further growth in audience size—and the right kind of audience, too. The combination of WQXR's and TIME's facilities is now making available programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

WQXR NEW YORK
730 Fifth Avenue
Circle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc. Power: 10000 Watts
 Owned-Operated By: Interstate Broadcasting
 Company, Inc.

Address: 730 Fifth Avenue
 Phone Number: Circle 5-5566
 Transmitter Location: Maspeth, Long Island,
 N. Y.

Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight

News Service: AP

Transcription Service: World Broadcasting
 System; Associated Music

Representative: The 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: William R. Sears

Chief Announcer: Albert Grobe

Musical Director: Eddy Brown

Chief Engineer: Russell Valentine

AP

**NEWS FOR
 RADIO**

is available exclusively through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

**A TALE
OF TWO MARKETS**
...and one important
radio station

Two markets are served by
WOV...both vast...both rich...
both responsive.

The first consists of the two
million Italian-speaking
Americans in the Metropolitan
area who listen to WOVI dur-
ing the day...a market containing
more Italian radio homes than
ALL the radio homes in Pittsburgh,
Buffalo and Cincinnati combined
...the largest Italian-
language market in the world!

WOVI's second market is Metropoli-
tan New York itself...2,917,000
radio homes within WOVI's night-
time area who listen to such
outstanding English programs as
Alan Courtney and the "1280
Club"...Hans Jacob...Pan
Americana...and many others.

But the important thing about
these two markets is
the low cost at which you
can reach them over WOVI.

Why not take out your
typewriter and send us or
Joe McGillvra a letter
today!



Source:
Walter P. Burn & Associate
U. S. Census, 1940

WOVI... FOR VICTORY
NEW YORK

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATION

W O V

NEW YORK—EST. 1933

ATLANTIC COAST NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By... Wodaam Corporation
 Address 730 Fifth Avenue
 Phone Number Circle 5-7979
 Transmitter Location..... Carlstadt, N. J.
 Time on the Air: 7 a.m. to midnight Mon.
 thru Sat.
 News Service UP
 Transcription Service..... Associated Music
 Publishers

National Representative

Joseph Hershey McGillvra, Inc.

Personnel

Station Manager..... Ralph N. Weil
 Commercial Manager..... Ralph Nardella
 Publicity Manager..... Herbert Landon
 Sales Promotion Manager..... H. Samuels
 Program Director..... C. A. Porreca
 Production Manager..... James Capozucchi
 Artists' Bureau Director..... Syd Leipzig
 Musical Director..... Paul Romeo
 Chief Engineer..... Hillis W. Holt

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By... The Niagara Falls
 Gazette Publishing Company
 Address Hotel Niagara
 Phone Number 8421
 Transmitter Location..... Lockport & Military
 Roads
 Time on the Air..... Daytime license
 Newspaper Affiliation..... Niagara Falls
 Gazette
 News Service UP
 Transcription Service..... Lang-Worth; Stan-
 dard Radio; C. P. MacGregor; Associated
 Music
 Representative Headley-Reed Company

Personnel

General Manager..... Earl C. Hull
 Commercial Manager..... Richard G. Robbins
 Program Director..... Ruth Prindle
 Musical Director..... Ernie Whistler
 Musical Advisor..... Harold Bradley
 Chief Engineer..... Robert Wilson

W S L B

OGDENSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... St. Lawrence Broad-
 casting Corp.
 Address 2315 Knox St.
 Phone Number Ogdensburg 500

Transmitter Location..... 2315 Knox St.
 Time on the Air..... 7 a.m. to 11 p.m.
 News Service UP
 Transcription Service..... NBC Thesaurus
 Representative DeLisser, Inc.

Personnel

President-Commercial Manager,

Joseph R. Brandy
 Station Manager..... Harold J. Frank
 Sales Promotion Manager..... Jack Paige
 Program Director..... Harold Gilman
 Musical Director..... Flo Beach Rowe
 Chief Engineer..... Clifford Moore

W H D L

OLEAN—EST. Tupper Lake, 1928;
 Olean, 1934

BLUE NETWORK

KEYSTONE 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; Transmitter,
 Olean 7597
 Studio Address: 601-619 Exchange National
 Bank Building
 Transmitter Location..... Alleghany, N. Y.
 Time on the Air..... 7 a.m. to midnight
 Newspaper Affiliation..... Olean Times
 Herald
 News Service UP
 Transcription Service..... Standard Radio
 Representative J. P. McKinney & Son

Personnel

President..... E. B. Fitzpatrick
 Station Manager..... Thomas L. Brown
 Program Director..... Virgil C. Booth
 Chief Engineer..... Karl Haberman

W M F F

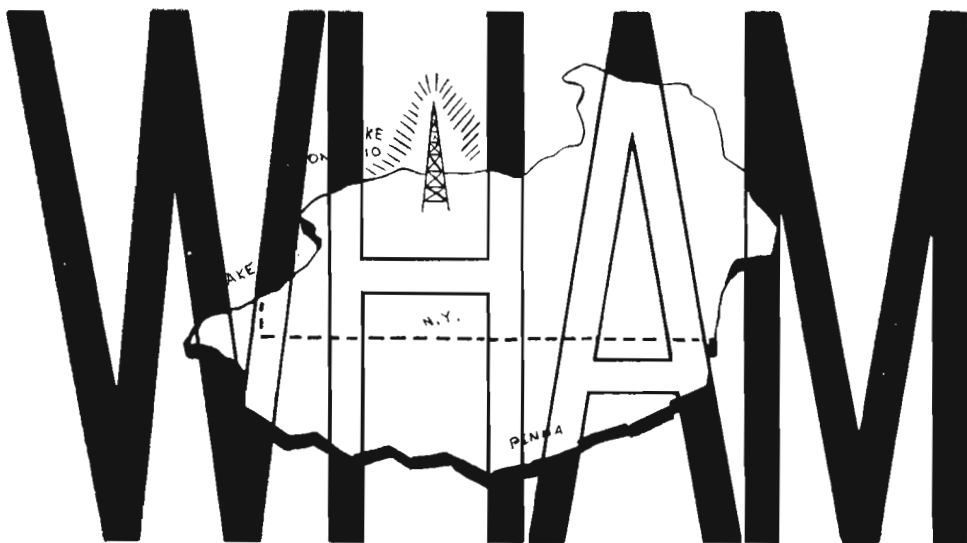
PLATTSBURG—EST. 1934

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Plattsburg Broad-
 casting Corporation
 Address..... 153 Margaret St.
 Phone Number 1600
 Transmitter Location..... Boynton Ave.
 Time on the Air: 7 a.m. to 11 p.m.; Sunday,
 8 a.m. to 11 p.m.
 News Service UP
 Transcription Service..... C. P. MacGregor
 Representative..... George P. Hollingbery Co.

Personnel

President-Station Manager... George F. Bissell
 Commercial Manager..... Joel H. Schier
 Program Director..... Jack Tierney
 War Program Director..... Earl Sharland
 Chief Engineer..... Jack Nazak



For effective buying influence in WHAMland

WHAM gives you effective buying influence where effective buying power is highest. WHAM gives you complete effective coverage of the entire Rochester trading area . . . plus . . . day-night primary coverage of the 43 counties where Western New York sales are made. Below are just a few WHAMland facts.

WHAMland's 140,518 farms give you a big rural market, big not only in size . . . but big, too, in the buying power that prosperous farming creates.

WHAMland's 17,787 neighborhood groceries make this rich 43-county area of Western New York and Northern Pennsylvania a super-market for food merchandising.

WHAMland's 437,775 telephone subscribers . . . on a party line that reaches out over 43 counties . . . help make WHAMland a better-than-average market for WHAM advertised goods.

WHAMland's 5,305 factories, now busy on war work, help create the balanced prosperity that makes year around urban buying power.

WHAMland's 1,422 drug stores are ready to serve, when the announcer on your show tells your listeners over WHAM to "ask your corner druggist."

WHAMland's 51,880 retail outlets are where the Western New York customers buy your products. WHAM reaches each of these individual trading areas.

Where your Western New York sales are made

WHAM
ROCHESTER, N. Y.

National Representatives: George P. Hollingbery Co. 50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with The Blue Network, Inc. and the National Broadcasting Co.

"The Stromberg-Carlson Station"

W K I P

POUGHKEEPSIE—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Poughkeepsie Broad-
casting Corporation

AddressThe Nelson House
Phone Number6-800
Transmitter LocationThe 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 Standard Radio
Representative Headley-Reed Company

Personnel

President Richard E. Coon
General Manager Bruff W. Olin, Jr.
Program Director Ned Lynch
Continuity Eleanor Tarahis
Chief Engineer John Burke

W H A M

ROCHESTER—EST. 1923

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc. Power: 50000 Watts
Owned-Operated By...Stromberg Carlson
Telephone Manufacturing Company

Business Address Carlson Rd.
Phone Number Stone 1862
Studio Address 111 East Ave.
Transmitter Location Victor, New York
Time on the Air 24 hours daily

News Service UP
Transcription Service Lang-Worth; World
Broadcasting System

Representative Geo. P. Hollingbery Co.

Personnel

Vice-President William A. Fay
Sales Manager J. W. Kennedy, Jr.
Sales Promotion Manager Truman Brizee
Program Director Chas. Siverson
Musical Director Eugene Zacher
Farm Director Tom Murray
Librarian Frank Seibold
Accountant Virginia Tobutt
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. Witt
Commercial Manager L. C. Wheeler
Publicity Director..... Ross Woodbridge
Assistant Secretary..... Mary Carroll
Traffic Manager..... Elizabeth Gledhill
Chief Announcer..... Harry LeBrun
Musical Director..... Ken Sparron
Chief Engineer..... Bernard C. O'Brien

W S A Y

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Brown Radio Ser-
vice & 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.; Sat-
urdays, 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
Program Director Harold Kolb
Sales Promotion Manager..... Elmer J. Walz
Publicity Director..... Harland Evans
Chief Announcer..... Frank Silva

W N B Z

SARANAK LAKE—EST. 1937

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.....Daytime license
Transcription Service Standard Radio

Personnel

President Carl F. Woese
Vice-President-General
Manager H. Scott Killgore
Station-Commercial Manager...John F. Grimes

What's different . . .
**ABOUT THE CENTRAL
NEW YORK MARKET?**

In size, population, new war plants and buying power, Central New York is no different from 100 other key markets of the country that you'll find high-lighted in this issue.

The only thing that makes it different is the low cost by which it can be covered and sold with one radio station . . . and that station is WFBL. Investigate if you want to get the most out of your 1943 radio dollar.

*To get the most out of your radio dollar in Central
New York use . . .*

WFBL
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

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 a.m. to 1 a.m.
 News Service: UP; AP
 Transcription Service: NBC Thesaurus; Standard Radio
 Representative: National Broadcasting Co.

Personnel

President: Gerard Swope
 Manager of Broadcasting: R. S. Peare
 Station Manager: Kolin Hager
 Program Manager: A. O. Coggeshall
 War Program Director: Victor Campbell
 Sales Promotion Manager: Herbert Hausler
 Production Manager: Victor Campbell
 Press & Public Relations Director: W. T. Meenam
 Accountant: V. J. Hasche
 Director of Agricultural Activities: G. E. Markham
 Artists Bureau: Kolin Hager
 Musical Director: Gordon Randall
 Station 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 midnight; Sundays, 8 a.m. to midnight
 News Service: AP
 Representative: Edward Petry & Co., Inc.

Personnel

President: Frank C. Revoir
 Station Manager: William T. Lane
 Merchandising Director: Arnold Bowden
 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: 6:15 a.m. to 12:05 a.m.; Sunday 8 a.m. to midnight
 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 Ganter
 Chief Engineer: A. R. Marcy

W O L F

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: Unlimited license
 Representative: Burn-Smith Co.

Personnel

President-Commercial Manager: T. S. Marshall
 Program Director: Hamilton Woodle
 Chief Engineer: David Foote

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Western Gateway Broadcasting Corp.
 Address: Plaza Theater Bldg.
 Phone Number: Schenectady 3-3622
 Transmitter Location: Campbell & Rice Rds., Tottersdam, N. Y.
 Time on the Air: Unlimited license
 Transcription Service: Langworth

Personnel

Vice-President & General Manager: George R. Nelson
 Program Manager: Edward F. Flynn

W S Y R

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 24 hours daily
 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
 Treasurer N. L. Kidd
 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

W H A Z

TROY—EST. 1922

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By Rensselaer Poly-
 technic Institute
 Address 110 Eighth St.
 Phone Number Troy 6810
 Transmitter Location 110 Eighth St.
 Time on the Air Shares time

Personnel

President Dr. W. O. Hotchkiss
 Station Manager W. J. Williams

W T R Y

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: 6:45 a.m. to midnight; Sun-
 day, 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 Thomas Armstrong
 Musical Director Robert Hicks
 Chief Engineers Wm. Watson, W. J. Lardner

W I B X

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 World Broadcasting
 System

New York Sales Office 485 Madison Ave.
 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 S. B. Hawkins
 Production Manager Michael Carlo
 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

W A T N

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.
 News Service AP
 Transcription Service Standard Radio

Personnel

President G. Harry Righter
 National Sales Manager Alfred Dinsdale
 Program Director-Chief
 Engineer Vernice E. Baxter

W W N Y

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By: The Brockway Company
 Address: Hotel Woodruff, Public Square
 Phone Number: 4-120
 Transmitter Location: Ives St. Extension
 Time on the Air: 7 a.m. to midnight; Sunday, 8 a.m. to midnight
 Newspaper Affiliation: Watertown Daily Times
 News Service: UP
 Transcription Service: World Broadcasting System; Radio Advertising Corp.

Personnel

President: Harold B. Johnson
 Station Manager: Thomas E. Martin
 Commercial Manager: Louis Saiff, Jr.
 Sales Promotion-Publicity Manager: Thomas R. McHugh
 Program Director: Jean Clos
 Production Manager-Chief Announcer: Robert Mowers
 Traffic Manager: Kathleen P. Buck
 Chief Engineer: Maynard B. Davis

W F A S

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Westchester Broadcasting Corp.
 Address: Roger Smith Hotel
 Phone Number: White Plains 6400
 Transmitter Location: Roger Smith Hotel
 Time on the Air: Unlimited license
 News Service: AP
 Transcription Service: World Broadcasting System; Lang-Worth
 Representative: Headley-Reed Co.

Personnel

President: J. Noel Macy
 V-P-Managing Director: Frank A. Seitz
 Program-Musical Director: Ran Kaler
 Chief Engineer: Harry C. Laubenstein

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts; (C. P. 5,000)
 Owned-Operated By: Long Island Broadcasting Corporation
 Address: 41-30 58th Street
 Phone Number: NEWtown 9-3300
 Transmitter Location: 41-30 58th St., Woodside, L. I.
 Time on the Air: 8 a.m. to midnight
 News Service: AP
 Transcription Service: Lang-Worth, Forjoe & Co.

Personnel

President: William H. Reuman
 Asst. General Manager: Edith Dick
 Program Director: Dud Connolly
 Chief Engineer: William H. Reuman
 Night Studio Manager: Fred Barr
 Chief Announcer: Lou Cole
 Musical Director: Adolph Gobel

W F A S . . .

*A Class Station in
 A Class Market*

Ask for our new coverage data, showing how you can reach the rich Westchester Market at an amazingly low per capita cost!

W F A S in Westchester

Roger Smith Hotel
 White Plains

Represented by
HEADLEY-REED COMPANY
 120 Lexington Ave.
 New York

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W I S E

ASHEVILLE—EST. 1939
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
BLUE NETWORK

BLUE RIDGE NETWORK

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: 128 hours weekly
News Service: INS
Transcription Service: Standard Radio
National Representative: Burn-Smith Co.

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: Unlimited license
Newspaper Affiliation: Asheville Citizen-Times

Transcription Service: Lang-Worth; C. P. MacGregor; Associated Music Publishers

Personnel

Executive Director: Don S. Elias

W B B B

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
NORTH CAROLINA & SOUTHERN NETWORKS
KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Alamance Broadcasting Company, Inc.

Address: 310½ South Main St.
Phone Numbers: 2730; 2731
Transmitter Location: Elon Road (West Front Street Extension)

Time on the Air: 6:30 a.m. to local sunset
News Service: UP; AP
Transcription Service: Standard Radio; Keystone

Personnel

Managing Director: E. Z. Jones
Commercial Manager: Dave Taylor
Program Director: Paul Huddleston
Publicity Director: (Miss) Johnney Wagner
Sales Promotion Manager: Al Drew
Musical Director: Jack O'Ferrel
Chief Engineer: James Beatty

W A Y S

CHARLOTTE—EST. 1942

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); 36189 (studio-transmitter)

Transmitter Location: Oakdale
Time on the Air: 6:30 a.m. to 12 midnight;
Sunday 8 a.m. to midnight

News Service: INS
Transcription Service: Lang-Worth
Representative: Weed & Co.

Personnel

President: George W. Dowdy
Station Manager: Harold H. Thoms
Program Director: Don Mack
Chief Announcer: Phil Reed
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 3 a.m.; Sundays, 7 a.m. to 3 a.m.

News Service: UP; AP
Transcription Service: Lang-Worth
Representative: Radio Sales, Inc.

Personnel

President: Wm. S. Paley
Station Manager: A. D. Willard, Jr.
Sales Manager: Royal E. Penny
Sales Promotion Manager: W. McGregor Parker

News Editor: Jack Knell
Farm Editor: Grady Cole
Program Director: C. H. Crutchfield
Office Mgr.-Auditor: E. J. DeGray
Chief Engineer: J. J. Beloungy

WSOC

CHARLOTTE—EST. 1933
NATIONAL BROADCASTING CO.

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 AP
Transcription Service. NBC Thesaurus;
Standard Radio
Representative Headley-Reed Company

Personnel

President. E. J. Gluck
Vice-President & Commercial
Manager. W. C. Irwin
Program Director. C. G. Hicks
Sales Promotion-Publicity
Director. Francis M. Fitzgerald
Production Manager. Ron Jenkins
Chief Engineer. L. L. Caudle

WEGO

CONCORD—EST. 1941

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By. Wayne Nelson
Business Address Concord
Transmitter Location. Highway 29A, 1½ miles
west of Concord
Time on the Air. Daytime license
News Service UP
Transcription Service. Standard Music

Personnel

Owner Wayne Nelson
Commercial Manager. R. Hoy Whitlow

WDNC

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 12:05 a.m.
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.
Program-Publicity Director. J. B. Clark
Chief Announcer. Earl Kastner

Director of Scripts and Continuity,
Doris Williams
Recording Engineer. Lewis Brown
Bookkeeper-Personnel Manager. Ann Edwards
Director of Negro Affairs. Norfley Whitted
Musical Director. Mary F. White
Chief Engineer. Walter Hill

WCNC

ELIZABETH CITY—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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. T. W. Aydlett
Station Manager. J. E. Aydlett
Commercial Manager. J. M. Smedley
Chief Engineer. Joe Kyle

WFNC

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By. W. C. Ewing & T. K. Weyher
Operated By. Cumberland Broadcasting Co.
Address 114 Anderson St.
Phone Number 4848
Transmitter Location. N. Water St.
Time on the Air. 6:30 a.m. to 11 p.m.
News Service UP
Representative Burn-Smith Co.

Personnel

President-Station Manager. W. C. Ewing
Commercial Manager. Paul Moyle
Program Director-Chief
Announcer Ruffin Horne
Production Manager. Connie Rhodes
Publicity Director. Kate Southerland
Chief Engineer. Howard Harrell

WGNC

GASTONIA—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. F. C. Todd
Address. National Bank of Commerce Bldg.
Phone Number 732
Transmitter Location Gastonia
Time on the Air. 7 a.m. to 12 midnight
News Service UP

Personnel

Owner. F. C. Todd
Manager Pat McSwain

Commercial-Sales Promotion
 Manager..... F. C. Abernathy
 Program Director..... Earl Holder
 Chief Engineer..... W. C. Groves, Jr.

Publicity Director.. Virginia Wilson McKinney
 Production Manager-Chief
 Announcer Wally Williams
 News Editor..... Nancy Hudson
 Musical Director..... Margaret Banks
 Chief Engineer..... Earl Allison

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; NBC
 Thesaurus
 Representative George P. Hollingbery Co.

Personnel

Station and Commercial
 Manager Edney Ridge
 Program Director..... Faye Kenyon

W G B G

GREENSBORO—EST. 1942

BLUE NETWORK

Frequency: 980 Kc..... Power: 1000 Watts
 Owned-Operated By... Greensboro Broadcast-
 ing Co.
 Business Address..... Box 2280
 Phone Number 3-3631
 Transmitter Location... S. Ashe St. Extension,
 Ashboro Rd.
 Time on the Air..... 6 a.m. to local sunset
 News Service UP
 Transcription Service Lang-Worth
 National Representative..... Burn-Smith Co.

Personnel

President-Station Manager .. Ralph M. Lambeth
 Assistant Manager..... Anderson Brown
 Commercial Manager..... Roy Springer
 Chief Engineer..... Clyde C. Penny



"The PRESTIGE
 STATION of the
 CAROLINAS"



famed
 for
 Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W G T C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Greenville Broadcasting Company
 Address Falkland Highway
 Phone Number 3182
 Transmitter Location..... Falkland Highway
 Time on the Air..... 16 hours daily
 News Service..... UP
 Transcription Service Lang-Worth

Personnel

President..... J. J. White
 Station Manager, Margaret J. Laughinghouse
 Commercial-Sales Promotion
 Manager Jack Aley
 Publicity-Musical Director..... Harold Dale
 Program Director..... Hoy Whitlow
 Chief Engineer..... Hank Tribley

W G B R

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Eastern Carolina Broadcasting Corp.
 Business Address..... Borden Bldg.
 Phone Numbers 1550; 1551
 Studio Address..... Borden Bldg.
 Transmitter Location..... Raleigh Highway
 Time on the Air: 7 a.m. to 11:05 p.m.; Sunday,
 9 a.m. to 11 p.m.
 News Service UP
 Transcription Service..... Standard Radio
 Representative..... Forjoe & Co.

Personnel

President..... A. T. Hawkins
 Station Manager..... Harry G. Bright
 Sales Manager..... Leland B. Nelson
 Program Manager..... Ted Burwell
 Publicity Director..... John Britt
 Musical-Traffic Director... Marilyn Highlander
 Chief Engineer..... Daniel B. Trueblood

W H K Y

HICKORY—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 d. 1000 n.
 Owned-Operated By... The Catawba Valley Broadcasting Co., Inc.
 Address Radio Bldg.
 Phone Number 1195-6
 Transmitter Location... 3½ miles SE of Hickory
 Time on the Air..... 122 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

W M F R

HIGH POINT—EST. 1935

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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 Unlimited
 News Service UP
 Transcription Service Lang-Worth
 National Representative..... Cox & Tanz

Personnel

President James E. Lambeth
 Station Manager Helen M. Lambeth
 Commercial-Sales Promotion
 Manager Pat Taylor
 Program Director Stan Conrad
 Thomasville Studio Manager, Harold Harrison
 Lexington Studio Manager Paul Shoaf
 Chief Engineer Robert P. Boyd

When you buy

W G B R

you get a

GOLD MARKET

Centering in

GOLDSBORO and

Covering Eastern Carolina

W G B R

HARRY G. BRIGHT, Gen. Mgr.
 Natl. Rep.: FORJOE & CO.
 M U T U A L

"Tobacco-Land"
means
"Sales-Land"
for you!

Merchandise your products in this
 live point-of-sale area via—

W F T C

Kinston, North Carolina

1230 KC. 250 W.

Jonas Weiland, Owner

Ray Woodard
 Manager

NORTH CAROLINA

W F T C

KINSTON—EST. 1936

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Jonas Weiland

Address210 East King St.

Phone Number1200

Transmitter Location.....Kinston, N. C.

Time on the Air.....15 hours daily

Transcription Service...Keystone Broadcasting
 System

Representative.....Burn-Smith Company

Personnel

President-Station Manager...Jonas Weiland

Program Director-Chief

AnnouncerRay Woodard

W H I T

NEW BERNE—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By....Coastal Broadcasting
 Co.

AddressNew Berne

Phone Number.....1450

Studio Address U. S. Highway No. 17, South

**LATIN AMERICAN
 NEWSCASTS**

*National advertisers with programming
 problems, in the new Latin-American market,*

have found the answer in **AP** *newscasts.*

NORTH CAROLINA

Transmitter Location... U. S. Highway No. 17
South

Time on the Air: 7 a.m. to midnight; Sunday
8 a.m. to 11:05 p.m.

News Service UP
Transcription Service Lang-Worth

Personnel

President-Station Manager... Louis N. Howard
Sales Promotion Manager Roy Dawson
Program-Production Director... Ed. W. Burwell
Traffic Manager Jacquelyn Melton
Chief Announcer Paul Parker
Asst. Trac Director Kay Todd
Chief Engineer Glen Neuville

WPTF

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc. Power: 50000 Watts

Owned-Operated By WPTF Radio Co.

Address Insurance Bldg.

Phone Number 8311

Transmitter Location Cary, N. C.

Time on the Air 24 hours daily

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.
Program Director Graham B. Poyner
Publicity Director Joseph P. Ahern
Technical Supervisor Henry Hulick

WRAL

RALEIGH—EST. 1939

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 7 a.m. to 11:05 p.m.

News Service Transradio

Transcription Service Lang-Worth

Representative Weed & Co.

Personnel

President A. J. Fletcher
General Manager Fred Fletcher
Commercial Manager C. D. Moore
Program Director Ray Reeve
Traffic Manager Sarah Stevens
Continuity Director Frances Batson
Musical Director Earle Stapleton
Chief Engineer Stanley Brown

NORTH CAROLINA
is the
SOUTH'S
GREATEST
STATE

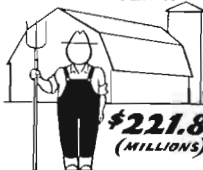
IN AGRICULTURE

CASH INCOME AND GOVT. PAYMENTS

Source — Department of Agriculture, 1940

NORTH CAROLINA

AVERAGE OF
NINE OTHER
SOUTHERN STATES



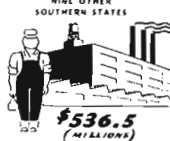
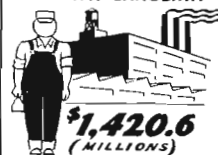
IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS

Source — Census of Manufactures, 1939

NORTH CAROLINA

AVERAGE OF
NINE OTHER
SOUTHERN STATES



WPTF
with **50,000** Watts
in **RALEIGH** is
NORTH CAROLINA'S
No. 1
SALESMAN

NBC - 680 K.C.

FREE & PETERS, INC. National Representatives

W C B T

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned By.....J. Winfield Crew, Jr.
 Operated By.....S. E. Crew, Attorney In Fact
 Address251 Roanoke Avenue
 Phone NumberR-855-1
 Transmitter Location...10th Street Extension
 Time on the Air109 hours weekly
 News ServiceUP
 Transcription ServiceC. P. MacGregor
 National Representative.....Burn-Smith, Inc.

Personnel

Owner-Manager.....J. Winfield Crew, Jr.
 Commercial-Sales Promotion
 ManagerNathan Frank
 Program Director-Chief
 AnnouncerPhil Cooke
 Publicity DirectorRay Burke
 Chief EngineerC. W. Mears

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 NumberRocky Mount 1420
 Studio Address.....Nashville Highway
 Transmitter Location...Nashville Highway
 Time on the Air7 a.m. to 12 midnight
 News ServiceUP

Personnel

Owner-Manager.....W. Avera Wynne
 Program Director.....Douglas Hunt
 Musical Director.....David Conner

W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

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 ServiceAP
 RepresentativeBurn-Smith Co.

Personnel

PresidentBryce P. Beard
 Commercial ManagerF. F. Patterson
 Assistant Manager.....George L. Brantley
 Program DirectorRussell McIntire
 Chief Engineer.....Carl B. Watson

W R R F

WASHINGTON—EST. 1942

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By.....Tar Heel Broadcasting
 System
 AddressBank of Washington Bldg.
 Phone Number403
 Transmitter Location...2 miles from Washington
 on Greenville Highway
 Time on the Air.....Daytime license
 News ServiceAP
 Transcription ServiceNBC Thesaurus
 National Representative.....Burn-Smith Co.

Personnel

PresidentW. R. Roberson, Sr.
 Station ManagerB. W. Frank
 Sales Promotion ManagerRuth Frank
 Program DirectorCharles H. Whedbee
 Publicity-Production Manager...Edward Leach
 Chief AnnouncerRobert Brisendine
 Chief EngineerGeorge P. Martin

W M F D

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned byWMFD
 Operated byRichard Austin Dunlea
 Business Address.....P. O. Box 696
 Phone NumberDial 4840
 Studio Addresses: Castle Hayne Road, Forest
 Hills
 Transmitter Location.....Castle Hayne Road
 Time on the Air7:30 a.m. to 11 p.m.
 News ServiceTransradio
 Transcription ServiceBMI
 RepresentativeBurn-Smith Company

Personnel

President-General Manager....R. A. Dunlea
 Commercial-Sales Promotion
 ManagerClaud O'Shields
 Program-Musical Director.....Harry W. Lee
 Production ManagerGeorge D. Faber
 Chief AnnouncerClaud Dunnagan
 Chief EngineerS. Harold Jones

W G T M

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated by...Penn Thomas Watson
 AddressU. S. 301 Wilson
 Phone Number.....2188
 Time on the Air7 a.m. to 11:15 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....Burn-Smith Co.

• • • NORTH CAROLINA-NORTH DAKOTA • • •

Personnel

President P. T. Watson
 Station Manager Allen Wannamaker
 Commercial Manager Henry Sullivan
 Program Director Clinton Faris
 Publicity Director Mina Ray Church
 Production Manager Jack Braxton
 Chief Engineer Warren Wooten

Program-Production Director... Charles Keaton
 Publicity Director..... E. D. Hill
 Artists' Bureau Head Jessie Thompson
 Chief Engineer Leon Lloyd

W A I R

WINSTON-SALEM—EST. 1937
 BLUE NETWORK
 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: 6 a.m. to midnight; Sunday,
 8 a.m. to midnight
 News Service AP
 Transcription Service..... World Broadcasting
 System
 Representative..... Spot Sales, Inc.

Personnel

General Manager..... George D. Walker
 Commercial Manager..... C. G. Hill

W S J S
 WINSTON-SALEM—EST. 1930
 NATIONAL BROADCASTING CO.

Frequency: 600 Kc Power 5000 Waats
 Owned-Operated By... Piedmont Publishing Co.
 Address 419-421 N. Spruce St.
 Phone Number 4141
 Transmitter Location..... RFD No. 1
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12:05 a.m.
 Newspaper Affiliation: Winston-Salem Journal;
 Twin City Sentinel
 News Service UP
 Transcription Services.. Associated Music Pub-
 lishers; Lang-Worth
 Representative Headley-Reed Co.

Personnel

President Gordon Gray
 Station Director Harold Essex
 Sales Manager Harry B. Shaw
 Program Director Clay B. Daniel
 Musical Director Isabel Shaffer
 Chief Engineer..... Phil Hedrick

NORTH DAKOTA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K F Y R

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
 NORTHWEST NETWORK

Frequency: 550 Kc..... Power: 5000 Watts
 Owned-Operated By..... Meyer Broadcasting
 Company
 Address 320 Broadway
 Phone Number 468
 Transmitter Location..... Menoken, N. Dak.
 Time on the Air: 6:30 a.m. to midnight; Sun-
 day, 8 a.m. to midnight
 News Service AP
 Transcription Service: NBC Thesaurus; Asso-
 ciated Music Publishers
 Representative John Blair & Company

Personnel

President and General Manager... P. J. Meyer
 Station and Commercial
 Manager..... F. E. Fitzsimonds
 Program Director-Chief
 Announcer Robert MacLeod

Publicity Director Loring Knecht
 Production Manager Cal Culver
 Chief Engineer..... Ivar Nelson

K D L R

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... KDLR, Inc.
 Address 1025 Third St.
 Phone Number 1090
 Transmitter Location..... East end 4th Street
 Time on the Air..... 6:30 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service World Broadcasting
 System

Personnel

President and General Manager... Bert Wick
 Program Director Dal Stallard
 Chief Engineer..... Richard Moritz

W D A Y

FARGO—EST. 1922

BLUE NETWORK
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WDAY, Inc.
Address: Black Building
Phone Number: 5357
Transmitter Location: Four miles west of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to 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: Ken Kennedy
War Program Director: Howard Nelson
Production Manager: David Henley
Sales Promotion-Publicity Director: Mildred Gregerson
Musical Director: Warren Paynter
Chief Engineer: Julius Helland

K F J M

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: Charles E. Gustafson
Chief Engineer: Elwin J. O'Brien
(Non Commercial Station)

K I L O

GRAND FORKS—EST. 1941

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Dalton Le Masurier
Address: First National Bank Building
Phone Number: 1200
Transmitter Location: University of North Dakota Campus
Time on the Air: 7 a.m. to 3 p.m.; 5 p.m. to midnight
News Service: UP
Transcription Service: Lang-Worth

Personnel

Owner-Station Manager: Dalton Le Masurier

Commercial Manager: Elmer Hanson
Program Director: Helen LaVelle
Chief Announcer: Jack Horner
Chief Engineer: E. J. O'Brien

K S J B

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 250 watts d., 100 watts n.
Owned-Operated By: Jamestown Broadcasting Company, Inc.
Business Address: Midland Building
Phone Numbers: 100; 358
Transmitter Location: 1201 First Avenue South
Time on the Air: 6:30 a.m. to 10:32 p.m.; Sunday, 7:30 a.m. to 10:32 p.m.
News Service: AP
Representative: North Central Broadcasting System

Personnel

President: John W. Boler
Station Manager: B. Harland Ohde
Program Director: Mary Thompson
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: Mandan
Phone Numbers: 631; 257
Studio Addresses 205 1st St., N. W.; Patterson 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
Manager: W. C. Roerink
Program Director: Bob Kyllingstad

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: Fair Block, Minot
Phone Number: 1267
Studio Address: Fair Block, Minot

Transmitter Location.. Three miles southeast of Minot
 Time on the Air: 6:30 a.m. to 10:30 p.m.; Sunday, 6:30 a.m. to 10:00 p.m.
 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 Aardahl
 Chief Announcer Jack Helling
 Chief Engineer C. W. Baker

K O V C

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

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 Harry Myers
 Chief Engineer Charles Sjostrom

OHIO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

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 12 midnight
 News Service UP
 Transcription Service Standard Radio
 Representative..... Geo. P. Hollingsbery Co.

Personnel

President-Station Manager... Allen T. Simmons
 Commercial-Sales Promotion Manager R. B. Wilson
 Program Director-Chief Announcer H. H. Hageman
 Publicity Director..... Robert Wass
 Production Manager C. R. Joliff
 Musical Director Charles Herr
 Chief Engineer John Aitkenhead

W A K R

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc.....Power: 5000 watts
 Owned-Operated By.. Summit Radio Corporation
 Address..... First Central Tower
 Phone Number..... HEMlock 6151
 Transmitter Location
 Swartz Road, RFD, South Akron

Time on the Air 6:30 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 Deane S. Long
 Production Manager..... Russell B. Wise
 Chief Engineer Wm. W. Robertson

W J W

AKRON—EST. 1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 (C. P. 5000 Watts)
 Owned-Operated By..... WJW, Inc.
 Address 41 S. High Street
 Phone Number..... Jefferson 6111
 Transmitter Location..... 41 S. High Street,
 Time on the Air 24 hours daily
 News Service UP; INS
 Transcription Service Lang-Worth
 Representative Headley-Reed Co.

Personnel

President-Station Manager..... Bill O'Neil
 Sales Promotion Manager .. Thomas McClovery
 Program-Publicity Director .. Frank Grosjean
 Production Manager..... Frederic Freeland
 Musical Director Everett Pritchard
 Chief Engineer..... Gerald Roberts
(Federal Communications Commission has granted WJW permission to transfer its facilities to Cleveland, Ohio and change its frequency to 850 kilocycles with 5000 watts.)

WICA**ASHTABULA—EST. 1937**

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By: WICA, Inc.
 Address: 221 Center St.
 Phone Numbers: 1211-1311
 Transmitter Location: Jefferson Road, RFD
 Time on the Air: Local sunrise to sunset
 Newspaper Affiliation: Ashtabula Star Beacon
 News Service: UP
 Transcription Service: Standard Radio
 Representative: The Walker Co.

Personnel

President: C. A. Rowley
 Manager: R. B. Rowley
 Commercial Manager: Donald Fassett
 Program Director: W. W. Walrath
 Publicity Director: Al Newkirk
 Chief Announcer: Richard Miner
 Musical Director: Ross Miller
 Chief Engineer: George Gautney

WHBC**CANTON—EST. 1926****MUTUAL BROADCASTING SYSTEM**

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: Brush-Moore Newspapers, Inc.
 Operated By: The Ohio Broadcasting Company

AP

NEWS FOR RADIO*is available exclusively**through***PRESS ASSOCIATION, INC.****50 ROCKEFELLER PLAZA****NEW YORK, N. Y.**

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: NBC Thesaurus

Personnel

President: Louis H. Brush
 General Manager: Felix Hinkle
 Commercial-Sales Promotion
 Manager: Robert C. Fehlman
 Production Manager: Janet Baker
 Publicity Director: Elizabeth Weeks
 Chief Announcer: Leonard Taylor
 Musical Director: Martin Alexander
 Chief Engineer: Kenneth Sliker

WKY**CINCINNATI—EST. 1929****COLUMBIA BROADCASTING SYSTEM**

Frequency: 1530 Kc. Power: 50000 Watts
 Owned-Operated By: L. B. Wilson, Inc.
 Address: Hotel Gibson, 5th & Walnut
 Streets
 Phone Number: Cherry 6565
 Transmitter Location: near Crescent Springs,
 Ky.
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service: AP; UP
 Transcription Service: Standard Radio;
 Lang-Worth
 Representative: Free & Peters

Personnel

President and General Manager: L. B. Wilson
 Sales Director: Fred A. Palmer
 Promotion Manager: Margaret Dotson
 Program Director-Chief Announcer: Rex Davis
 Production Manager: Al Bland
 Merchandising Director: P. E. Dusenbury
 News Editor: Fred Thomas
 Publicity Director: John Murphy
 Chief Engineer: C. H. Topmiller

WCPO**CINCINNATI—EST. 1922**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Scripps-Howard
 Radio, Inc.
 Address: 204 Keith Building, 523 Walnut
 Street
 Phone Number: MAin 3314
 Transmitter Location: Daylight Building, 623
 East 6th St.
 Time on the Air: 6:30 a.m. to 12:15 a.m.; 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; Associated Music Publishers
 Representative The Branham Company

Personnel

President Jack Howard
 Vice President J. C. Hanrahan
 Vice-President-General
 Manager M. C. Watters
 Commercial Manager John P. Smith
 Sales Promotion Manager Al Stephan
 News Editor John Fogarty
 Production Manager Mark Gregory
 Publicity Director Evelyn Eppinger
 Artists' Bureau Head Harry Hartman
 Director of Women's Programs Evelyn Evans
 Musical Director Lester Bruch
 Chief Engineer Glen Davis

WKRC
 CINCINNATI

MUTUAL BROADCASTING SYSTEM
 THE SOUTHERN NETWORK

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By The Cincinnati
 Times-Star Co.

Address Victory Parkway & Wm. H. Taft
 Rd.—Hotel Alms
 Phone Number Woodburn 0550
 Transmitter Location Victory Parkway &
 Wm. H. Taft Rd.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 Newspaper Affiliation The Cincinnati Times-
 Star
 News Service AP
 Transcription Service: Lang-Worth; Associated
 Music Publishers
 Representative The Katz Agency;
 Standard Radio

Personnel

President Hulbert Taft, Sr.
 General Manager Ken Church
 Asst. to General Manager James M. Patt
 Sales Manager H. E. Fast
 Sales Promotion Manager James Patt
 Program Director Fred Dodge
 Sales Service Manager Syd Cornell
 Continuity Editor Frances Swing
 Chief Announcer Lin Mason
 Musical Director "Chick" Mauthe
 Chief Engineer George Wilson

**The PROOF
 OF THE NEWS
 IS IN THE
 SPONSORING**

WKRC
 News on the Hour
 Every Hour

and **WKRC** has
18
**SPONSORED
 NEWSCASTS
 DAILY!**

The
 Cincinnati Times-Star
 Station
 550 KILOCYCLES

Rep. The Katz Agency — New York, Chicago, Detroit, Atlanta, Dallas, Kansas City

RESULTS —*the first test of any radio station!*

WSAI GETS RESULTS in Cincinnati, as proved by a long list of continual local advertisers—advertisers who *live* in the market, know it best!

- 7 Years** The Queen Optical Company
- 6 Years** The Mohawk Radio and Electric Shop
- 6 Years** Capitol-Barg Cleaners
- 5 Years** Stille and Duhlmeier, Furniture
- 5 Years** The Rubel Baking Company
- 4 Years** Dow Drug Stores
- 4 Years** The Moelder Coal Company
- 15 Consecutive,** 13-Week Renewals—Alms and Doepke Department Store

WSAI GETS RESULTS through interesting programming, cordial dealer relations and a streamlined merchandising program designed for the specific needs of each advertiser.

A GOOD RADIO STATION IN A FINE MARKET

WSAI

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS—5000 Watts Day and Night

Represented by Spot Sales, Inc.

W L W
CINCINNATI—EST. 1922
 BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 700 Kc. Power: 50000 Watts
 Owned-Operated By: The Crosley Corporation
 Address: Crosley Square
 Phone Number: Cherry 1822
 Transmitter Location: Mason, Ohio
 Time on the Air: 24 hours daily
 News Service: AP; INS; UP; Reuters;
 World Wide

Transcription Service: World Broadcasting
 System; Lang-Worth; NBC Thesaurus; C. P.
 MacGregor; Standard Radio
 National Sales Office: 630 Fifth Ave., New
 York, N. Y.; 360 N. Michigan Ave., Chicago,
 Ill.
 Representative: Spot Sales, Inc. (West Coast)

Personnel

President: Powel Crosley, Jr.
 Vice-President-General Manager: James D. Shouse
 V. P. in Charge of Sales: R. E. Dunville
 Sales Manager, Chicago Office: Dewey Long
 Business Manager: Elmer Boos
 Director of Research & Merchandising: B. Strawway
 Promotion Manager: M. F. Allison
 Director of War Programs: Katherine Fox
 Program Director: George C. Biggar
 Production Manager: Chester Herman
 Artists' Bureau Head: William McCluskey
 News Editor: William Dowdell
 Publicity Director: Roger Baker
 Musical Director: Milton Weiner
 Technical Supervisor: R. J. Rockwell
 (SEE PAGE 310)

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: Crosley Square
 Phone Number: Cherry 1822
 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; UP; Reuters; Worldwide
 Transcription Service: World Broadcasting
 System; Lang-Worth
 Representative: Spot Sales, Inc.

Personnel

President: Powel Crosley, Jr.
 Vice-President: James D. Shouse
 General Manager: Walter A. Callahan

Artists' Bureau Head: George Biggar
 Promotion Manager: Ewald Kockritz
 Program Director: James Leonard
 Director of War Programs: Kit Fox
 Production Manager: Chester Herman
 News Editor: William Dowdell
 Publicity Director: Roger Baker
 Musical Director: Milton Wiener
 Chief Engineer: R. J. Rockwell

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: Prospect 5800
 Transmitter Location: Seven Hills
 Time on the Air: 6:45 a.m. to local sunset
 Newspaper Affiliation: Cleveland Plain
 Dealer

News Service: AP
 Transcription Service: Lang-Worth
 Representative: Radio Advertising 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: C. M. Hunter
 Merchandising and Advertising
 Manager: Robert Greenberg
 Continuity Director: Leslie Biebl
 Production Manager: Al Llewellyan
 Publicity Director: Milton Hill
 Special Events Director: Carl Mark
 News Editor: Ray McCoy
 Musical Director: Willard Pott
 Chief Engineer: Ralph DeLany

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 a.m. to 1 a.m.

News Service: UP
 Transcription Service: World Broadcasting
 System
 Representative: Edward Petry & Co., Inc.

Personnel

President: George A. Richards
 Vice President-General Manager: John F. Patt

Commercial Manager.....Harry Camp
 Director of Operations.....Carl George
 Program Director.....David Baylor
 Production Manager-Chief
 Announcer.....Wayne Mack
 Artists' Bureau Head.....Sidney Andorn
 Musical Director.....Walberg Brown
 Chief Engineer.....R. Morris Pierce

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.....C. M. Hunter
 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.....Ray McCoy
 Musical Director.....Willard Pott
 Chief Engineer.....Ralph DeLany

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.



Concatenation

“—a series of things united like links”
 —Webster

TIME IS THE TEST OF STRENGTH

In the Northeastern (Cleveland) Ohio area WHK-WCLE has proven its superiority. For years, WHK and WCLE have been *THE CONNECTING LINKS*, the LINKS that bind producer, retailer and consumer in a concatenation of mutual benefits.

The chain of sales is no stronger than its weakest link . . . use the most enduring.

W H K - W C L E

CLEVELAND, OHIO

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; AP
 Transcription Service NBC Thesaurus;
 Standard Radio
 Representative NBC National Spot Sales

Personnel

President Niles Trammell
 Station Manager Vernon H. Pribble
 Sales Manager Howard A. Barton
 Program Director Hal Metzger
 Production Manager Fred Wilson
 Publicity Director-News
 Editor Bob Dailey
 Director of Special Events Tom Manning
 Musical Director Lee Gordon
 Chief Engineer S. E. Leonard

WBNS

COLUMBUS—EST. 1921

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 1037 Barnett Rd.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative John Blair & Company

Personnel

President Robert H. Wolfe
 Chairman of the Board Edgar T. Wolfe
 Sales and Commercial Manager W. I. Orr
 National Sales Manager Don Burrows
 Program Director Jack Price
 Production Manager Tom DeVore
 Chief Announcer Irwin A. Johnson
 Musical Director Lowell Riley
 Promotion Manager Jim Yerian
 Publicity Director Jerome R. Reeves
 Chief Engineer Lester H. Nafzger

WCOL

COLUMBUS—EST. 1934

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WCOL, Inc.
 Business Address 33 North High St.
 Phone Number Main 4581
 Transmitter Location 33 North High St.
 Time on the Air 6 a.m. to 1 a.m.
 News Service INS
 Transcription Service NBC Thesaurus
 Representative Weed & Company

Personnel

President K. B. Johnston
 Station-Commercial Manager Neal Smith

Program Director Wallace Beavers
 Production Manager Bill Wallace
 Chief Announcer John Fell
 Chief Engineer James E. Lowe

WHKC

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 901 Obetz 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 Director-Production
 Manager John Moses
 Publicity Director Rosalind Millstone
 Chief Announcer Fred Joyner
 Artists Bureau Head-Musical
 Director Abram Ruvinsky
 Chief Engineer J. E. Anderson

WOSU

COLUMBUS—EST. 1921

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Ohio State University
 Business Address Columbus
 Phone Numbers: University 3148; Extension
 711
 Studio Address Campus
 Transmitter Location: University Golf Course,
 3 miles northwest of Columbus
 Newspaper Affiliation Ohio State Lantern
 Time on the Air Limited time,
 to sunset at Dallas, Texas
 News Service UP
 Transcription Service Lang-Worth

Personnel

President Howard L. Bevis
 Station Director R. C. Higgy
 Program Director C. W. Pettegrew
 Production Manager Edgar Sprague
 Publicity Director H. K. Schellenger
 Chief Announcer F. Page Boyer
 Musical Director Ann Charles
 Chief Operator C. H. Boehnker
 (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 12:05 a.m.; Sun-
 days, 8 a.m. to 12:05 a.m.

Newspaper Affiliations: Dayton Daily News;
 Springfield (O.) News and Sun; Atlanta Jour-
 nal; Miami Daily News

News Service: AP; UP
 Transcription Service: Standard Radio
 Representative: George P. Hollingbery Co.

Personnel

President: James M. Cox, Jr.
 General Manager: Robert Moody
 Assistant General Manager: Lester Spencer
 Production Manager: William Hamilton
 Sales Promotion Manager: Garland Baldwin
 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 3288-89-80

Transmitter Location: Shaker Road
 Time on the Air: 5:45 a.m. to 1 a.m.

News Service: AP
 Transcription Service: Lang-Worth
 Representative: Weed & Company

Personnel

General Manager: Ronald B. Woodyard
 Program-Publicity Director: Bruce Wallace
 Production Manager: Charles Miller

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

Transmitter Location: 23 miles southeast of
 Findlay

Two Facts

YOU
 CAN
 "TIE
 TO"

Dayton is a great war market, but that is because Dayton has the basic business, industrial and agricultural characteristics that have ALWAYS made it a good market—in war or peace.



And this market—always a good buy—is most easily and economically influenced through the station that serves it best.

WHIO IS THE DAYTON MARKET

5000 WATTS
 BASIC CBS
 •
 G. P. Hollingbery
 Company
 Representatives

Time on the Air: 7 a.m. to local sunset; Sundays, 8 a.m. to local sunset

News Service INS
Transcription Service Lang-Worth;
Standard Radio

Personnel

General Manager Fred R. Hover
Production Manager Grace E. Ingledue
Chief Engineer Edgar Smith

W L O K

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; Sundays, 8 a.m. to 12 midnight

News Service AP
Transcription Services Standard Radio;
Lang-Worth

Personnel

President George B. Storer
Vice-President-General Manager J. H. Ryan
Managing Director Ralph Elvin
Program Director Frank D. Heibeck
Chief Announcer Dalton Hille
Chief Engineer Jack E. Bannon

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; UP
Transcription Service Standard Radio
Representative Headley-Reed Co.

Personnel

President M. F. Rubin
Vice-President-General
Manager Orville E. Fields
Secretary Thos X. Dunigan
Treasurer Marie W. Vandegrift
Program Director-Chief Announcer Harry Lytle
Publicity Director Robert Horn
Bookkeeper Mary Hughes
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 North Main Street
Phone Number 2516
Transmitter Location North Main Street
Time on the Air: 7 a.m. to 10:15 p.m.; Sun-
days, 8 a.m. to 10:15 p.m.

News Service UP
Transcription Service NBC Thesaurus

Personnel

President-Station Manager Robert T. Mason
Commercial Manager Geo. A. Speese
Sales Promotion Manager A. T. Turnbull
Program Director Louis T. Marsh
Production Manager Madge L. Cooper
Chief Announcer A. C. Parlin
Artists Bureau Head Robert E. Gross
Musical Director Anna Mae Spano
Chief Engineer S. Robert Morrison

W P A Y

PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM

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,
9:30 a.m. to 11 p.m.

Newspaper Affiliation Portsmouth Times
News Service UP
Transcription Service Lang-Worth
Representative Cox & Tanz

Personnel

President Chester B. Thompson
Acting Station Manager Paul Wagner
Program-Publicity Director William Aldridge
Musical Director Dorothy Page
Chief Engineer Maurice Myers

W I Z E

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

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 Lang-Worth

Personnel

President Charles Sawyer
Vice-President-General
Manager Ronald B. Woodyard

Breakfast at 8:30

is the glorious signal that another NAVY SEND-OFF BREAKFAST is under way honoring Ohio men about to shove-off for service! Today, in this and other heart-moving ideas, many American stations are following the lead of WTOL — originators and producers of sponsorable War Winning Programs!*

*.....Man is Known by the Company He Keeps
.....a City by its Manufacturers*

TOLEDO IS THE PROUD HOME of

American Propeller Corporation
Champion Spark Plug Company
Electric Auto-Lite Company
Libbey-Owens-Ford Glass Company
Owens-Illinois Glass Company
Owens-Corning Fiberglas Corporation
The Toledo Scale Company
Willys-Overland Motors, Inc.

*A hint to advertisers—
WTOL has on “ice”
new ideas paced and
patterned to entertain
and hold public interest!

WTOL

TOLEDO'S *Friendly*
STATION

ARCH. SHAWD
Vice Pres. & Mgr.

Represented Nationally by Radio Advertising Corporation

WSTV

STEBENVILLE—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: 2-6265-66-67

Studio Addresses: Exchange Realty Building,
Stebenville, Ohio; New Terminal Building,
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

Representative: Spot Sales, Inc.

Personnel

General Manager: John J. Laux
Program-Publicity-Musical

Director: John L. Merdian

Chief Announcer: Hunter Reams

Chief Engineer: Joseph Troesch

WSPD

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 12:05 a.m.

News Services: AP; INS

Transcription Services: NBC Thesaurus;
Lang-Worth

Representative: The Katz Agency

Personnel

President: George B. Storer

Vice President: J. Harold Ryan

Managing Director: E. Y. Flanigan

Program Director: Tod Williams

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: Bell Building
Phone Number: Adams 3291

Transmitter Location: Bell Building

Time on the Air: Unlimited license

News Service: UP

Transcription Services: Associated Music Pub-
lishers; Standard Radio

Representative: Radio Advertising Corp.

Personnel

President: Frazier Reams

Vice President-General Manager: Arch Shawd

Commercial Manager: Gard Wallace

Sales Promotion Manager: John Morgan

Program Director: Jean Wright

Publicity Director: Marie Huffman

Musical Director: Marge Cunningham

Chief Engineer: Frank B. Ridgeway

WRN

WARREN—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Nied & Stevens
Address: 2nd National Bank Building

Phone Number: 4490
Time on the Air: Unlimited license

Transmitter Location: 710 Main Avenue, S. W.

News Service: UP

Transcription Service: Lang-Worth

Representative: Burn-Smith Company, Inc.

Personnel

Owners: Frank T. Nied, Perry H. Stevens

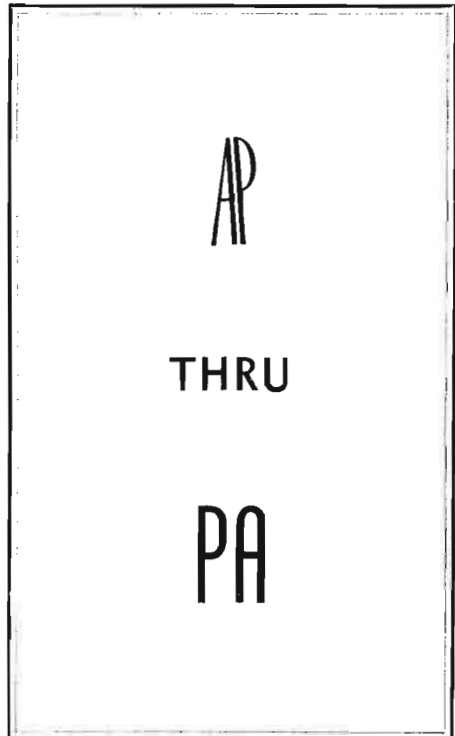
General Manager: R. W. Richmond

Program Director: Walter L. Davis

Continuity Director: Virginia Wood

Musical Director: Bruna Bertelli

Chief Engineer: Wm. C. Minor





By night as well as by day

YOUNGSTOWN SKIES ARE BRIGHT

• Advertisers cannot afford to overlook this rich market of 372,428 people (106,000 radio homes) and approximately \$200,000,000 annual retail sales.

For information as to what C. E. Hooper, Inc., learned of the listening habits of this, Ohio's third largest trade area and the 34th metropolitan district in the U. S., address

W F M J

Youngstown, Ohio

Member of the Blue Network

Headley-Reed Co., *National Representatives*

New York • Chicago • Detroit • Atlanta • San Francisco

W F M J

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...WFMJ Broadcasting Co.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location.....101 W. Boardman St.
 Time on the Air.....Unlimited license
 Newspaper Affiliation...Youngstown Vindicator
 News Service.....AP; UP
 Transcription Services.....Lang-Worth;
 Standard Radio; C. P. MacGregor
 Representative.....Headley-Reed Company

Personnel

Owner.....William F. Maag, Jr.
 Sales-Sales Promotion
 Manager.....Leonard E. Nasman
 Program Director.....George L. Beebout
 Production Manager.....John Bradford
 Chief Announcer.....Robert Wylie
 Musical Director.....Col. L. R. Boals
 Chief Engineer.....Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 5000 d.; 500 n.;
 (CP 5000 n.)
 Owned-Operated By...WKBN Broadcasting
 Corp.
 Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation..Cleveland Plain Dealer

News Service.....UP
 Transcription Services... World; Lang-Worth
 Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
 Station-Commercial Manager....J. L. Bowden
 Program Director.....Gene Trace
 Production Manager.....Karl Bates
 Publicity Director.....Gilbert Simon
 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 By...Southeastern Ohio Broadcasters,
 Inc.
 Operated By.....Fort Industry Company
 Address.....North Fifth St.
 Phone Number.....6000
 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.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

President.....Goerge Storer
 Managing Director.....Allen L. Haid
 Production Manager.....M. Weber
 Chief Announcer.....Don Cogley
 Musical Director.....Dudley Beck
 Chief Engineer.....Wm. Hunt

OKLAHOMA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

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.....Radio Advertising Corp.

Personnel

Owner.....Dr. C. C. Morris
 Manager.....H. Weldon Stamps
 Sales Promotion Manager...William Weaver

Program Director.....Lillard Hill
 Chief Engineer.....William H. Lindsay

K V S O

ARDMORE—EST. 1935

**THE BLUE NETWORK
 KEYSTONE BROADCASTING SYSTEM
 OKLAHOMA NETWORK**

Frequency: 1240 Kc. Power: 250 d.; 100 n.
 Owned-Operated By.....Ardmoreite Publish-
 ing Co.
 Business Address.....Hotel Ardmore
 Phone Number.....3030
 Studio Address.....Hotel Ardmore
 Transmitter Location....Chickasaw & North-
 west Blvd.

Time on the Air 7 a.m. to 11:05 p.m.
 Newspaper Affiliation.....Daily Ardmoreite
 News Service AP
 Representative Radio Advertising Corp.

Personnel

General Manager.....Albert Riesen
 Commercial Manager.....Hillis Bell
 Musical Director.....Dolly Dutton
 Chief Engineer.....George Milner

K W O N

BARTLESVILLE—EST. 1942
 MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Bartlesville Broadcasting Co.

Business Address...Union Natl. Bank Bldg.
 Phone Number.....1400
 Studio Address.....Union National Bank Bldg.

Transmitter Location.....Dewey Road
 Time on the Air.....6:30 a.m. to 10:45 p.m.
 Transcription Service.....Lang-Worth
 National Representative.....Burn-Smith

Personnel

Vice-President-General Manager..J. Fred Case
 Commercial Manager...Clyde B. Worthington
 Program Director.....Jean Case
 Chief Announcer.....Henry Louis Heerman
 Musical Director.....Martha Boucher
 Chief Engineer.....Gil W. Ownby

K A S A

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power 100 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 2 p.m.; 5 p.m. to 9 p.m.; Saturday, 6 a.m. to 6 p.m.

News Service AP
 Transcription ServiceKeystone Broadcast-
 ing System **Personnel**

President.....E. M. Woody
 Station Manager.....F. E. Mayhew
 Program Director-Chief Announcer Joe Fenter
 Chief Engineer.....Clive Lee Neel

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: 6:30 a.m. to 11:05 p.m.; Sun-
 days, 7 a.m. to 10:30 p.m.
 Newspaper Affiliation...Enid Morning News;
 Enid Daily Eagle

News Service AP
 Transcription Service.....World Broad-
 casting System
 Representative Radio Advertising Corp.

Personnel

President.....M. C. Garber
 Station Manager.....Milton B. Garber
 Commercial Manager.....H. P. Hale
 Program Director.....Marjorie Christopher
 Production Manager.....Mabel Waken
 Chief Engineer.....Paul Snell

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
 Transcription Service.....Standard Radio

Personnel

President.....Dr. Willard Carver
 Station Manager.....Byrne Ross

K B I X

MUSKOGEE—EST. 1936

THE BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-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.....Muskegee Daily
 Phoenix & Times Democrat

News Service AP
 Representative Radio Advertising Corp.

Personnel

Vice-President.....Tams Bixby, Jr.
 General Manager.....Jimmie Barry
 Program Director.....Sally Miller
 Chief Engineer.....D. W. Hoisington

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.....Virginia Hawk
Chief Announcer.....Dick Carter
Musical Director.....Roger Goeb
Technical Supervisor.....Clyde Farrar
Chief Engineer.....Franklin W. Harris
(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.....Unlimited license
Transcription Service.....Associated Music
Publishers: Standard Radio; Lang-Worth;
NBC Thesaurus

Representative.....Burn-Smith Co.

Personnel

President.....John D. Thomas
Manager.....M. H. Bonnebrake

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
Studio Address.....24th Floor, Biltmore Hotel
Transmitter Location: 7½ miles north of Okla-
homa City

Time on the Air: 5:55 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
Station Manager.....Kenyon Brown
Production-Program Director.....Paul Buenning
Accountant.....Mary Frances Kennedy
Chief Engineer.....M. W. Thomas

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.

Business Address.....2004 Ramsey Tower
Studio Address.....1800 West Main
Phone Number.....3-8352

Transmitter Location.....1800 West Main
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.....PA
Transcription Service.....World Broadcasting
System

Representative.....Radio Advertising Corp.

Personnel

President.....Harold V. Hough
Station Manager.....Robert D. Enoch
Commercial Manager.....Frank J. Lynch
Sales Promotion Manager.....Harold Shreve
Program Director.....Russell Miller
Chief Engineer.....Clifford Easum

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc...Power: 5,000 d.; 1,000 n.
Owned By.....Oklahoma Publishing Co.

Operated By.....WKY Radiophone Co.
Address.....Skirvin Tower Hotel
Phone Number.....3-4306

Transmitter Location.....Highway No. 66
Time on the Air: 6 a.m. to 11:30 p.m.; Sun-
days, 8 a.m. to 11:30 p.m.

Newspaper Affiliation.....Daily Oklahoman;
Oklahoma City Times; The Farmer Stock-
man

News Service.....AP
Transcription Service.....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
Continuity Director.....George Hamaker
Director of Home Economics.....Mrs. Mart Adams
Director of Child Education.....Edyth Wallace
News Editor.....Frank McIntyre
Traffic Manager.....Darryl McAllister
Chief Engineer.....Herman Lovell

K H B G

OKMULGEE—EST. 1937

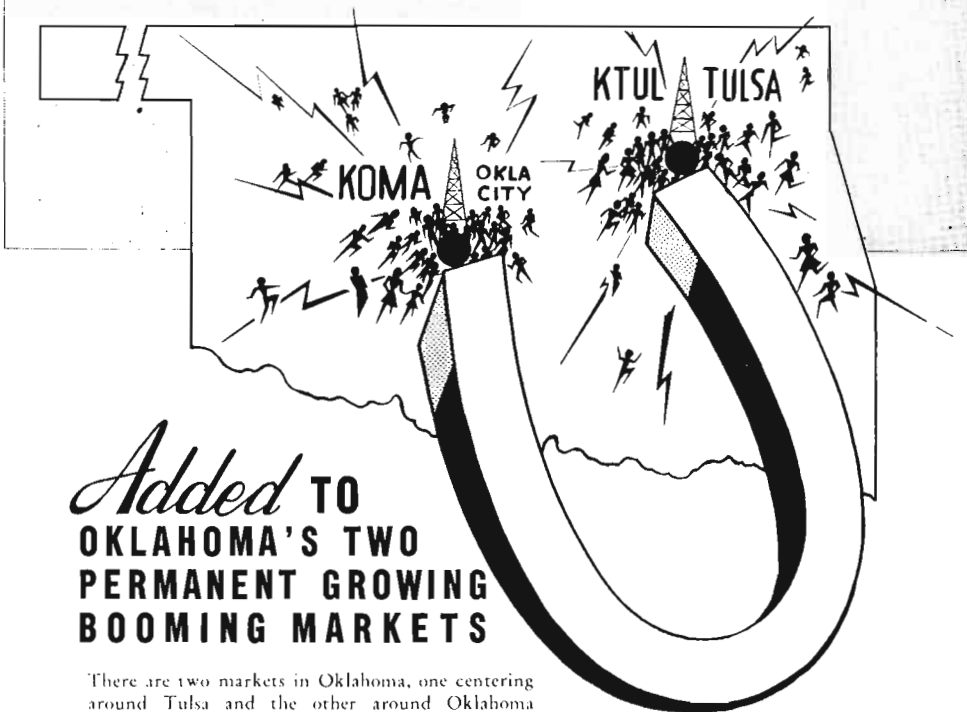
KEYSTONE BROADCASTING SYSTEM

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; Keystone

NEW WEALTH and NEW PEOPLE



Added TO
**OKLAHOMA'S TWO
 PERMANENT GROWING
 BOOMING MARKETS**

There are two markets in Oklahoma, one centering around Tulsa and the other around Oklahoma City. The KTUL and KOMA primary areas, covering these two markets, have over 85% of the retail sales of the state, according to Oklahoma Tax Commission figures. Retail sales in the two stations' primary areas are up an average of 36%. A total of \$604,710,000 in war projects contracts have been let in Oklahoma, giving a yearly additional payroll to the KTUL and KOMA primary areas of almost \$300,000,000. These two markets are Oklahoma; and can be reached most thoroughly and economically by using KTUL and KOMA. More Wealth. More People. More Sales.

TULSA

**IT TAKES TWO STATIONS TO COVER
 OKLAHOMA'S TWO BOOMING MARKETS**

**OKLAHOMA
 CITY**

OKLAHOMA'S TWO COLUMBIA STATIONS

KTUL

FREE & PETERS, Inc.
 Representatives

KOMA

Both Stations

5000 Watts

Full Time

Personnel

President-Manager Pat Buford
 Sales Promotion-Publicity Director,
 Lucille Buford
 Commercial Manager Dan C. Kenan
 Program-Production Director Nova Clarke
 Chief Announcer A. C. Dowden
 Chief Engineer Chester Ludwick

W B B Z

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 Unlimited license

Personnel

Managing Director A. L. Carrell

K G F F

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: 6:30 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 Radio Advertising Corp.

Personnel

President Oscar Stauffer
 Secretary-Treasurer Maxine Eddy
 General Manager Joseph W. Lee
 Commercial Manager Leroy W. Moses
 Production Manager-Chief

Announcer Roy Joe Bowman
 Publicity Director Hazel Lee Guttery
 Chief Engineer S. Ricciotti

K O M E

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 Unlimited
 News Service AP

Transcription Service Standard Radio
 National Representative,
 Radio Advertising Corp.

Personnel

President Harry Schwartz
 General Manager Harold Grimes
 Commercial Manager B. M. Grotkop
 Sales Promotion Manager M. B. Battey
 Program Director James Neal
 Continuity Director Lucille Burns
 News Editor James Neal
 Traffic Manager Virginia Maxwell
 Musical Director Paula Lain Haas
 Chief Engineer Bob Elmore

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Tulsa Broadcasting
 Company, Inc.
 Address National Bank of Tulsa Bldg.
 Phone Number 2-3191
 Studio Address National Bank of Tulsa Bldg.
 Transmitter Location Turley, Okla.
 Time on the Air: 6 a.m. to 11:30 p.m.; Sun-
 days, 7 a.m. to 11 p.m.

News Service UP
 Transcription Service World Broadcasting;
 Langworth

Representative Free & Peters

Personnel

President J. T. Griffin
 General Manager John Esau
 Sales Manager R. P. Akin
 Program Director Eddie McKeen
 Publicity Director Jack Hoffman
 Continuity Chief Bernice Ash
 Bookkeeper Edythe Alexander
 Chief Announcer Joe Pierson
 Musical Director Lillian Smithline
 Chief Engineer Robert Sntder

KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc. Power: 50000 d.; 25000 n.
 (C. P. 50000)
 Owned-Operated By Southwestern Sales
 Corporation
 Address Philtower Bldg.
 Phone Number 2-2254
 Transmitter Location: 10 miles east of Tulsa on
 U. S. Highway No. 66

Time on the Air: 5:55 a.m. to 11:30 p.m.; Sat-
 urday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m.
 to 11:30 p.m.

News Service INS; AP
 Transcription Service Standard Radio;
 Lang-Worth

Representative Edward Petry & Co.

Personnel

President P. Q. Proctor
 Vice President-General
 Manager..... William B. Way
 Commercial Manager..... Gustav Brandborg

Publicity-Sales Promotion Manager,
 Manton Marrs
 Program Director Allen Page
 Chief Announcer Bud Jackson
 Musical Director..... Joe O'Neill
 Chief Engineer..... L. W. Stinson

OREGON

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

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 Number870
 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 10 p.m.; Sundays,
 8 a.m. to midnight
 Newspaper Affiliation.....Albany Democrat
 Herald
 News Service UP
 Transcription Service Standard Radio
 Representative John Keating

Personnel

President..... W. L. Jackson
 Secretary-Treasurer..... R. R. Cronise
 Station Manager Chet Wheeler
 Commercial Manager..... Hal Byer
 Publicity Director Herbert Davidson
 Program-Production Director... Bob Reinholdt
 Chief Announcer Don Johnston
 Corvallis Studio Manager Warren Stoffer
 Musical Directors..... Betty Lou Wilbanks,
 Joyce Den Harder

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 Number95
 Transmitter Location.....1006 Taylor Avenue
 Time on the Air.....7 a.m. to 11 p.m.

Newspaper Affiliation.....Astorian-Budget
 News Service UP
 Transcription Service.....Standard Radio

Personnel

President..... M. R. Chessman
 Station Manager..... James C. Wallace
 Program Director Mary Juhlin
 Chief Engineer..... Raymond Williams

KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Baker Broadcasting Co.
 Address.....1st and Court Streets
 Phone Number140
 Transmitter Location Baker
 Time on the Air.....7 a.m. to 10 p.m.
 News Service UP
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor.

Representative Homer Owen Griffith

Personnel

President-Station Manager... Glenn McCormick
 Commercial Manager Ken Holden
 Program Director Kenneth Lockwood
 Chief Announcer Lou McCormick
 Chief Engineer..... Sidney Williams

KBND

BEND—EST. 1938

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The Bend Bulletin
 Address1121 Wall St.
 Phone Number848
 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

K O A C

CORVALLIS—EST. 1925

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
 Owned by.....State of Oregon
 Operated By...Oregon State System of Higher
 Education
 Address.....Corvallis, Oregon
 Phone Number.....526
 Studio Addresses.....Corvallis; Eugene
 Transmitter Location.....Granger, Corvallis
 Time on the Air.....6 a.m. to midnight
 News Service.....UP

Personnel

Acting Manager.....Dr. V. V. Caldwell
 Program Director.....Allen Miller
 Chief Announcer.....James Morris
 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
 Transcription Service.....C. P. MacGregor
 News Service.....UP

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial and Sales Promotion Manager,
 Glenn Howell
 Program Director.....Don Jones

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 midnight; Sunday,
 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....John Blair & Co.

Personnel

Owner.....Frank L. Hill

General Manager.....L. W. Trommlitz
 Publicity Director.....Lytle Young
 Chief Engineer.....Harold Gander

K U I N

GRANTS PASS—EST. 1939

DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Southern Oregon Broad-
 casting System
 Business Address.....P. O. Box 148
 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.
 Transcription Services...World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....A. E. Voorhies
 Station Manager.....Ralph E. Smith
 Program Director.....E. A. Malone
 Commercial Manager.....L. L. King
 Chief Engineer.....Edward A. Malone

K L B M

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Ben E. Stone
 Address.....Old Oregon Trail
 Phone Number.....220
 Transmitter Location.....Old Oregon Trail
 Time on the Air:.....7 a.m. to 9:30 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Keystone; Lang-Worth

Personnel

Owner-General Manager.....Ben E. Stone
 Commercial Manager.....Clara Moss
 Sales Production Manager...Mark F. DeLaunay
 Program Director.....Jayne Moss
 Chief Engineer.....Lee Ready

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
 Representative.....W. S. Grant Co.

Personnel

President J. A. Kincaid
 Station & Commercial Manager... Geo. Kincaid

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 10:05 p.m.
 News Service UP
 Transcription Service Long-Worth
 Representative Burn-Smith Co.

Personnel

President Sheldon F. Sackett
 General Manager Ben E. Stone
 Sales Promotion Manager Mark DeLaunay
 Program Director Sara Spaug
 Publicity Director-Office Manager,
 Lucy Johnson
 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 Box 1396
 Phone Number 4000
 Studio Address Ross Lane
 Transmitter Location Ross Lane
 Time on the Air Unlimited license
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

Owner Mrs. W. J. Virgin
 Station Manager Lee Bishop
 Sales Promotion Manager Art Adler
 Program Director Gladys LaMarr
 Chief Engineer Dave Rees

K W R C

PENDLETON—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Western Radio Corp.
 Address S. W. 6th St.
 Phone Number 1425
 Transmitter Location S. W. 6th St.
 Time on the Air: 7 a.m. to 10:15 p.m.; Sunday,
 9 a.m. to 9 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative John Keating

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial Manager Henry M. Hogue
 Program Director Paul E. Welden

K A L E

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM
 Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By KALE, Inc.
 Business Address P. O. Box 1031
 Phone Number Atwater 3333
 Studio Address New Heathman Hotel
 Building
 Transmitter Location Head of Barnes Road
 Time on the Air 6:45 a.m. to 12 midnight
 News Service INS; UP
 Transcription Service World Program Library;
 Associated Music Publishers
 Representative Free & Peters, Inc.

Personnel

President C. W. Myers
 Commercial Manager Ted Kooreman
 Director of Commercial Relations,
 Harry H. Buckendahl
 Advertising Manager Charles Couche
 Program Director H. M. Swartwood, Jr.
 Production Manager Ted W. Cooke
 Publicity Director Enoch Squires
 Chief Announcer Bob Colvig
 Musical Director Joseph Sampietro
 Chief Engineer Louls 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 Shares time

Personnel

Agent R. T. Stephens
 (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; UP
 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
 Commercial Manager.....Norman J. Sugg
 Traffic Manager.....Mildred Lester
 Sales Promotion Manager...Jack Eichenberger
 Program Director.....Homer Welch
 Production Manager.....Gordon Bambrick
 Director of Women's
 Activities.....Peggy Williams
 News Editor.....Don Kneass
 War Program Manager.....Day Foster
 Chief Announcer.....Herbert Johnston
 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 Pub-
 lishing 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; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation.....The Oregonian
 News Service.....AP; INS; UP
 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.....Norman J. Sugg
 Traffic Manager.....Mildred Lester
 Sales Promotion Manager...Jack Eichenberger
 Program Director.....Homer Welch
 Production Manager.....Gordon Bambrick
 Director of Women's Activities,
 Peggy Williams
 News Editor.....Don Kneass
 War Program Manager.....Day Foster
 Chief Announcer.....Herbert Johnston
 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.....K O I N, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 7209
 Studio Address...New Heathman Hotel Bldg.
 Transmitter Location...Head of Barnes Road
 Time on the Air.....24 hours daily
 News Services.....INS; UP
 Transcription Services...World Program Library;
 Associated Music Service
 Representative.....Free & Peters, Inc.

Personnel

President-Station Manager.....C. W. Myers
 Manager.....Harry H. Buckendahl
 Advertising-Sales Promotion Manager,
 Charles E. Couche
 Program Director.....H. M. Swartwood, Jr.
 Production Manager.....Ted W. Cooke
 Chief Announcer.....Bob Colvig
 Publicity Director.....Enoch Squires
 Musical Director.....Joseph Sampietro
 Technical Director.....Louis Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
 Owned By.....KWJJ Broadcast
 Co., Inc.
 Operated By.....Wilbur J. Jerman,
 John Egan
 Address.....622 S. W. Salmon Street
 Phone Number.....Atwater 4393
 Transmitter Location...Oaks Park, Portland
 Time on the Air: 6 a.m. to 1 a.m.; Saturdays,
 6 a.m. to 2 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 National Representative.....Burn-Smith Co.

Personnel

President.....Wilbur J. Jerman
 Station Manager.....John C. Egan
 Sales Manager.....L. D. Henderson
 Program-Production Manager.....Art Morey
 Musical Director.....Althea Renwick

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts
 Owned By.....KXL Broadcasters
 Address.....Orpheum Building
 Phone Number.....Broadway 6451
 Transmitter Location...82nd St. & Sunnyside,
 Clackamas District
 Time on the Air.....6 a.m. to local sunset

MASON-DIXON RADIO GROUP

**SEVEN STATIONS
WHICH ASSURE YOU**

HIGH SALES VALUE

AT LOW COST



WDEL
Wilmington, Del.
WORK
York, Pa.
WGAL
Lancaster, Pa.
WKBO
Harrisburg, Pa.
WAZL
Hazleton, Pa.
WEST
Easton, Pa.
WILM
Wilmington, Del.

THIS group of seven stations, each with its own strong local influence, covers the rich, diversified Eastern Pennsylvania-Delaware trade area and carries your sales message to more homes per dollar. For information write to the main office or the national representative.



Main Offices—8 West King Street, Lancaster, Penna.
National Representative: PAUL H. RAYMER CO.
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

News Service UP
 Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio
 Representative..... Joseph Hershey McGillvra

Personnel

President Frances R. Symons
 Production Manager..... Dennis Howard
 War Program Director..... George Heimrich
 Publicity Director..... Rudy Lachenmeier
 Chief Announcer..... Howard Starr
 Commercial Manager..... H. S. Jacobson
 Program Director Fred Eichhorn
 Station Manager..... H. W. Wilson
 Chief Engineer..... Lew Ballanger

K R N R

ROSEBURG—EST. 1935
 MUTUAL—DON LEE

Frequency: 1490 Kc...Power: 250 d.; 100 n.
 Owned-Operated By..News-Review Company
 Business Address Roseburg
 Phone Number 4
 Transmitter Location..... Umpqua Hotel
 Time on the Air: 6:45 a.m. to 10 p.m.; Sundays.
 8 a.m. to 9:45 p.m.
 Newspaper Affiliation..Roseburg News-Review
 News Service AP
 Transcription Service..... Standard Radio
 Representative John Keating

Personnel

President.....Harris Ellsworth
 General Manager.....M. H. Pengra
 Program-Musical Director.....Gilbert Walters
 War Program Director.....Faith Young
 Chief Announcer.....Robert Bruce
 Chief Engineer.....Henry Chandler, Jr.

K S L M

SALEM—EST. 1933

KEYSTONE BROADCASTING SYSTEM

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 11:30 p.m.
 News Service UP
 Transcription Service.....Langworth; C. P. MacGregor; Keystone
 Representative John Keating

Personnel

President-General ManagerH. B. Read
 Commercial-Sales Promotion
 ManagerEarle W. Headrick
 Program Director-Chief
 Announcer Bill Talbot
 Production Manager..... Otto Miller
 Chief Engineer Clyde Carlton

PENNSYLVANIA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

W C B A - W S A N

ALLENTOWN—EST. 1923

BLUE NETWORK—NBC
 QUAKER NETWORK

Frequency: 1470 Kc.....Power: 500 Watts
 Owned-Operated By.....Lehigh Valley
 Broadcasting Co.
 Address 39-41 N. Tenth St.
 Phone Number 9511
 Transmitter Location Route No. 1
 Time on the Air..... 7:30 a.m. to midnight
 Newspaper Affiliation..... Allentown Call
 Publishing Co.
 News Service PA; UP
 Transcription Services..... World Broadcasting
 System
 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.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned ByThe 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

WISR

BUTLER—EST. 1941

Frequency: 680 Kc. Power: 250 Watts
 Owned By Butler Broadcasting Co.
 Operated By David H. Rosenblum
 Address 357 N. Main St.
 Phone Number 4701
 Transmitter Location 357 No. Main St.
 Time on the Air 6:55 a.m. to 6 p.m.
 News Service AP
 Transcription Service World Broadcasting Service

Personnel

President-Station Manager, David H. Rosenblum
 Commercial-Sales Promotion Manager Leon Bernard
 Program-Musical Director Everett H. Neill
 Publicity Director Bon L. Kellman
 Chief Announcer Kieran Balfe
 Chief Engineer Paul Rex

WCED

DU BOIS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Tri-County Broadcasting Co., Inc.

Address 80 Park Place
 Phone Number 1700
 Transmitter Location 80 Park Place
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 9 a.m. to 9 p.m.
 Newspaper Affiliation DuBois Courier Express
 News Service UP
 Transcription Service Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President H. T. Grey
 Station-Commercial Manager J. S. Gray
 Production Manager Pres Roper
 Program Director Les Ryder
 Acting Chief Engineer Vernon Stahl

WEST

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Associated Broadcasters, Inc.
 Address 516 Northampton St.
 Phone Number 8001
 Transmitter Location Williams Township
 Time on the Air 7 a.m. to midnight
 News Service UP

WERC

"Erie's Radio Center"

. now offers a 2.2% listener bonus.

A major Metropolitan District with a population of 180,889 in 1940 as determined by the United States Bureau of Census, Erie has increased in population because of the booming war industries, by 2.2% as estimated by the Office of Price Administration in April 1943, see Page 283.

FOR RESULTS: The Best and Most Economical Way To Sell Erie and Its Bonus Market Is Through The Station Which Serves It Best.

WERC

CBS AFFILIATE

ERIE, PENNA.

National Representative Spot Sales, Inc.

Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCullough
 Station Manager Elwood C. Anderson
 Sales Director J. Robert Gulick
 Sales Promotion Manager Ray Walton
 Program Manager Eugene Bethman
 War Program Director Henry Austin
 Chief Engineer J. E. Mathiot

W E R C

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 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 6:52 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Associated Music;
 Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President Jacob A. Young
 General Manager C. E. Denny
 Commercial Manager Ed Pearson
 Program Director J. J. Young
 Chief Announcer Art Ingram
 Chief Engineer Charles Jenks

W L E U

ERIE—EST. 1935

NBC-MUTUAL

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 7 a.m. to midnight
 News Service Transradio
 Transcription Service World Broad-
 casting System; NBC Thesaurus

Personnel

President Leo J. Omelian
 General Manager V. Hamilton Weir
 Program Director Thomas Fleming
 Publicity Director Stan Rodgers
 Musical Director Anthony Conti
 Continuity Writer C. Detzel
 Woman Activities Director Joan Clark
 Chief Engineer Clarence Baker

W H J B

GREENSBURG—EST. 1935

Frequency: 620 Kc. Power: 250 Watts
 Owned-Operated By Pittsburgh Radio
 Supply House

Address Penn Albert Hotel
 Phone Number Greensbrug 3740
 Transmitter Location Penn Albert Hotel
 Time on the Air 7 a.m. to sunset
 News Service Transradio
 Transcription Service Lang-Worth

Personnel

President H. J. Brennen
 Station Manager George J. Podyyn
 Commercial Manager Robert Thompson
 Program Director Howard Hoffman
 Production Manager Howard Lewis
 Farm Director Bill Close

W S A J

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 R. G. Walters
 Chief Announcer W. E. Weidler, Jr.
 Musical Director Prof. Stanley Seiple
 (Non-Commercial Station)

W H P

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 19 hours daily;
 Sundays, 17 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. 1921

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... Penn Harris Hotel
Time on the Air... 7 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 Director... J. Robert Gulick
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... Hazleton Broadcast-
ing Service

Address... Hazleton National Bank Bldg.
Phone Number... 1488
Transmitter Location... Hazleton National
Bank Bldg.

Time on the Air: 7 a.m. to midnight; Sundays,
8 a.m. to midnight

News Service... UP
Transcription Service... NBC Thesaurus
Representative... Paul H. Raymer Co.

Personnel

Station Executive... Clair R. McCollough
Station Manager... V. C. Dishm
Sales Director... J. Robert Gulick
Program Manager... William Erdossy
Publicity-Production Director... Thomas Tito
Chief Announcer... James Peiser
Artists Bureau... Kathryn Kahler
Musical Director... John Stanzola
Chief Engineer... J. E. Mathiot

W J A C

JOHNSTOWN—EST. 1925

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: 7:30 a.m. to 11:30 p.m.; Sun-
days, 8:30 a.m. to 11:30 p.m.

Newspaper Affiliation... Johnstown Tribune
News Service... UP
Transcription Service... NBC Thesaurus;
Lang-Worth

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... 5259
Transmitter Location... 8 West King St.
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. McCullough
Station Manager... Walter Miller
Sales Director... J. Robert Gulick
Sales Promotion Manager... Terrence McGough
Program Manager... Ernest Stanzola
Production Manager... Paul Rodenhauser
Chief Engineer... J. E. Mathiot

W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Lewistown Broadcasting
Co.

Business Address... Hotel Coleman
Phone Number... 757
Studio Address... Hotel Coleman
Transmitter Location... Lewistown Heights
Time on the Air: 7:30 a.m. to 11:15 p.m.;
Sundays, 8 a.m. to 10:30 p.m.

News Service... UP
Transcription Service... Keystone Broadcasting
System

Representative... Burn-Smith Co.

Personnel

Vice-President J. S. Woods
 Station-Sales Promotion
 Manager Joseph M. Nassau
 Program Director Rita McCoy
 Production Manager Joseph W. Smiley
 Publicity Director James S. Woods
 Chief Announcer Smiley Rittenhouse
 Artists Bureau Mary McCoy
 Chief Engineer Bernard H. Bopp

WKST

NEW CASTLE—EST. 1938

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By WKST, Inc.
 Business Address Cathedral Bldg.
 Phone Number 5050-5051
 Studio Address Cathedral Bldg., New Castle
 Transmitter Location Old Pittsburgh Road
 Time on the Air 7 a.m. to 12 midnight
 News Service AP
 Transcription Service NBC Thesaurus;
 Standard Radio
 Representative Spot Sales, Inc.

Personnel

President S. W. Townsend
 Station Manager A. W. Graham
 Commercial Manager Arthur Pryor
 Program Director Ray Edwards
 Publicity Director Ray Wallace
 Chief Engineer Robert Emch

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, Al-
 legheny County, Pa.
 Time on the Air 7 a.m. to local sunset
 News Service UP
 Transcription Service Lang-Worth; C. P.
 MacGregor
 Representative Cox & Tanz

Personnel

Station Manager Edward I. Kroen
 Program Director Harold Terkell
 Production Manager Thomas L. Aye, Jr.
 Chief Announcer Ray Scott

KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc. Power: 50000 Watts
 Owned-Operated By Westinghouse Radio
 Stations, Inc.
 Address 1619 Walnut Street

Phone Number LOcust 3760
 Transmitter Location Whitemarsh, Pa.
 Time on the Air: 24 hours daily Mon., Tues.,
 Thurs., Sat.; 6 a.m. to 1 a.m., Wed., Fri.,
 Sun.
 News Service AP; UP; Reuters
 Transcription Service Standard Radio
 Representative National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.

Chairman A. W. Robertson
 President George H. Bucher
 Vice-President Walter Evans
 General Manager Lee B. Wailes
 Acting Technical Director Dwight A. Meyer
 Sales-Sales Promotion Manager,
 William E. Jackson

Auditor Frank A. Logue
 Program Supervisor Gordon Hawkins
KYW PERSONNEL

President Lee B. Wailes
 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
 Musical Director Clarence Fuhrman
 Chief Engineer Ernest Gager

TELESCRIPTS

ORIGINATED BY

PA

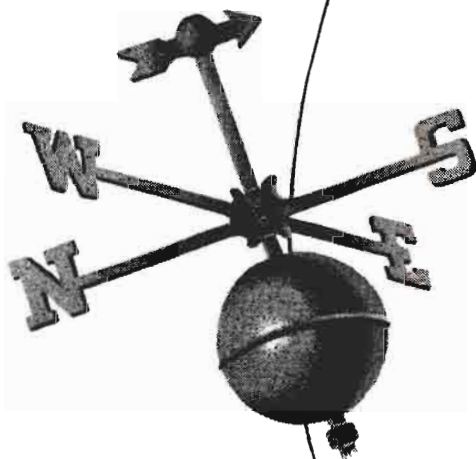
*are complete scripts, cued for
 music or sound effects, and
 moved on the special*

AP *Radio News Wire.*

WIDELY SPONSORED FROM
 COAST TO COAST

WCAU

PHILADELPHIA



50,000 Watts in all directions

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; Associated Music Publishers


Representative: Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co. (Pacific Coast)

Personnel

President and Station Manager: Dr. Leon Levy
Assistant Director: Harry B. Watton
Commercial Manager: Alex Rosenman
Sales Promotion Manager: T. I. Oberfelder
Director of Programs: Stan Lee Broza
Production Manager: Horace Feyhl
Publicity Director: H. T. Murdock
Director of W69H: H. B. Watton
Program Director of W69H: Norris West
Musical Director: Johnny Warrington



THRU



WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WDAS Broadcasting Station, Inc.

Address: 1211 Chestnut Street
Phone Numbers: Locust 7400; Race 7474
Transmitter Location: Woodside Park
Time on the Air: 7 a.m. to 12 midnight
News Service: INS
Transcription Service: Lang-Worth

Personnel

President: Alexander W. Dannenbaum
Vice-President-General Manager: P. J. Stanton
Secretary-Treasurer: A. W. Dannenbaum, Jr.
Commercial Manager: Charles Stahl
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

For Results

in the

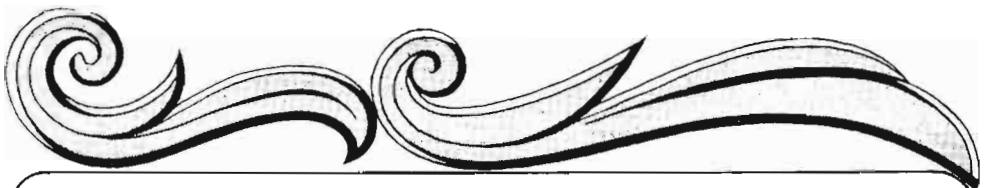
PHILADELPHIA MARKET

it's

WDAS

Philadelphia's only full-time independent station

NEWS EVERY HOUR ON THE HOUR



JUDGE US BY THE COMPANIES WE "KEEP"

We have an Honor Roll here at WFIL—a record of outstanding "attendance." Were we to call the Roll, you'd hear a dazzling succession of the nation's leading advertisers.

223 spot advertisers used WFIL during 1942, of which 94 have been on WFIL for two or more consecutive years. Here is the actual record:

| | | | |
|-----------------------|---|-----------------------|----|
| Eight years | 2 | Five years | 4 |
| Seven years | 4 | Four years | 10 |
| Six years | 6 | Three years | 28 |
| Two years | | 40 | |

But don't misunderstand. We're not living in the past. In 1942 alone, 76 NEW advertisers joined the WFIL Honor Roll.

We invite you to judge us not only by the accounts we SELL—but KEEP.



WFIL

PHILADELPHIA—EST. 1934

BLUE NETWORK

QUAKER NETWORK

Frequency: 560 Kc. Power: 1000 Watts
Owned-Operated By: WFIL Broadcasting Company

Address: Widener Building
Phone Number: Rittenhouse 6900
Transmitter Location: 63rd St. & Passyunk
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service: INS
Transcription Service: Associated Music Publishers
Representative: The Katz Agency, Inc.

Personnel

President: Samuel R. Rosenbaum
General Manager: Roger W. Clipp
Sales Manager: John E. Surrick
Business Manager: William B. Caskey
Program Director: Edward C. Obrist
Production Manager: Donald Martin
Public Relations Director: Jack Steck
Musical Director: Norman Black
Acting Chief Engineer: Louis E. Littlejohn

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Independence Broadcasting Company, Inc.

Address: 539 Ledger Bldg., 6th and Chestnut Streets

Phone Number: Lombard 2390
Transmitter Location: Hotel Philadelphia, 40th and Chestnut Sts.

Time on the Air: 42 hours weekly (shares with WTEL)

Newspaper Affiliation: Philadelphia Record
News Service: AP

Personnel

President: J. David Stern
General Manager: Milton Laughlin

WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc. Power: 10000 Watts
Owned-Operated By: Seaboard Radio Broadcasting Corporation

Business Address: 1423-25 Walnut Street
Phone Number: Rittenhouse 2300

Transmitter Location: Conshohocken, Pa.
Time on the Air: 6 a.m. to 2 p.m.

NEWS FOR RADIO

is available exclusively through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

HIT 'EM WHERE THEY ARE!



Aim your message at the huge concentration of **war workers** in the Philadelphia area.

Long the **third largest market** in the country, war-time Philadelphia with its expanded industries is now a far richer market than ever before.

Here is a **buying public** you can't ignore

...reach them through

"PHILADELPHIA'S PIONEER VOICE"



5,000 Watts 24 Hours a Day

**Complete Coverage of Philadelphia
and Metropolitan Area**

Mutual Broadcasting System

News Service AP: UP
National Representative Spot Sales

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

WIP

PHILADELPHIA—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By Pennsylvania Broad-
casting Company
Address 35 South 9th Street
Phone Number WALnut 6800
Transmitter Location Bellmawr, N. J.
Time on the Air 24 hours daily
News Service AP: UP
Transcription Service World Broadcasting
System

Personnel

President & Station
Manager Benedict Gimbel, Jr.
V-P in Charge of Sales Edward A. Davies
Program Director Edward Wallis
Assistant Program Manager
Publicity Sam Serota
Production Manager Varner Paulsen
Night Manager Howard Brown
Musical Director Joe Frassetto
Technical Supervisor Clifford C. Harris

WPEN

PHILADELPHIA—EST. 1929

ATLANTIC COAST NETWORK

Frequency: 950 Kc. Power: 5000 Watts
Owned By William Penn Broad-
casting Co.
Operated By Arde Bulova
Address 501 Madison Ave., New York
Phone Number Plaza 3-1535
Studio Address 1528 Walnut St.
Transmitter Location Columbia Ave. & Race St.
Time on the Air 6:45 a.m. to 12 midnight
News Service Transradio
Transcription Service Lang-Worth
National Representatives Homer Griffith;
Dana Baird

Personnel

Owner Arde Bulova
General Manager Arthur Simon
Publicity Director Gil Babbitt
Program Director Lewis L. London
Musical Director Joseph Fransoza
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., Phila-
delphia, Pa.
Studio Address Grant Building
Phone Number Grant 4200
Transmitter Location Allison Park, Hampton
Township, Pa.
Time on the Air: 24 hours daily; signoff 1 a.m.
Fri. and Sat.
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 Robert E. White
War Program Director Victoria Corey
Production Manager Robert Shield
Publicity Director James Murray
Office Manager Robert E. Pusey
Continuity Supervisor Dale Jackson
Agricultural Director Homer A. Martz
Chief Announcer Wilbur C. Sutherland
Traffic Manager G. Dare Fleck
Musical Directors Bernie Armstrong,
Aneurin Bodycombe
Acting Chief Engineer Ted Kenny

KQV

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc. Power: 1000 Watts



Philadelphia

in

'43

Continues to Be
**America's Number 1
Arsenal**
The Reason Why!

MORE WORKERS
(New Ones—Thousands +)

MORE PRODUCTION
(Topping '42's All-Time High)

MORE MONEY
(Payrolls at Peak—120% Above 1940)

A war-working, war-spending Metropolitan
area—that is Philadelphia in '43.

Philadelphia is **BUYING**—Let "the Station
that Sells," do your **SELLING!**

5000 WATTS
950 ON THE DIAL

Affiliated station of the
Atlantic Coast Network

WPEN

PENNSYLVANIA

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.....UP
Transcription Service.....Lang-Worth; Standard Radio
Representative.....Spot Sales

Personnel

President.....H. J. Brennen
Station Manager.....G. S. "Pete" Wasser
Commercial & Advertising Manager.....R. M. Thompson, Sr.
Program Director.....Ray Shannon
Publicity Director.....R. M. Thompson, Sr.
Chief Engineer.....Walter W. McCoy

WCAE

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.....6:45 a.m. to 2 a.m.
Newspaper Affiliation.....Pittsburgh-Sun Telegraph
News Service.....INS; AP
Transcription Service.....World Broadcasting System
Representative.....The Katz Agency, Inc.

Personnel

President-General Manager.....Leonard Kapner
Sales Manager.....Willard Schroeder
Chief Announcer.....Bob Donley
Program Manager.....R. Clifton Daniel
Production Manager.....Don Dixon
Continuity Chief.....Ben Muros
Musical Director.....Barron Elliott
Chief Engineer.....James Schultz

WJAS

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc...Power: 5000 d.; 1000 n. (C.P. 5000 d. & 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
Representative.....Wm. G. Rambeau Co.

Personnel

President & General Manager.....H. J. Brennen
Commercial Manager.....R. M. Thompson, Sr.

WWSW

PITTSBURGH—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WWSW, Inc.
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
Publicity-Sales Promotion Manager.....John Wilkoff
Program Director.....Walter E. Sickles
War Program Director.....Marjorie McCann
Production Manager.....John Davis
Artists' Bureau Head.....Marie Wilk
Chief Announcer.....David Tyson
Musical Director.....John Mitchell
Chief Engineer.....Henry R. Kaiser

WEEU

READING—EST. 1931

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Berks Broadcasting Co.
Business Address.....533 Penn St.
Phone Number.....7335
Studio Address.....533 Penn St.
Transmitter Location.....Spring Township
Time on the Air.....Local sunrise to sunset
Transcription Service.....Lang-Worth; Standard Radio
News Service.....UP
Representative.....George P. Hollingbery Co.

Personnel

General Manager.....Clifford M. Chafey
Program Director.....J. Calvin Jackson
Sales Manager.....Robert Magee
Musical Director.....E. Lester Hoffmaster
Chief Engineer.....H. O. Landis

**AP
THRU
PA**

AP News for radio
is available exclusively through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

550

• • • PENNSYLVANIA • • •

W R A W

READING—EST. 1921
NATIONAL BROADCASTING CO.
QUAKER NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Reading Broadcasting Co.
 Business Address 533 Penn St.
 Phone Number 7336
 Studio Address 533 Penn St.
 Transmitter Location Pomeroy Bldg.
 Time on the Air 7 a.m. to 12 midnight
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative William G. Rambeau Co.

Personnel

President Clifford M. Chafey
 Station Manager Raymond A. Gaul
 Sales Manager Arthur W. Chafey
 Program Director J. Calvin Jackson

W A R M

SCRANTON—EST. 1940
MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
PENNSYLVANIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Union Broadcasting Co.
 Address Select Bldg.
 Phone Number 4-5707
 Transmitter Location 721 N. Blakely St.,
 Dunmore, Pa.
 Time on the Air 7 a.m. to midnight
 News Service UP
 Transcription Service NBC Thesaurus
 Representative George P. Hollingbery Co.

Personnel

President Martin F. Memolo
 Station Manager Dale Robertson
 Commercial Manager William M. Dawson, Jr.
 Program Director Kenneth Beghold
 Chief Announcer John Von Bergen
 Musical Director Frank Keller
 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 Broadcasters, Inc.
 Business Address 1000 Wyoming Ave.
 Phone Number 6296
 Studio Address 1000 Wyoming Ave.
 Transmitter Location Drinker Turnpike,
 Dunmore, Pa.
 Time on the Air: 6:45 a.m. to 1:05 a.m.; Sun-
 days, 7:45 a.m. to 1:05 a.m.

News Service AP
 Transcription Service World Broadcasting System
 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 George W. Winterstein, Jr.
 Publicity Director George Campbell
 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

Personnel

President & General Manager John Fahnline, Jr.
 Commercial Manager J. T. Van Sweringen
 Program Director Paul Gamble
 Publicity Director Evelyn Keller
 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.
 Address 1150 N. Front St.
 Phone Number 1325

• • • PENNSYLVANIA • • •

Transmitter Location.....1150 N. Front St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Cox & Tanz

Personnel

Secretary-Treasurer.....B. A. Beck
 Station Manager.....Melvin Lahr
 Program Director.....Paul Miller
 Sales Manager.....Homer Smith
 Chief Engineer.....Clif 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 Number.....800
 Transmitter LocationBurgess Field
 Time on the Air.....7 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 National Representative.....Radio
 Advertising Corp.

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....Harry Burwell
 Program Director.....Sullivan Sages
 Chief Announcer.....Kenneth Wilson
 Musical Director.....Mary Lucius
 Chief Engineer.....Harold Frueham

W J P A

WASHINGTON—EST. 1942

PENNSYLVANIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Washington Broad-
 casting Company

AddressGeorge Washington Hotel
 Phone Number4870
 Transmitter Location North Strabane Township
 Time on the Air: 7 a.m. to 12:30 a.m.; Sun-
 days, 9 a.m. to 12:30 a.m.

News Service UP
 Transcription Service Lang-Worth
 National Representative.....Spot Sales, Inc.

Personnel

General Manager.....John Laux
 Commercial-Sales Promotion
 Manager John M. Croft
 Program Director.....Stanley Schultz
 Chief Engineer.....Joseph 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 ServiceAssociated
 Music Publishers

Personnel

President-Station Manager...John Stenger, Jr.
 General ManagerA. W. Grebe
 Program DirectorDick Mawson
 Production ManagerEd Thomas
 Chief Announcer.....Richard Owens
 Musical Director.....Phil Cusick
 Chief EngineerJohn Stenger, Jr.

W B R E

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned ByLouis G. Baltimore
 Operated By.....A. C. Baltimore
 Address62 So. Franklin Street
 Phone Number.....33101
 Transmitter Location Third Avenue, Kingston,
 Pa.

Time on the Air.....7 a.m. to 1 a.m.
 News Service AP

Personnel

President and Station
 Manager.....Louis G. Baltimore
 Commercial Manager.....A. C. Baltimore
 Program Director.....Tiny Hamrick
 Production Manager.....Jimmy McCarthy
 Publicity Director.....Jerry Butler
 Musical Director.....L. Savitt
 Chief Engineer.....Charles Sakoski

W R A K

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAK, Inc.
 Address244 West Fourth Street
 Phone Number2-6116
 Transmitter Location 1561 West Fourth Street
 Time on the Air: 11:15 p.m.; Sundays, 9 a.m.
 to 11 p.m.

Newspaper Affiliation...Williamsport Sun;
 Williamsport Gazette & Bulletin
 News Service UP
 Transcription Service.....Standard Radio
 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

Production Manager John Neff
 Musical Director Frank Renaut
 Chief Engineer..... J. E. Mathiot

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 Town-
 ship, Pa.
 Time on the Air..... 7 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
 Station Director J. Robert Gulick
 Sales Promotion Manager.... Leslie Golliday
 Program Director Arthur Weeks
 Publicity Director..... Wilhelmina Hollinger

W S B A

YORK—EST. 1942

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By.... Susquehanna Broad-
 casting Co.
 Address York
 Transmitter Location..... York
 Time on the Air..... Daytime License
 News Service AP; INS
 Transcription Service..... Associated Music
 Publishers: World Broadcasting System
 Representative The Walker Co.

Personnel

Station Manager..... Otis Morse 4th
 Commercial Manager Sydney Robbins
 Program Director Max Robinson
 War Program-News Director... Saralee Deane
 Continuity Editor..... Ann Trippe
 Chief Announcer Max Robinson
 Musical Director Lloyd Filby
 Chief Engineer..... Woodrow G. Eberhart

The Time to Buy in Central Pennsylvania



THE "MID-POINT" ON YOUR DIAL

People . . . thousands of them . . .
 in 44 prosperous counties of Central
 Pennsylvania and Northern Maryland
 listen to WSBA. Mail response proves
 it! A rich market normally . . .
 richer now with increased industrial
 and agricultural activity.

York, Pennsylvania • Nat. Rep., The Walker Co.



High Potential Audience - - Low Cost

A POWERFUL INFLUENCE OVER A \$793,798,000 BUYING POWER

No New England Campaign Is Complete Without Effective Coverage of This Rich,
Concentrated High-Spot New England Market

PROVIDENCE TRADING AREA RANKS:

★ 52nd in Population! ★ 32nd in Total Income ★ 9th in Income Per Family
Effective Buying Income - \$793,798,000!

★ 84.59% Better Than 1940! ★ 39% Greater Than National Average!

For More Listeners Per Dollar. For Intensive Coverage of a Concentrated Market
For Sending Your Sales Message to 253,000 Radio Homes Where
There's \$793,798,000 To Spend

Buy W F C I

where the popular programs of the BLUE NETWORK ride high on a wave of popularity

MARKET DATA COPYRIGHTED SALES MANAGEMENT SURVEY OF BUYING POWER OCTOBER 10, 1942

National Representatives: HEADLEY-REED COMPANY NEW YORK, CHICAGO, DETROIT
ATLANTA • SAN FRANCISCO

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W F C I

PAWTUCKET—EST. 1941

BLUE NETWORK

ATLANTIC COAST NETWORK

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By ... Pawtucket Broadcast-
ing, Inc.

Business Address 450 Main Street
Phone Number Perry 9540
Transmitter Location ... John St., Lonsdale, R. I.
Time on the Air: 5:55 a.m. to 1:05 a.m.; Sun-
days, 7:30 a.m. to 1 a.m.

News Service Transradio
Transcription Service Standard Radio
Representative Headley-Reed Co.

Personnel

President Howard W. Thornley
Treasurer Frank F. Crook
Commercial Manager T. F. Allen
Program Director George Sutherland
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By The Yankee Net-
work, Inc.

Address Crown Hotel
Phone Number DEXter 1500
Transmitter Location ... East Providence, R. I.
Time on the Air Unlimited License
Transcription Service Associated Music
Publishers
Representative Edward Petry Co., Inc.

Personnel

President William O'Neil
General Manager John Shepard 3rd
Station and Sales Supervisor ... M. S. Parker
Chief Engineer H. Tilley

W J A R

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 Wamponoag Trail,
East Providence, R. I.

Time on the Air Unlimited License
Transcription Service World Broadcasting
System
Representative Weed & Company

Personnel

President Mortimer L. Burbank
Station Manager John J. Boyle

W P R O

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 ... East Providence, R. I.
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,
8 a.m. to midnight

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 George Jaspert
Program Director H. William Koster
Sales Promotion-Publicity Director,
Albert C. Rider
Musical Director Edwin F. Drew
Chief Engineer Howard W. Thornley

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

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;
Daily Mail
News Service: AP
Transcription Service: Lang-Worih; C. P. MacGregor; World Broadcasting System
Representative: Spot Sales, Inc.

Personnel

Owner: Wilton E. Hall
Station Manager: Wilton Martin
Commercial Manager: G. Paul Browne
Program Director: Jimmie Simpson
War Program Director: Edith Hall
Artists Bureau: Sammy Gaines
Chief Engineer: Harold C. Spengler

WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.
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 12:05 a.m.; Sundays,
8 a.m. to midnight
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Free & Peters

Personnel

President-Station Manager: J. M. Rivers
Commercial Manager: Roland Weeks
Promotion-Traffic Manager: Thomas L. Means
Program Director: Russ Long
Production Manager: T. Heyward Moore
Chief Announcer: Russell Long
Musical Director: Elizabeth Gignilliat
Chief Engineer: J. M. Weaver

WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By: Atlantic Coast
Broadcasting Company
Business Address: 135 Church St.
Phone Number: 2-2961; 2-2962
Studio Address: 135 Church St.
Transmitter Location: Albemarle, S. C.
Time on the Air: 6 a.m. to midnight; Sundays,
8 a.m. to midnight
Newspaper Affiliation: News & Courier;
Charleston Evening Post
Transcription Service: 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
Chief Engineer: D. M. Bradham

WCOS

COLUMBIA—EST. 1939

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Carolina Broadcasting
Corp.
Address: 1202 Main St.
Phone Number: 25601
Transmitter Location: 200 Senate St.
Time on the Air: 6:30 a.m. to midnight; Sundays,
8 a.m. to midnight
News Service: AP
Transcription Service: Associated Music Pub-
lishers
Representative: Spot Sales, Inc.

Personnel

President: H. F. Kinscey
General Manager: W. C. Bochman
Sales Manager: Hub Jackson
Sales Promotion Manager: Davis Spiers, Jr.
Program Director: Howard Hamrick
War Program Director: Delphine Flnn
Chief Announcer: Moody McElveen
Artists Bureau: W. M. Burnette
Chief Engineer: Harry Clippard

W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By: The Surety Life Insurance Company.

Address: 1811 Main Street
 Phone Number: 2-2135; 2-2136
 Transmitter Location: Bluff Road
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.

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: Harry S. Duval
 Program Director: Floyd D. Rodgers, Jr.
 Production Manager-Chief
 Announcer: Glenn Adams
 Musical Director: Barbara Murphy
 Chief Engineer: Scott Helt

W O L S

FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Florence Broadcasting Co., Inc.

Address: Sanborn Hotel
 Phone Number: 48
 Transmitter Location: Charleston Highway
 Time on the Air: 7 a.m. to 11:15 p.m.

News Service: UP
 Transcription Service: Keystone Broadcasting System
 Representative: Cox & Tanz

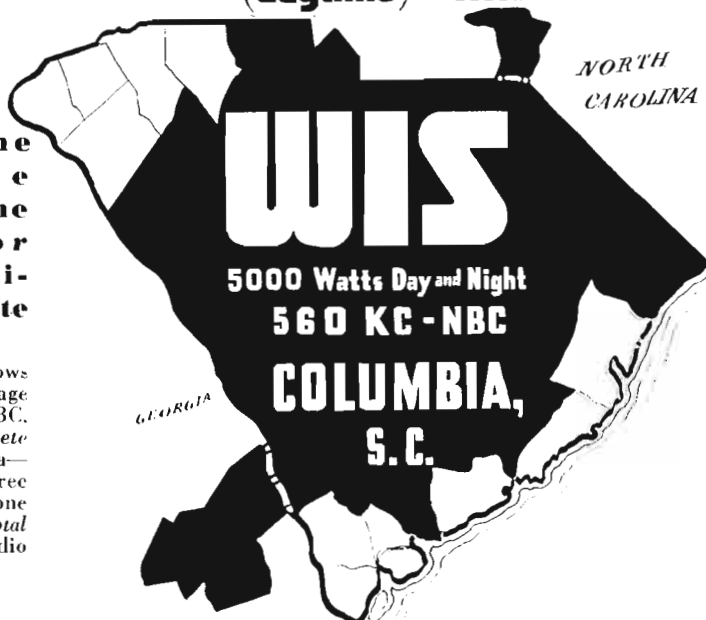
Personnel

Owner: M. F. Schnibben
 Station Manager: R. O. Dorsey
 Commercial-Sales Promotion Manager:
 H. Russ Holt
 Program-Musical Director: Bill Simmons
 Publicity Director: Bonnie McCubbins
 Chief Engineer: Herman Hanks

Here is your **SOUTH CAROLINA** coverage
 (daytime)—with

Combining the
**Power, the
 Frequency, the
 Programs for
 Complete Dom-
 inance in the State**

The map at the right shows the WIS daytime coverage area, as designated by NBC. Note the almost complete coverage of South Carolina—plus the “bonus” of three counties in Georgia and one in North Carolina. *Total Radio Families* (1940 Radio Home Census)—127,922.



FREE & PETERS, INC., Exclusive National Representatives

W F B C

GREENVILLE—EST. 1933
NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By: Greenville News-Piedmont Co.
Address: Poinsett Hotel
Phone Number: 362; 363
Transmitter Location: Gantt, S. C.
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Greenville News-Piedmont
Transcription Service: NBC Thesaurus
Representative: Weed & Co.; B. Frank Cook (Atlanta, Ga.)

Personnel

President: Roger C. Peace
Station Manager: B. T. Whitmire
Commercial Manager: Robert Glass
Program Director: Norvin C. Duncan
Production Manager: Robert F. Anthony
Publicity Director: Loren L. Watson, Jr.
Chief Announcer: Bob Anthony
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: Prevost Bldg.
Phone Number: 5730
Studio Address: Prevost Building
Transmitter Location: 400 Mayberry Street
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service: AP
Transcription Service: World Broadcasting System
National Representative: Burns Smith Co., Inc.

Personnel

President: Robert A. Jolly
Station-Commercial Manager: W. Ennis Bray
Program Director: Loren Watson
War Program Director: Cecile Gentry
Musical Director: Sid Tear
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. Smyth
Women's Editor: Margaret Bailey
Chief Engineer: E. C. Niemann

W O R D

SPARTANBURG—EST. 1940
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Spartanburg Advertising Company
Address: Radio Center
Phone Number: 2901
Transmitter Location: 2½ miles Northeast of Spartanburg
Time on the Air: 6 a.m. to 12 midnight
News Service: PA; UP
Transcription Service: Standard Radio; NBC Thesaurus
Representative: Geo. P. Hollingbery Co.

Personnel

Vice-President and General Manager: Walter J. Brown
General Manager: G. O. Shepherd
Program Director: James Reppert
Chief Engineer: Murray Coleman

W S P A

SPARTANBURG—EST. 1929
COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Spartanburg Advertising Corporation
Address: Radio Center
Phone Number: 2900
Transmitter Location: 3½ miles Northwest of Spartanburg
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World Transcription Service; Associated Music Publishers
Representative: George P. Hollingbery Co.

Personnel

Vice President-General Manager: Walter J. Brown
Station Manager: John W. Kirkpatrick
Assistant General Manager: Roger A. Shaffer
Musical Director: Corinne Kearse
Chief Engineer: Harold Beckholt

W F I G

SUMTER—EST. 1940

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Radio Station WFIG, Inc.
Address 39 North Main Street
Phone Number (Studio) 1340
Transmitter Location Highway No. 76
Time on the Air 18 hours daily

News Service UP
Transcription Service Keystone Broadcasting System
National Representative Cox & Tanz

Personnel

President Julius S. Brody
Station Manager T. Doug Youngblood
Program Director-Chief
Announcer Raymond Caddell
Publicity Director Dorothy Boney
Chief Engineer William E. Williams

SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

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 7 a.m. to 12 midnight
News Service PA
Representative The Walker 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 Aileen Johnson
Chief Engineer Delbert Hunt

K O B H

RAPID CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

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 2½ miles East of City
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 9 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
Station Manager Robert J. Dean
Commercial-Sales Promotion Manager W. P. McCracken
Program Director-Production Manager George E. Bruntlett
Director of War Programs-Musical
Director Jack Thayer
Chief Announcer Al Paulson
Artists Bureau Head Mildred Palmer
Chief Engineer M. J. Jones

K G F X

PIERRE—EST. 1922

KEYSTONE BROADCASTING SYSTEM

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 Shares time in daytime
Transcription Service Keystone Broadcasting System
Representative Cox & Tanz

Personnel

Owner and Director Ida A. McNeil

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By South Dakota State School of Mines
Address East St. Joseph Street
Phone Number 1600
Transmitter Location Rapid City
Time on the Air 11 a.m. to 1 p.m.
Transcription Service Standard Radio

Personnel

President.....Joseph P. Connolly
 Station-Production Manager.....C. M. Rowe
 Program Director.....Lewis Binegar
 Publicity Director.....Redford Dibble
 Chief Announcer.....Stuart Lyman
 Musical Director.....Edward Swanson
 Chief Engineer.....E. E. Clark
 (Non-Commercial Station)

KELO

SIoux FALLS—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Sioux Falls Broadcast Assn., Inc.

Address.....317 So. Phillips Ave.
 Phone Number.....757
 Transmitter Location.....Highway No. 16
 Time on the Air.....10 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Howard H. Wilson Co.

Personnel

President.....Joseph Henkin
 Vice-President.....Morton Henkin
 Commercial Manager.....George R. Hahn
 Chief Engineer.....Max Staley

KS00

SIoux FALLS—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc.....Power: 5000 Watts
 Owned-Operated By...Sioux Falls Broadcast Assn., Inc.

Address.....317 So. Phillips Ave.
 Phone Number.....757
 Transmitter Location.....Highway No. 16
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President.....Joseph Henkin
 Vice-President.....Morton Henkin
 Commercial Manager.....George R. Hahn
 Chief Engineer.....Max Staley

KUSD

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.....3 p.m. to 6 p.m.

Personnel

Station Manager-Program
 Director.....Tom Steensland
 Chief Announcer.....Richard Haddow
 Chief Engineer.....Tom Bedwell
 (Non-Commercial Station)

KWAT

WATERTOWN—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Midland National Life Insurance Company

Operated By.....F. L. Bramble (Mgr.); M. W. Plowman (Ass't. Mgr.)

Address.....Midland Building
 Phone Number.....5050
 Transmitter Location.....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.....Bruce Krause
 War Director.....M. W. Plowman
 Chief Engineer.....Francis Alwin

WNAX

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 IOWA BROADCASTING COMPANY

Frequency: 570 Kc...Power: 5000 d.; 1000 n.;
 (C. P. 5000 n.)

Owned-Operated By...WNAX Broadcasting Co.

Address.....Yankton
 Phone Number.....443
 Transmitter Location.....Yankton
 Time on the Air.....5:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Des Moines Register & Tribune
 News Service.....AP; UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
 Vice-President-General Manager.Phil Hoffman
 Merchandising Manager.....Harold Storm
 Program Director.....Arthur J. Smith
 Production Manager.....Herb Howard
 Musical Director.....Rex Hayes
 Chief Engineer.....Clifton M. Todd

TENNESSEE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W O P I

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.

DANIEL BOONE 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: 6:30 a.m. to 11:30 p.m.
News Service: UP
Transcription Service: NBC Thesaurus
Representatives: Burn-Smith Company;
Harry E. Cummings

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

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Mrs. W. A. Patterson
Address: Read House
Phone Number: 6-6141
Transmitter Location: Pineville, Tenn.
Time on the Air: 5:30 a.m. to 11:05 p.m.
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Headley-Reed Company

Personnel

Owner: Mrs. W. A. Patterson
General Manager: R. G. Patterson
Sales Manager: R. N. Krepps
Program-Publicity Director: Helen Patterson
Chief Announcer: Bob Bosworth
Artists' Bureau Head: Louise Harley
Musical Director: Jimmy Johnston
Chief Engineer: B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941

BLUE NETWORK

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;
Associated Music Publishers
Representative: Burn-Smith Co.

Personnel

President: Joe W. Engel
Station-Commercial Manager: Frank S. Lane
Sales Promotion Manager: Ken Flenniken
Program Director: Vann Campbell
Production Manager: Luther Massengill
Chief Announcer: George Barber
Auditor: Pearl McWhorter
Artists' Bureau Head: Rachel Morton
Musical Director: Jean Van Arsdale
Chief Engineer: B. C. Baker

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: 6 a.m. to 11:05 p.m.
News Service: UP
Transcription Service: Langworth, Associated
Music Publishers
Representative: Paul H. Raymer Co.

Personnel

General Manager: Earl W. Winger
Commercial Manager: Carter M. Parham
Sales Promotion Manager: Cliff W. Bowers
Program Manager: Gene Wilkey
Chief Announcer: Paul Wann
Musical Director: Graham Fowler
Chief Engineer: J. C. Vessells

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Wm. Kleeman
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.....Wm. Kleeman
 Assistant Manager.....Les Carmichael
 Commercial-Sales Promotion
 Manager.....Tom White
 Program-Publicity Director.....H. Bynum
 Bookkeeper.....Mrs. S. Hutton
 Chief Engineer.....F. Kravitz

W H U B

COOKEVILLE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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.....111 hours weekly
 News Service.....UP
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System
 National Representative.....Cox & Tanz

Personnel

President-Commercial Manager..M. L. Medley
 Station Manager.....Bill Reeves
 Publicity Director.....Joe Mabry
 Chief Engineer.....Charles Burch

W T J S

JACKSON—EST. 1931

MUTUAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sun Publishing
 Company
 Address.....104 West Baltimore St.
 Phone Number.....3340
 Transmitter Location.....Highway 45
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....The Jackson Sun
 News Service.....PA; UP
 Transcription Service.....Standard Radio
 Representative.....The Branham Company

Personnel

President-Station Manager.....A. A. Stone
 Commercial Manager.....A. B. Robinson
 Program-Publicity Director.....Otis Roush
 War Program Director.....James Hoppers
 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 Address.....412 S. Roan St.

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. Hanes Lancaster
 Office Manager.....Olive Hinderer
 Commercial Manager.....Ken Marsh
 Program Director.....Henry Frick
 Chief Engineer.....O. K. Garland

W K P T

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.

DANIEL BOONE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Kingsport Broadcast-
 ing Co.
 Address.....222 Commerce St.
 Phone Number.....WKPT
 Transmitter Location.....East Kingsport
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth;
 Standard Radio
 Representatives.....Burn-Smith Co.;
 Harry Cummings

Personnel

President.....C. P. Edward, Jr.
 General Manager.....Jess Swicegood
 Program-Production Manager..Paul Overbay
 Chief Engineer.....Gladman W. Upchurch

W B I R

KNOXVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....J. W. Birdwell
 Address: Chamber of Commerce Bldg., 612
 South Gay Street
 Phone Number.....4-3321
 Transmitter Location.....Wilder Place
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Burn-Smith Co.

Personnel

Owner-Manager.....J. W. Birdwell
 Station Manager.....John P. Hart
 Program-Publicity Director....Charles Devois

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
 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; Long-
 Worth
 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
 Continuity Director Ken Wright
 Musical Director Jerry Collins
 Cashier-Office Manager Bruce King
 Chief Engineer J. B. Epperson

•
W R O L

KNOXVILLE—EST. 1927

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 Pfahler
 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 Gayose
 Phone Number 8-6868
 Transmitter Location 46 Neely St.
 Time on the Air 7 a.m. to 11 p.m.
 News Service INS; PA
 Transcription Service Lang-Worth

Personnel

General Manager E. A. Alburty
 Commercial Manager E. Pournelle
 Program Director E. H. McMurry, Jr.
 War Program Director Bob Alburty
 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

Station Manager H. W. Slavick
 Commercial Manager J. C. Eggleston
 Assistant Commercial Manager Cliff Goodman
 Program Director John Cleghorn
 Production Manager Earl Moreland
 Musical Director John Long
 Chief Engineer E. C. Frase, Jr.

•
W M P S

MEMPHIS—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Memphis Broad-
 casting Company
 Address Columbian Tower, 62 North
 Main Street
 Phone Number 5-2721
 Transmitter Location 1690 South Lau-
 derdale
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation Memphis Press-
 Scimitar
 News Service UP
 Transcription Service Standard Radio
 Representative Spot Sales, Inc.

Personnel

President Jack R. Howard
 Station Manager-Program Director
 James C. Hanrahan
 Commercial Manager Harold R. Krelstein
 Merchandising Manager-Publicity Director
 Mildred R. Flippin

THE Fifth ESTATE

I'M ADVERTISING

I SELL automobiles; or that is, I did sell automobiles. Right now I couldn't sell Midas a new coupe if he gave me Fort Knox as a down payment.

So I'm advertising.

Yes, I said I'm advertising. I'm advertising because I've got a real story to tell!! Planes—tanks—jeeps—every day I'm turning them out now! The Army is depending on me, the Navy is depending on me, and 130,000,000 Americans are depending on me. You think I'm not going to tell them what we're doing?

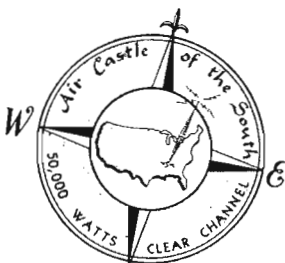
You think I'm going to keep quiet about my 200 research men who are planning a post-war car better and cheaper than any we've ever built? You think I'm going to

erase a name it took 20 years to write on the public's mind?

Not any quicker than I'd cancel my insurance because I'm not dead.

I'm advertising and I've chosen radio because my story is so good it ought to be dramatized. Because more people are listening to radio than ever before in history. Because events are changing and my story has to be told fast. Because every dollar counts and radio offers me more for my money . . . I'm advertising!

WSM, a part of the great Fifth Estate, is proud that as an industry Radio, like so many other industries, makes this Pledge — "To keep everlastingly at it until Victory and Peace are won!"



HARRY L. STONE, Gen'l. Mgr. **WSM** NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
 NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Director of War Programs
Francis Chamberlin
Chief AnnouncerLawrence Trexler
Musical DirectorBerl Olswanger
Chief EngineerJ. G. Deaderick

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.Power: 5000 Watts
Owned-Operated ByHoyt B. Wooten
d/b as WREC Broadcasting Service
AddressHotel Peabody
Transmitter LocationMemphis
Time on the AirUnlimited license
Transcription ServiceWorld Broadcasting
System; Lang-Worth
RepresentativeThe Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.Power: 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 LocationDickerson Road
Time on the Air .6 a.m. to 12 midnight; Sun-
days, 7:30 a.m. to 12 midnight
News Service UP
Transcription Service.... World Broadcasting
System; Lang-Worth
RepresentativePaul H. Raymer Co.

Personnel

Owner.....J. T. Ward
General ManagerF. C. Sowell
Promotion ManagerChas. L. Andrews
Merchandising Manager.....R. N. Maddux
Program DirectorPaul Oliphant
Musical Director.....Charles Nagy
Chief Engineer.....F. D. Binns

W S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 980 Kc.Power: 5000 Watts
Owned-Operated ByWSIX, Inc.
AddressNashville Trust Building
Phone Number 5-5431
Transmitter Location ...Northeast of Nashville
Time on the AirUnlimited license

Transcription ServiceAssociated Music
Publishers; Standard Radio; C. P. Mac-
Gregor; Lang-Worth
RepresentativeSpot Sales, Inc.

Personnel

President-Station Manager..Jack M. Draughon
Commercial Manager.....Eugene S. Tanner

W S M

NASHVILLE—EST. 1925

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
PublishersLang-Worth
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
Chief Announcer.....Otis E. Devine
Musical Directors, Pietro Brescia, Beasley Smith
Acting Chief Engineer.....George Reynolds



Maximum Fire Power at Either Range



Selling Dallas and Fort Worth:

Number One Inland Manufacturing Centers
of the West, South-Central States

You're right when you choose either of these heavy-duty stations . . . Two stations with signals as steady and strong as the heart of a Texas fighting man.

WFAA-WBAP has a larger primary coverage area, day and night, than any other 50,000-watt station in the United States. For more than 20 years, folks of Texas, Oklahoma, Arkansas, Louisiana, and parts of Kansas, have got up in the morning . . . have gone to bed at night, by its programs.

KGKO delivers such a powerful signal for a 5,000-watt station that its 0.5 MV/M daytime contour includes more than 45% of the population of Texas (a tremendously big state: 6,414,824 population). The southern one-third of Oklahoma is in this 0.5 MV/M daytime contour.

ALL THIS, and MORE: In the audiences of these two hard-hitting radio stations are hundreds of thousands of men in Army and Navy camps of the Southwest—training grounds of the nation.

Jointly Owned and Operated by

The Dallas Morning News and The Fort Worth Star-Telegram

WFAA-WBAP
DALLAS-FORT WORTH

KGKO
FORT WORTH-DALLAS

Edward Petry and Co., National Representatives

TEXAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Reporter Broadcasting Company

Address Hotel Hilton
Phone Number 6255
Transmitter Location 341 Ambler Avenue
Time on the Air 6:45 a.m. to 10 p.m.
Newspaper Affiliation Abilene Reporter-News

News Service AP
Representative The Foreman Co.

Personnel

President M. B. Hanks
Vice-President & Managing

Director Howard Barrett
Local Sales Manager A. C. Etter
Program Director-Chief Announcer

Charles Chumley
Accountant Thelma Kleyn
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 Broadcasting 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.; Sundays, 7 a.m. to 11 p.m.

News Service INS

Personnel

President Gilmore N. Nunn
Station-Commercial Manager H. P. Roberson
Sales Promotion Manager-Program Director

Bonnie Bennett
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 Broadcasting Company

Address Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location Bellaire Park

Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliations: Amarillo Daily News;
Amarillo Globe; Lubbock Avalanche Journal
News Service UP
Transcription Service World Broadcasting System; Langworth
National Sales Office Address: Taylor-Howe-Snowden Group, Dallas, Texas
Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor
General Manager John Ballard
Program Director Raymond Hollingsworth
Program-Publicity Director Dorothy Holbrook
Accountant Era Lewis
Traffic Manager Hazel Ridley
Musical Director Eddie Baumel
Chief Engineer William H. Torrey

K N O W

AUSTIN—EST. 1924

BLUE NETWORK
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. Sundays, 7 a.m. to 11:30 p.m.

News Service UP
Representative Spot Sales, Inc.

Personnel

President H. M. Fentress
Station-Commercial Manager Hardy C. Harvey
Sales Promotion Manager Scotty Garrison
Program-Publicity Director Pat Adelman
Chief Announcer George Stevens
Chief Engineer James Lewis

K T B C

AUSTIN—EST. 1939

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By State Capital Broadcasting Association

Address 119-A West 8th St.
Phone Number 8-4661
Transmitter Location Dallas Highway
Time on the Air 6 a.m. to 11:25 a.m. and 12 noon to local sunset; Saturdays, 6 a.m. to 11:25 a.m., 12 noon to 4:30 p.m. and 5:30 to local sunset; Sunday, 6 a.m. to 8:30 a.m. and 9:30 a.m. to local sunset.

News Service INS
 Transcription Service NBC Thesaurus
 Representative The Walker Co.

Personnel

President Claudia T. Johnson
 Station Manager Aubrey H. Escoe
 Sales Manager Patt McDonald
 Program Director Dean Turner
 Director of War Programs Louise Sneed
 Chief Engineer G. C. Farmer

K F D M

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By Beaumont Broadcasting Corp.

Address Edson Hotel, cor. Liberty & Pearl Streets

Phone Number 3883

Transmitter Location Cor. Doucette & Grove Streets

Time on the Air Unlimited license

Transcription Service NBC Thesaurus

Representative Howard H. Wilson Co.

Personnel

President C. W. Snider
 Secretary-Treasurer D. A. Kahn
 General Manager C. B. Locke

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 midnight

Newspaper Affiliation Beaumont Enterprise & Journal

News Service AP

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 Liggett
 Chief Announcer Joe Trum
 Chief Engineer Ray Wheeler

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 The Foreman Co.

Personnel

President Howard Barrett
 Managing Director Jack Wallace
 Commercial Manager Charles T. White
 Program Director H. M. Terry
 Bookkeeper Mary Vance Wallace
 Chief Engineer Andrew M. Jones

K N E L

BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

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 Brady, Texas

Time on the Air Unlimited license

Transcription Service Keystone Broadcasting System

Representative Cox & Tanz

Personnel

General Manager G. L. Burns

K E E W

BROWNSVILLE—EST. 1927

KEYSTONE BROADCASTING SYSTEM

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 Unlimited license

Representative Forjoe & Co.

Personnel

General Manager E. E. "Jack" Wilson

K B W D

BROWNWOOD—EST. 1941

Frequency: 1380 Kc. Power: 1000 d.; 500n

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.; Sunday, 7:30 a.m. to 10:30 p.m.

News Service AP

Transcription Service NBC Thesaurus

Representative Howard H. Wilson Co.

Personnel

President-Station Manager.....Wendell Mayes
 Commercial Manager.....A. D. Whisenant
 Program Director.....Steve Garrett
 Director of War Program-Publicity
 Director.....Thelma Corbitt
 Production Manager.....Gene Thomas
 Chief Announcer.....Bill Field
 Chief Engineer.....A. W. Stewart

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

Director.....John O. Rosser
 Chief Engineer.....H. C. Dillingham
 (Non-Commercial Station)

KEYS

CORPUS CHRISTI—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Earl C. Dunn, Charles W. Rossi,
 H. B. Lockhart and E. C. Hughes
 Operated By.....Nueces Broadcasting Co.
 Address.....Center Theater Bldg.
 Phone.....2-7411
 Transmitter location
 Shell Rd. near Corpus Christi

Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus
 Representative.....Forjoe Co.

Personnel

Station Manager.....H. B. Lockhart
 Commercial Manager.....E. C. Hughes
 Program Director.....Bill Sharpe
 Chief Engineer.....H. B. Lockhart

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.....Robert Driscoll Hotel
 Phone Number.....6354
 Transmitter Location.....Corpus Christi
 Time on the Air.....17½ hours daily
 Newspaper Affiliation.....Corpus Christi
 Caller-Times

News Service.....AP
 Transcription Service,
 Associated Music Publishers
 Representative.....The Branham Company

Personnel

General Manager.....T. Frank Smith
 Chief Engineer.....Robert S. Bush

K A N D

CORSICANA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Navarro Broadcast-
 ing Association

Business Address.....P. O. Box 959
 Phone Number.....30
 Studio Address.....½ mile north of Corsicana
 Transmitter Location.....½ mile north of
 Corsicana
 Time on the Air.....16½ hours daily; Sundays
 16 hours

News Service.....UP
 Representative.....Hal Holman Co.

Personnel

President.....J. C. West
 Station Manager.....J. Earle Fletcher
 Commercial Manager.....Grady Lyle
 Program Director.....Charles Payne
 Publicity Director.....Elaine Stearns
 Chief Announcer.....Dave Naugle
 Chief Engineer.....Gene Hellum

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 Frequency: 1080 Kc.....Power: 50000 Watts
 Owned-Operated By.....KRLD Radio Corp.
 Address.....Hotel Adolphus
 Phone Number.....Central 6811
 Transmitter Location.....Garland, Texas
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Dallas Daily Times
 Herald

News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....The Branham Co.

Personnel

V-P & Managing Director.....J. W. Runyon
 Station & Com. Mgr.....C. W. Rembert
 Sales Promotion Manager-Chief Announcer .
 J. W. Crocker
 Program Director.....Ruth Clem
 Production Manager-Director of War
 Programs.....Roy George
 Publicity Director.....Douglas Hawley
 Traffic Manager.....A. H. Plumlee
 Musical Director.....Lawrence H. Morrell
 Chief Engineer.....R. M. Flynn

KSKY

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 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 T. E. Perrin
 Production Manager-Director of War Programs Cleo B. Clark
 Chief Announcer Richard F. Parker
 Chief Engineer Morris M. Ming

WFAA

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned-Operated By A. H. Belo Corp., publisher of The Dallas Morning News
 Business Address 801-812 Commerce St.
 Phone Central 2451
 Studio Address Santa Fe Bldg. Penthouse
 Transmitter Location Grapevine, Texas
 Time on the Air Shares time with WBAP, Fort Worth, operating continuously from 6 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
 Program Director-Artists' Bureau Head, Ralph Nimmons
 Production Manager Ralph Maddox
 Director of War Programs Harfield Weedin
 Musical Director Karl Lambertz
 Chief Engineer Raymond Collins

WRR

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts

Owned-Operated By City of Dallas
 Address Municipal Radio Bldg., State Fair Grounds

Phone Number Tenison 3-6101
 Transmitter Location White Rock Lake
 Time on the Air 6:30 a.m. to 12 midnight
 News Service AP
 Representative Weed & Co.

Personnel

Managing Director Charles B. Jordan
 Merchandising William Feild
 Program-Publicity Director Pete Teddlie
 Traffic Manager Wiley D. Smith
 Librarian Alice McCord
 Musical Director Ted Parrino
 Chief Engineer D. J. Tucker

KDNT

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

Personnel

Owner-Chief Engineer Harwell V. Shepard
 Program Director Mary Grace Smith

KROD

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Dorrance D. Roderick
 Address 2201 Wyoming St.
 Phone Number Main 2020
 Transmitter Location 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 Service INS
 Transcription Service Associated Music Publishers
 Representative Howard H. Wilson Co.

Personnel

Owner Dorrance D. Roderick
 Station Manager Val Lawrence
 Commercial Manager Cecil L. Trigg
 Sales Promotion Manager Arthur B. Smith
 Program Director Ted Gates
 Chief Announcer Frederick R. Hunt
 Traffic Manager Gordon Baldwin
 Bookkeeper Lettye C. Fairley
 Musical Director H. 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 By Tri-State Broadcast-
ing Co.

Address Paso Del Norte Hotel

Phone Number Main 3122

Transmitter Location First Ave., S. of High-
way No. 80, Ascarate Addition

Time on the Air 6 a.m. to 11:30 p.m.

News Service UP

Transcription Service NBC Thesaurus;
Lang-Worth; C. P. MacGregor

Representative George P. Hollingbery Co.

Personnel

Vice President-General

Manager Karl O. Wyler

Commercial Manager Willard L. Kline

Sales Promotion Manager Eric Munro

Production Manager Conrey Bryson

Chief Engineer E. L. Gemoets

K F J Z

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts

Owned-Operated By Tarrant Broadcast-
ing Company

Address 1201 West Lancaster

Phone Number 3-3474

Transmitter Location Birdville, Texas

Time on the Air 18 hours daily

News Service UP

Transcription Service Standard Radio

Representative Weed & Company

Personnel

President Elliott Roosevelt

Station Manager Gene L. Cagle

Commercial Manager Clyde Pemberton

Sales Promotion Manager L. Roy Duffy

Program Director George Erwin

Publicity Director Forest Clough

Chief Announcer Joe Wills

Artists' Bureau Head Mary Ruth Googins

Musical Director Frances Kay

Chief Engineer Truett Kimzey

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 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
BOSTON • HOLLYWOOD

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. & A. H. Belo Corp.
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: Edward Petry & Co.

Personnel

President: Amon G. Carter
General Supervisor: Harold V. Hough
Managing Director: Martin Campbell
Fort Worth Manager: George Cranston
Dallas Manager: Alex Keese
Chief Announcer: Frank Mills
Fort Worth Program Director: Ed Lally
Dallas Program Director: Ralph Nimmons
Production Manager: Gene Reynolds
Continuity Chief: Howard Carraway
Traffic Manager: Eileen Flake
Chief Newscaster: Ken McClure
Music Librarian: Al Bowman
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 Petry & Co.

Personnel

President: Amon G. Carter
General Manager: Harold V. Hough
Station Manager: George Cranston
Commercial Manager: H. R. Turner
Sales Promotion Manager: Virginia Willten
Program Director: Ed Lally
Production Manager: Gene Reynolds

Continuity Chief: Howard Carraway
Traffic Manager: Eileen Flake
Chief Newscaster: Ken McClure
Music Librarian: Al Bowman
Music Arranger: Don Gillis
Musical Director: Gene Baugh
Chief Announcer: Frank Mills
Chief Engineer: R. C. Stinson

K L U F

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

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;
C. P. MacGregor

Personnel

President: Geo. Roy Clough
Commercial and Sales Promotion Manager:
C. V. Bracht
Program Director-Chief Announcer:
Carl McDaniel
Director of War Programs: Helen D. Clough
Chief Engineer: L. D. Clough

K G B S

HARLINGEN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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:
State Highway No. 83 between Harlingen
and San Benito, Texas
Transmitter Location: Same
Time on the Air:
7 a.m. to 10 p.m.; Saturday, 7 a.m. to 12
midnight
News Service: AP
Transcription Service: Associated
Music Publishers
Representative: Forjoe & Co.

Personnel

President: McHenry Tichenor
Station Manager: Ingham S. Roberts
Commercial Manager: Troy McDaniel
Program Director-Chief Announcer:
Steel McClanahan
Director of War Programs: Eleanor Shaeffer
Chief Engineer: Marvin D. Myers

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts
 Owned By: Houston Printing Corp.
 Operated By: Houston Post
 Address: Lamar Hotel
 Phone Number: Fairfax 7101
 Transmitter Location: Deepwater, Texas
 Time on the Air: 6 a.m. to 12 midnight
 Newspaper Affiliation: Houston Post
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: Edward Petry & Co.

Personnel

President: W. P. Hobby
 Station Manager: Kern Tips
 Program Director: Jack McGrew
 Publicity Director: Bill Butterfield
 Musical Director: K. Burt Sloan
 Chief Engineer: H. T. Wheeler

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 50000 Watts
 Owned-Operated By: KTRH Broadcasting Co.
 Address: Rice Hotel
 Phone Number: Preston 4361
 Transmitter Location: Cedar Bayou, Texas
 Time on the Air: 18 hours daily
 Newspaper Affiliation: Houston Chronicle
 News Service: UP
 Transcription Service: World Broadcasting System
 Representative: John Blair & Co.

Personnel

Station Manager: B. F. Orr
 Commercial-Sales Promotion Manager: Ray E. Bright
 Program Director: Harry Grier
 Production Manager: Tom Jacobs
 Chief Announcer: Ted Nabors
 Musical Director: Albino Torres
 Chief Engineer: King Howard Robinson

K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By: Harris County Broadcast Co.
 Address: Gulf Building
 Phone Number: Capitol 6151
 Transmitter Location: Deepwater, Texas
 Time on the Air: 5 a.m. to 2 a.m.
 News Service: PA

Transcription Service: Lang-Worth;
 Associated Music Publishers
 Representative: The Branham Co.

Personnel

Manager: T. F. Smith
 Program Director: Charles Nethery
 Chief Engineer: Gerald Chinski

K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: W. J. Harpole & J. C. Rothwell
 Address: Walker County Fairgrounds
 Phone Number: 666
 Transmitter Location: Walker County Fair Grounds
 Time on the Air: 7:30 a.m. to 5:30 p.m.
 Transcription Service: Keystone Broadcasting System

Personnel

Station Manager: J. C. Rothwell
 Commercial Manager: J. B. McShan
 Chief Announcer: J. C. Dorrell
 Chief Engineer: Jesse Simms

K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Oil Capitol Broadcasting Assn.
 Address: 102½ East North St.
 Phone Number: 616
 Transmitter Location: Kilgore
 Time on the Air: Unlimited license
 Newspaper Affiliation: Kilgore Daily News

Personnel

General Manager: Roy G. Terry

K P A B

LAREDO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Laredo Broadcasting Co.
 Business Address: P. O. Box 1120
 Phone Number: 2576
 Studio Address: Hamilton Hotel
 Transmitter Location: 300 Loring Ave.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 10 p.m.
 Transcription Service: Keystone Broadcasting System
 Representative: Forjoe & Co. (New York City); Cox & Tanz (Philadelphia)

Personnel

President Howard W. Davis
 Station-Commercial Manager George C. Geyer
 Program Director Hunter Hancock
 Production Manager-Chief Announcer
 George Day
 Publicity Director Peggy McDaniels
 Musical Director Evelyn Worsham
 Chief Engineer Hulen K. Smith

K F R O

LONGVIEW—EST. 1934

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By Voice of Longview
 Business Address P. O. Box 607
 Phone Number 411
 Studio Address Glover-Crim Bldg.
 Transmitter Location 1918 Marshall-
 Longview Highway
 Time on the Air:
 7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to
 9:15 p. m.
 News Service UP
 Transcription Service Lang-Worth; Key-
 stone Broadcasting System

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 By Plains Radio
 Broadcasting Co.
 Address 914 Avenue J
 Phone Number 5567
 Transmitter Location 2215 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
 Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor (Amarillo)
 Station Manager DeWitt Landis
 Program-Musical Director R. B. McAlister
 Publicity Director Bruce Collier
 Chief Announcer Wesley Youngblood
 Chief Engineer W. S. Bledsoe

K R B A

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By ... Red Lands Broadcast-
 ing Association
 Business Address Box 755
 Phone Number 272
 Studio Address 108½ South First Street
 Transmitter Location: Highway 35, (½ mile
 North of Lufkin)
 Time on the Air Unlimited license
 Transcription Service Standard Radio
 Representative Cox & Tanz

Personnel

President Ben T. Wilson
 Manager Darrell E. Yates

K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Scharbauer Estate
 Business Address 117 S. Lorraine St.
 Phone Number 1070
 Studio Address Scharbauer Hotel
 Transmitter Location U. S. Highway 80.
 (½ miles west of Midland)
 Time on the Air 6:45 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Cox & Tanz

Personnel

Administrator of Estate Millard Eidson
 Station-Commercial Manager Boyd Kelley
 Sales Promotion Manager Wayne Harrell
 Program Director Wilson Monroe
 Chief Announcer Connie Wendell
 Musical Director Roy De Wolf
 Chief Engineer Jack Cecil

K N E T

PALESTINE—EST. 1936

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Palestine Broadcast-
 ing Corp.
 Address Municipal Bldg.
 Transmitter Location ... One mile east of city
 limits, Palestine, Texas
 Time on the Air Daytime license
 News Service Transradio
 Transcription Service ... Standard Radio, C. P.
 MacGregor, Keystone Broadcasting System
 Representative Cox & Tanz

Personnel

President Bert Horswell
 Business Manager Tom Nowlin

Program Director.....Frank Goodson
 Production Manager.....Milton Stewart
 Chief Announcer.....Gene Meyers
 Chief Engineer.....Frank Goodson

K P D N

PAMPA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....R. C. Hoiles
 Business Address.....Box 1701
 Phone Number.....1100
 Studio Address.....212 North Ballard
 Transmitter Location.....East of city limits
 Time on the Air.....7:30 a.m. to 7 p.m.
 Newspaper Affiliation.....Pampa News
 News Service.....AP
 Transcription Service.....World Broadcasting
 System; Keystone Broadcasting System
 Representative.....Forjoe & Co.

Personnel

President.....R. C. Hoiles
 General Manager.....H. E. Kreiger
 Commercial Manager-Program
 Director.....H. N. Wahlberg
 Sales Promotion Manager.....Dudley Puls
 Production Manager.....H. Blymiller
 Publicity Director.....Ethel Delhotal
 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 Broad-
 casting Company
 Address.....Gibraltar Hotel
 Phone Number.....1124-5
 Transmitter Location: 1¼ miles south on Texas
 Highway No. 24
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday,
 7 a.m. to 10 p.m.

News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....A. G. Pat Mayse
 Station Manager.....Lewis O. Seibert
 Program Director.....Mary Jo Mayse
 Production Manager.....Helen Wilhite
 Publicity Director-Chief
 Announcer.....Harvey Boyd
 Chief Engineer.....Mitchell Secrest

K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

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.....Unlimited license
 Newspaper Affiliation.....Pecos Enterprise

Personnel

Co-Owner-General Manager...Jack Hawkins
 Co-Owner-Publicity Director...Barney Hubbs
 Program Director.....W. D. Martin, Jr.

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
 Program Director-Traffic
 Manager.....Marjorie Vickers
 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
 Fort Worth Office...2010 Ft. Worth National
 Bank Bldg.
 Representative.....The Foreman Co.

Personnel

President.....H. C. Ragsdale
 Station Manager.....Lonnie Preston
 Sales Promotion-Merchandising
 Manager.....Myrl Stein
 Publicity Director.....Evelyn Preston
 Chief Engineer.....Frank M. Jones

K A B C

SAN ANTONIO—EST. 1926

BLUE NETWORK

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Alamo Broadcasting Co.

Address: Bank of Commerce Bldg.

Phone Number: Fannin 3126

Transmitter Location: 811 East Myrtle

Time on the Air: 6:30 a.m. to 12 midnight;

Sundays, 7:30 a.m. to 12 midnight

News Service: UP

Representative: William G. Rambeau Co.

Personnel

President-Manager: R. Early Willson

Commercial Manager: Bill Joekel

Program Director: Leona Bender

Director of War Programs: John W. Scott

Chief Announcer: Ted Eckman

Chief Engineer: Kenneth R. Hyman, Jr.

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 12 midnight

News Service: INS

Representative: Burn-Smith Company

Personnel

Manager: Howard W. Davis

Program Director: Tony Bessan

Chief Announcer: Ray R. Hone

Musical Director: Hunter Hancock

Chief Engineer: Charles F. Harris

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

Address: 317 Arden Grove

Phone Number: Fannin 5171

Transmitter Location: 317 Arden Grove

Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to 12 midnight

News Service: AP

Representative: Forjoe & Company

Personnel

Owner-Manager: Eugene J. Roth

Sales Manager: James M. Brown

Program-Publicity Director: Fred C. Hammond

Director of War Programs: James M. Brown

Chief Announcer: Jan King

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

Address: Gunter Hotel

Phone Number: Garfield 1251

Transmitter Location: St. Hedwig Road

Time on the Air: 6 a.m. to 12 midnight

News Service: UP

Transcription Service: World Broadcasting System, Langworth

National Sales Office Address: Taylor-Howe-

Snowden Group, Tower Petroleum Bldg.,

Dallas, Texas

Representative: John Blair & Company

Personnel

President: O. L. Taylor

Station Manager: George W. Johnson

Merchandising Manager: Charles Lutz

Program Director: Jack O. Mitchell

Accountant: Fred A. Teed

Director of War Programs-Publicity

Director: Lew Lacey

Chief Announcer: Doug Romine

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.

Address: 1031 Navarro Street

Phone Number: Garfield 4221

Transmitter Location: Selma, Texas

Time on the Air: 6 a.m. to 12 midnight

News Service: AP; INS

Transcription Service: Standard Radio, Lang-Worth

Representative: Edward Petry & Co., Inc.

Personnel

Pres. & General Manager: Hugh A. L. Halff

Chairman of Board: G. A. C. Halff

Commercial Manager: Ellis Chaney

Sales Promotion & Merchandising

Manager: Walter S. Zahrt

Director of War Programs: George Lee Marks

Farm Editor: Bill Shomette

Musical Director: Johnnie Anderson

Chief Engineer: Fred Sterling

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Red River Valley
 Broadcasting Corporation
 Addresses 421 N. Crockett St.; Fannin &
 Owing Sts., Denison, Texas.
 Phone Numbers 201 (Sherman); 423 (Denison)
 Transmitter Location Highway 75 (between
 Sherman and Denison)
 Time on the Air 6 a.m. to 12 midnight

Personnel

President G. H. Wilcox
 Station Manager L. L. Hendrick

K X O X

SWEETWATER—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sweetwater Radio,
 Inc.
 Address Radio Bldg., Highway No. 70
 Phone Number 2341
 Transmitter Location Highway No. 70
 Time on the Air 6:45 a.m. to 10 p.m.
 Newspaper Affiliation Sweetwater Daily
 Reporter
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Hal Holman

Personnel

President George Bennett
 Secretary-Treasurer & General
 Manager Russell Bennett
 Commercial Manager J. H. Hubbard
 Program Director Lee Belding
 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.
 Business Address P. O. Box 186
 Phone Number 4646
 Studio Address Kyle Hotel
 Transmitter Location 6/10 mile north of city
 Time on the Air Unlimited license
 News Service UP
 Representative Howard H. Wilson Co.

Personnel

President Ruth Mayborn
 Station-Commercial Manager Burton Bishop
 Program Director Charles Whitesides
 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
 Representative The Foreman Co.

Personnel

President C. E. Palmer
 Station Manager Frank O. Myers
 Commercial Manager Herman Cecil
 Sales Promotion Manager Ernest Hackworth
 Program Director David Crockett
 Chief Engineer Charles Mathis

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 James G. Ulmer
 Station-Commercial Manager M. E. Danbom
 Sales Promotion Manager Earl P. Duffie
 Program Director Gerald Sanders
 Director of War Programs Ernest Howard
 Publicity Director Mary Allen
 Chief Announcer John York
 Chief Engineer John B. Sheppard

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

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 W. D. Dixon
 Program Director Bro. Mingus
 Musical Director John Allen
 Chief Engineer Herman Ridgway

KVIC

VICTORIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Enterprises, Inc.

Business Address Victoria Bank & Trust Bldg.
 Phone Number 1268
 Studio Address Cuero Highway
 Transmitter Location Victoria
 Time on the Air Unlimited License
 News Service UP
 Transcription Service: Standard Radio; Keystone Broadcasting System

Personnel

President Morris Roberts
 Station Manager-Chief Engineer C. L. Boyle
 Commercial Manager Roland Hobrecht
 Program Director Jerry Fisher
 Production Manager Margaret True

WACO

WACO—EST. 1922

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Frontier Broadcasting Co., Inc.

Address Amicable Life Bldg.
 Phone Number 2700
 Transmitter Location Amicable Life Bldg.
 Time on the Air 7 a.m. to 11 p.m.
 Newspaper Affiliation Waco News-Tribune & Times Herald

News Service UP
 Representative Spot Sales, Inc.

Personnel

Station Manager R. E. Lee Glasgow
 Commercial Manager Stanley Wilson
 Program Director Bernard P. Helton
 Chief Engineer L. H. Appleman

KRGV

WESLACO—EST. 1926

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

NATIONAL BROADCASTING CO.

LONE STAR CHAIN

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By KRGV, Inc.
 Address 201 Border
 Phone Number 375-6
 Transmitter Location 201 Border
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting System; 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
 Program Director Dick Watkins
 Publicity Director Brad Smith
 Continuity Manager Opal Bradburn
 Latin American Department Manager Benjamin Cuellar
 Chief Engineer O. L. Hartwig

KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Wichita Broadcasting Company

Business Address Harvey Snider Bldg.
 Phone Number 4182
 Studio Address Kemp Hotel
 Transmitter Location 2½ miles northwest of Wichita Falls

Time on the Air 6:30 a.m. to 10:20 p.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President Joe B. Carrigan
 General Manager Charles E. Clough
 Merchandising Manager-Publicity-Program Director A. L. Pierce
 Traffic Manager David E. Chapman
 Musical Director Lucille Crouch
 Chief Engineer John Adams

UTAH

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K S U B

CEDAR CITY—EST. 1937

KEYSTONE BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Southern Utah
Broadcasting Co.

Address: Lunt Hotel
Phone Number: 398
Transmitter Location: 591 West 2nd South St.
Time on the Air: 8 a.m. to 8 p.m.; Sundays,
12 noon to 6 p.m.

News Service: UP
Transcription Service: Keystone Broadcasting
System

Personnel

President: Leland M. Perry
Station-Commercial Manager: Arthur Higbee
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
Chief Engineer: C. N. Layne

K I O

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By: Interstate Broad-
casting Corporation

Business Address: Hotel Ben Lomond, 411
Twenty-fifth St.

Phone Number: 5721; 5050 (transmitter)
Studio Addresses: Hotel Ben Lomond; David
Kieth Bldg., Salt Lake City
Transmitter Location: Kaneshville, Utah
Time on the Air: 6:30 a.m. to 12 midnight

News Service: UP
Transcription Service: Standard Radio
Representative: Joseph Hershey
McGillvra, Inc.

Personnel

President: A. L. Glasmann
General Manager-Vice-

President: George C. Hatch
Station Manager: Merrill J. Bunnell
Commercial Manager: Louis Haller
Sales Promotion Manager: Edward Sherrick
Program Director: Jack Riaska
Publicity Director: Ethel G. Clark
Accountant: Gene Stephens
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
News Service: UP
Representative: Joseph Hershey
McGillvra, Inc.

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: 17 West 3rd South
Time on the Air: 6 a.m. to 11:30 p.m.

News Service: UP
Representative: Joseph Hershey
McGillvra, Inc.

Personnel

President: Clifton A. Tolboe
Manager: Arch L. Madsen
Sales Manager: S. G. Carter
Sales Promotion Manager: James Lawrence

Program Director-Chief
 Announcer.....W. Shirl Black
 Publicity Director.....Les Henrikson
 Accountant.....Donna Tolboe
 Chief Engineer.....Gerald Peterson

K D Y L

SALT LAKE CITY—EST. 1927
 NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Intermountain
 Broadcasting Corporation
 Address.....143 S. Main St.
 Phone Number.....5-2991
 Transmitter Location.....9th West &
 33rd South
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service.....World Broadcasting
 System; NBC Thesaurus
 Representative.....John Blair & Company

Personnel

President & General Manager.....S. S. Fox
 Vice-President.....Myron Fox
 Secretary-Treasurer.....L. A. Loeb
 Commercial Manager.....W. E. Wagstaff
 Sales Promotion-Publicity.....Myron Fox
 Program Director.....George A. Provol
 Production Manager.....Alvin Pack

Chief Announcer.....Russel O. Stewart
 Continuity Editor.....George D. Snell
 Musical Director.....Raymond A. Mace
 Chief Engineer.....J. M. Baldwin

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.....Unlimited license
 Newspaper Affiliation.....Salt Lake Tribune
 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
 Station Manager.....Ivor Sharp

K U T A

SALT LAKE CITY—EST. 1938
 BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
 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 a.m. to 12:15 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

President-General Manager.....Frank C. Carman
 Commercial Manager.....Jack Burnett
 Program Director.....King Harmon
 Production Manager-Chief
 Announcer.....Melvin Jass
 Publicity Director.....Mike Cassidy
 Musical Director.....Jessie Seamons Taylor
 Chief Engineer.....Lyle Wahlquist

Go Places
 in the
 Intermountain Market
 with
 NBC's PARADE
 OF STARS
 over
KDY L
 SALT LAKE CITY, UTAH
 UTAH'S
NBC
 STATION
 National
 Representative
**JOHN
 BLAIR & CO.**

BUY
 WAR
 BONDS

VERMONT

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WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By WCAX Broadcasting Corp.

Address 203 College Street
Phone Number Burlington 2000
Transmitter Location Colchester, Vermont
Time on the Air: 6:45 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.

News Service UP
Transcription Service Associated Music Publishers, C. P. MacGregor
Representative Weed & Company

Personnel

President-Station Manager C. P. Hasbrook
Commercial Manager Robert A. Kelley
Program Director Ray Simms
Production Manager-Publicity Director Herman B. Wight
Chief Engineer John C. Quill

WWSR

ST. ALBANS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By Vermont Radio Corp.

Address 32 N. Main St.
Phone Number 1390
Transmitter Location St. Albans Bay, Vt.
Time on the Air 7 a.m. to local sunset
News Service AP
Transcription Service NBC Thesaurus
Representative Howard H. Wilson Co.

Personnel

President Lloyd E. Squier
Station Manager Thomas M. Colton
Commercial-Sales Promotion Manager William G. Ricker
Program Director-Chief Announcer G. Malcolm Weaver
Publicity-Director of War Programs Thomas M. Colton
Chief Engineer Norman B. Lyons

WSYB

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By P. Weiss Music Co.
Address 80 West Street
Phone Number 1247
Transmitter Location Creek Road
Time on the Air Unlimited license
News Service UP
Transcription Service Keystone Broadcasting System, Langworth

Representatives Joseph Hershey
McGillivra, Inc.; R. C. Foster

Personnel

President Philip Weiss
Station Manager-Program Director J. H. Weiss
Commercial-Sales Promotion Manager George Field
Production Manager-Chief Announcer Lee Morrison
Chief Engineer David Lyons

WDEV

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By Lloyd E. Squier & William G. Ricker

Address 8 Stowe St.
Phone Number 13-2
Transmitter Location Blush Hill
Time on the Air Local sunrise to sunset
News Service UP
Transcription Service World Broadcasting System

Representative Howard H. Wilson Co.

Personnel

Station Manager Lloyd E. Squier
Commercial and Sales Promotion Manager, Chief Announcer-Musical Director John Williams
Chief Engineer Paul Hurd

VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCHV

CHARLOTTEVILLE—EST. 1932

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Barham & Barham
Address.....Fourth & East Market Sts.
Phone Number.....2500
Transmitter Location.....Richmond Road
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Associated Music Publishers
Representative.....Cox & Tanz

Personnel

President-Station Manager. Charles Barham, Jr.
Commercial Manager.....Powell Adams
Program Director.....Ed Hase
Production Manager.....Mary Wyne
Chief Engineer.....Walter W. Gray

WJMA

COVINGTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Earl M. Key
Address.....418½ Main Street
Phone Number.....840
Transmitter Location.....Covington
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus

Personnel

Owner.....Earl M. Key

WBTM

DANVILLE—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS

(WLVA-WBTM-WSLS)

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Piedmont Broadcasting Corporation

Address.....Hotel Danville Building
Phone Number.....2350
Transmitter Location.....River Road, Route No. 29
Time on the Air: 7 a.m. to 12 midnight; Sunday, 8 a.m. to 12 midnight

News Service.....Transradio
Transcription Service.....NBC Thesaurus
Representative.....Tri-City Stations Association

Personnel

President.....L. N. Dibrell
Station Manager.....R. Sanford Guyer
Commercial Manager.....R. W. Cuddy
Program Director.....W. P. Heffernan
Traffic Manager.....Mary Lee E. Gravely
Publicity Director.....C. G. Rianhard
Musical Director.....Jacqueline Jones
Chief Engineer.....Harry W. Spencer

WFVA

FREDERICKSBURG—EST. 1939

Frequency 1290 Kc. Power: 250 Watts
Owned-Operated By.....Fredericksburg Broadcasting Corporation

Address.....Farmer's Creamery Building
Phone Number.....1260
Transmitter Location.....Two miles south of Fredericksburg on King's Highway

Time on the Air.....7:30 a.m. to local sunset
News Service.....UP
Transcription Service.....Keystone Broadcasting System

Representative.....Burn-Smith Company

Personnel

President.....Richard F. Lewis, Jr.
General Manager.....William R. Seth
Program Director.....Jean Beckwith
Chief Announcer.....Charles Moffett
Musical Director.....Archie Smith
Chief Engineer.....William Crooks

WSVA

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.....Wip Robinson, III
Chief Engineer.....Warren L. Braun

WLVA

LYNCHBURG—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By Lynchburg Broadcasting Corp.

Address Allied Arts Bldg.

Phone Number 3030

Transmitter Location Lynchburg, Va.

Time on the Air 7 a.m. to 12:05 a.m.

News Service Transradio

Transcription Service Lang-Worth; Standard Radio

Representative Tri-City Stations

Personnel

President Edw. A. Allen

Station Manager Philip P. Allen

Commercial Manager Joseph F. Wright

Sales Promotion-Commercial

Manager Randolph Bean

Program Director Claude Taylor

Chief Announcer Wayne Tyler

Musical Director Hilda Wagers

Chief Engineer John Orth

WMVA

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power 250 Watts

Owned-Operated By Martinsville Broadcasting Co., Inc.

Address Thomas Jefferson Hotel

Phone Number 2152

Transmitter Location Figsboro Road

Time on the Air 7 a.m. to 11 p.m.

Newspaper Affiliation Martinsville Daily Bulletin

News Service AP

Transcription Service: Langworth; C. P. MacGregor; Keystone Broadcasting System

Representative Forjoe & Co.

Personnel

President William C. Barnes

Station Manager John W. Shultz

Commercial-Production

Manager Charles F. Adams

Program Director Jack Day

Director of War Programs Priscilla Lambeth

Chief Announcer Grover Golithly

Chief Engineer William R. Harmon

WGHN

NEWPORT NEWS—EST. 1928

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By Hampton Roads Broadcasting Corporation

Business Address Portlock Bldg., Norfolk, Va.

Phone Number 27031

Studio Addresses: Portlock Bldg., Norfolk; Warwick Hotel, Newport News, Va.; Daily Press Bldg., Newport News, Va.

Transmitter Location End Jefferson Avenue, Newport News, Va.

Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 11:30 p.m.

Newspaper Affiliation: Newport News Daily Press; Newport News Times-Herald

News Service AP

Transcription Service Standard Radio; Lang-Worth

Representative Burn-Smith Company

Personnel

President Raymond B. Bottom

V.P.-General Manager Edward E. Bishop

Commercial Manager Edward E. Edgar

Program Director Gene D. Stratton

Production Manager-Chief

Announcer Joel F. Wahlberg

Chief Engineer Raymond P. Aylor, Jr.

WTAR

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 Number 25671

Transmitter Location Glen Rock

Time on the Air Unlimited license

Newspaper Affiliation Norfolk Ledger-Dispatch; Virginian Pilot

News Service AP; UP

Transcription Service: Standard Radio; Lang-Worth

Representative Edward Petry & Co.

Personnel

President Paul S. Huber

General Manager Campbell Arnoux

Commercial Manager John W. New Program & Musical

Director Henry Cowles Whitehead

Chief Announcer Jeff Baker

Director of Sports Blair Eubanks

Publicity Director Helen Whitehead

Commercial Traffic

Manager Bill Searle

Production Manager Vaughn Bradshaw

Sales Promotion Director Ralph S. Hatcher

Office Manager Shirley Enright

Technical Director J. L. Grether

WPID

PETERSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Petersburg News-
 paper Corporation
 Address: 121 N. Sycamore Street
 Phone Number: 1053
 Transmitter Location: Colonial Heights, Va.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 (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 Service: UP
 Transcription Service: Standard Radio
 Representative: Associated Radio Sales

Personnel

Station Manager-Program
 Director: Milton N. Gwaltney
 Commercial Manager: Ralph F. Spangler
 Chief Announcer: Frank Facenda
 Chief Engineer: Fred Wagner

WSAP

PORTSMOUTH—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Portsmouth Radio Corp.
 Address: Professional Bldg.
 Transmitter Location: Portsmouth, Va.
 Time on the Air: Unlimited license

Personnel

President: Tom E. Gillman
 Vice-President: W. K. Hodges
 General Manager: T. W. Aydlett

WBBL

RICHMOND—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: Grace Covenant
 Presbyterian Church
 Address: 1627 Monument Avenue
 Phone Number: 57941
 Transmitter Location: 1627 Monument Ave.
 Time on the Air: Unlimited license

Personnel

Station Manager: M. A. Sitton
 (Non-Commercial Station)

WMBG

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: Havens & Martin, Inc.
 Address: 3301 West Broad Street
 Phone Number: 5-8611
 Transmitter Location: Staples Mill Road
 Time on the Air: 6:30 a.m. to 1 a.m.
 News Service: Transradio
 Transcription Service: NBC Thesaurus
 Representative: John Blair & Company

Personnel

President & Station
 Manager: Wilbur M. Havens
 National Sales and Promotion Manager,
 R. E. Mitchell
 Chief Announcer: Jack Hooper
 Program Director: Garnett Tate
 Director of War Programs:
 Production Manager: J. F. Skinnell
 Publicity Director: K. Hawks
 Musical Director: Joseph Jehlen
 Chief Engineer: Wilfred H. Wood

AP

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WRNL

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By: Richmond Radio Corporation
 Address: 323 E. Grace St.
 Phone Number: 33436
 Transmitter Location: Wilkinson Road
 Time on the Air: 5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News Service: AP
 Transcription Service: Associated Music Publishers
 Representative: Edward Petry & Co.

Personnel

President: John Stewart Bryan
 Vice-President: Dr. D. S. Freeman
 Secretary-Treasurer: J. D. Wise
 Station Manager: E. S. Whitlock
 Production Manager: G. Mallory Freeman
 Publicity Director: Bette Patton
 Musical Director: Eddie Weber
 Assistant Chief Engineer: Ernest Bowman
 Chief Engineer: Rudolph W. Raabe

WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc. Power: 50000 Watts
 Owned-Operated By: Larus & Brother Co.
 Business Address: Hotel Richmond, 9th and Grace St.
 Phone Number: 3-6633
 Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.
 Transmitter Location: Edgeworth, Henrico County, Va.
 Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
 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
 Program Service Manager: Irvin Abeloff
 Program Director: Irvin G. Abeloff
 Production Manager: E. Ward Adams
 Publicity Director: Margaret Fraser
 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 Address: 124 West Kirk Avenue
 Phone Number: 8131
 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.

Personnel

President: J. P. Fishburn
 Station Manager: Ray P. Jordan
 Commercial Manager: Frank D. Kesler
 Program-Publicity Director: Jack Weldon
 Production Manager: Irving Sharp
 Artists' Bureau Head & Musical Director: Eve Nininger
 Chief Engineer: J. W. Robertson

REACH
 VIRGINIA'S GREAT LISTENING AUDIENCE
 AT LOW COST THRU RICHMOND'S
 NATIONALLY KNOWN RADIO STATION

5000 WATTS
NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

WSLS

ROANOKE—EST. 1940

BLUE NETWORK

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 a.m.; Sun-
days, 8 a.m. to 12:05 a.m.

News Service... Transradio
Transcription Service... NBC Thesaurus;
Langworth

Representative... Tri-City Stations

Personnel

President... Paul C. Buford
Station Manager... James H. Moore
Commercial Manager... Frank E. Koehler
Production Manager... Edward D. Skotch
Program-Publicity Director... Virginia G. Krebs
Chief Announcer-Director of

War Programs... James D. Johnston
Musical Director... Mavis Taylor Overstreet
Chief Engineer... Philip Briggs

WLPM

SUFFOLK—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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
Sales Promotion Manager... Rene Holland
Program Director... Floyd V. Coxad
Traffic Manager... Elizabeth G. Brady
Publicity Director... Bertha Gruber
Chief Announcer... Maurice Herndon
Artists Bureau... Alma Flannagan
Production Manager-Musical Director
Harold Stephens
Chief Engineer... William Rupp

WINC

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... WINC Bldg.
Time on the Air... 7 a.m. to 11:30 p.m.

Personnel

Owner-General Manager... Richard Field Lewis
Commercial Manager-Program Director
Grant Pollock
Director of War Programs... Marion Lewis
Chief Engineer... Phil Whitney

WASHINGTON

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 227-285*

KXRO

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... Standard Radio
Representative... Walter Biddick Co.

Personnel

President... Harry R. Spence
Commercial Manager... Fred G. Goddard
Production Manager-Chief Announcer
Frank Coffin
Publicity Director... Stan Spiegle
Home Economics Director... Ruth Poindexter
News Editor... John Forbes
Musical Director... Ruth Forbes
Chief Engineer... W. M. McGoffin

Time on the Air Unlimited license
 Transcription Service: C. P. MacGregor; As-
 sociated Music Publishers
 Representative John Blair & Company

Personnel

President-Station Manager Archie Taft
 Assistant Manager Oliver A. Runchey
 Commercial Manager Archie Taft, Jr.
 Program Director Elisabeth Leonard
 Publicity Director Dixie Lou Thompson
 Chief Announcer Wheeler Smith
 Chief Engineer Perry C. Lind

K O M O

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.
 NORTHWEST RADIO TRIANGLE

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: 5:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.

News Service AP
 Transcription Service NBC Thesaurus
 Representative Edward Petry & Co.

Personnel

President O. W. Fisher
 Station Manager Birt F. Fisher
 Commercial Manager W. B. Stuhl
 Research-Advertising Manager,
 Charles A. Bailie

Program Director-Production Manager
 John Pearson

News Director Dick Keplinger
 Chief Announcers Homer Pope,
 Bennett Fisher

Auditor J. B. Henley
 Musical Director Lloyd Solberg
 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 6:45 a.m. to 11 p.m.
 News Service AP

Transcription Service Associated Music
 Publishers; Lang-Worth; C. P. MacGregor

Personnel

President P. K. Leberman
 Station Manager Robt. E. Priebe
 Commercial Manager R. C. Fuller
 Program Director Ted Bell
 Musical Director Tom Priebe
 Chief Engineer George A. Freeman

K T 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
 Vice-President & Station Manager

Florence Wallace
 Program Director Rodney McArdle
 Publicity Director Helen Dyser
 Chief Engineer John Dubuque

K F I O

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Spokane Broadcast-
 ing Corporation

Business Address Fidelity-Ziegler Bldg.
 Phone Number Riverside 8033
 Transmitter Location ... Fidelity-Ziegler Bldg.
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
 day, 8 a.m. to 12 midnight

News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Arthur L. Smith
 Station-Commercial Manager
 Richard G. McBroom
 Program Director G. Longmeier
 Chief Engineer Dee Waymire

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 No. 3
 Time on the Air 6 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
 Vice-President-Station Manager
 Arthur L. Bright
 Manager of Sales & Public Relations
 Richard O. Dunning
 National Sales & Program Promotion
 Manager Richard E. Green
 Program Manager R. W. Brazeal
 Director of War Programs Katherine Leuer
 Production Manager Harold Bratsberg
 Office Manager Milton O. Fritsch
 Traffic Manager Barbara Kuttler
 Musical Director Arthur Zepp
 Chief Engineer George Langford

KGA

SPOKANE—EST. 1933

BLUE NETWORK

Frequency: 1510 Kc. Power: 10000 Watts
 Owned-Operated By Louis Wasmer
 Address Radio Central Building
 Phone Number Main 5383
 Transmitter Location near Spokane, Wash.
 Time on the Air Unlimited license
 Transcription Service Langworth
 Representative Paul H. Raymer Co.

Personnel

Owner Louis Wasmer
 General Manager Harvey Wixson

KHQ

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.

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 Unlimited license
 Transcription Service
 Associated Music Publishers
 Representative Edward Petry & Co., Inc.

Personnel

Owner Louis Wasmer
 General Manager Harvey Wixson

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 12 midnight

News Service UP
 Transcription Service

World Broadcasting System

Representative John Blair & Co.

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 Verne Sawyer
 Traffic Manager Jack Clarke
 Musical Director Marion Kay
 Auditor Paul F. Benton
 Chief Engineer Joe Kolesar

KTBI

TACOMA—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tacoma Broadcasters,
 Inc.

Address 212 Puget Sound Bank Bldg.
 Phone Number BRoadway 2241
 Transmitter Location Tacoma
 Time on the Air Unlimited License
 Transcription Service Standard Radio
 Representative Cox & Tanx

Personnel

President C. C. Cavanaugh

KVI

TACOMA—EST. 1927

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Puget Sound Broad-
 casting Company, Inc.
 Business Address 502 Rust Building
 Phone Number Broadway 4211

Studio Addresses.....502 Rust Building
 Transmitter Location...Vashon Island, Wash.
 Time on the Air.....5:30 a.m. to 11 p.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
 Program Director.....Larry Huseby
 Traffic Manager.....Vyra Bryant
 Bookkeeper.....Deborah V. Webb
 Chief Engineer.....Raymond Griese

Representatives...Romig Fuller (Seattle); John
 Keating (Portland)

Personnel

President and General
 Manager.....H. E. Studebaker
 Commercial-Sales Promotion Manager
 Norval Armes
 Program-Publicity Director.....James Schick
 Chief Announcer (Walla Walla)
 Charles Herring
 Chief Announcer (Pendleton).....Edna Storey
 Musical Director.....Jack Fareay
 Women's Features Director...Virginia Van Hoy
 Sports Director.....Bob Grant
 Chief Engineer.....Milton MacLafferty

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.....Sunrise to sunset
 News Service.....UP
 Transcription Service

Langworth; Standard Radio

Personnel

President.....Sheldon F. Sackett
 General Manager.....Ben E. Stone
 Resident Manager.....S. W. McCready
 Commercial Manager-Publicity Director
 Marion Sexton
 Program Director.....Helena Rutan
 Chief Engineer.....S. W. McCready

K U J

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM

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, Ore.
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service: World Broadcasting
 System; Keystone Broadcasting System;
 Langworth

K P Q

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....Westcoast Broad-
 casting Company
 Address.....20 Second Street
 Phone Number.....45; 875
 Transmitter Location...North End Miller Street
 Time on the Air:
 6 a.m. to 11:15 p.m.; Sunday, 9 a.m. to
 11:15 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative

Joseph Hershey McGillvra, Inc.

Personnel

President.....Rogan Jones
 Station and Commercial
 Manager.....Helen Wylle

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.....South of Yakima
 Time on the Air.....Unlimited license
 Transcription Service.....Lang-Worth; World
 Broadcasting System
 Representative.....John Blair & Co.

Personnel

President.....Carl E. Haymond

WEST VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 227-285

WJLS

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

Owner: Joe L. Smith, Jr.
Station-Commercial Manager: Herbert R. Kendrick
Program-Production Manager: Peter Arnell
Continuity Director: Midge Lee
Chief Announcer: Fred Stone
Auditor: V. Z. Cooper
Chief Engineer: Al Ginkle

WHIS

BLUEFIELD—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.
WEST VIRGINIA NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Daily Telegraph
Printing Co.
Address: Commerce Street
Phone Number: WHIS
Transmitter Location: Route No. 52,
Harry Heights
Time on the Air: 5 a.m. to 12 midnight
Newspaper Affiliation: Bluefield Daily Tele-
graph; Sunset News
News Service: UP
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: Elsie Thomas
Production Manager-Musical: Barnes Nash
Director: Stuart Odell
News Editor: Janie Lambert
Continuity Editor: P. T. Flanagan
Chief Engineer:

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: 6 a.m. to 1 a.m.
News Service: AP; UP
Transcription Service: Standard Radio
Representative: The Branham Co.

Personnel

President: John A. Kennedy
Vice-President-Managing Director: Howard L. Chernoff
Technical Advisor: Odes E. Robinson
Sales Promotion Manager: Sam Polen
Program Director: William J. Adams
Director of War Programs: Virgil L. Schmit
Chief Announcer: Joseph Herget
Traffic Director: Carolyn Johnson
Comptroller: P. H. Evans
Musical Director: Leah Perry

WGVV

CHARLESTON—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: Kanawha Valley
Broadcasting Company
Address: 208 Dickinson St.
Phone Number: 37-541
Transmitter Location: Coal Branch Heights
Time on the Air: 7 a.m. to 12:15 a.m.; Sun-
day, 8 a.m. to 12 midnight
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Joseph Hershey McGillvra, Inc.

Personnel

Station Manager: Worth Kramer
Commercial Manager: Robert Wasdon
Sales Promotion Manager-Publicity Director: Ray C. Penner
Program Director: Joseph B. Matthews
Production Manager: J. Harvey Farris
Chief Announcer-Musical Director: Leslie Gorall
Chief Engineer: Denzil Pulley

KVOS

BELLINGHAM—EST. 1927

KEYSTONE BROADCASTING SYSTEM

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; NBC Thesaurus

Personnel

President: Rogan Jones

KELA

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 between Centralia and Chehalis)

Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: Lang-Worth; C. P. MacGregor

Representatives: Homer Owen Griffith (Los Angeles, San Francisco); John Keating (Portland); Romig Fuller (Seattle)

Personnel

President: J. Elroy McCaw
Secretary: Mabel A. Gwinn
Acting Manager: Joe Chytil
Commercial Manager: Robert Brister
Sales Promotion Manager: Elain Gwinn
Program Director: Dave Gordon
Production Manager-Publicity Director: Melvin York

Chief Announcer: M. McCaw
Chief Engineer: Ellwood Lippencott

KEVE

EVERETT—EST. 1941

Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By: Cascade Broadcasting Company, Inc.

Business Address: P. O. Box 650
Phone Number: Main 337
Studio Address: North gate of city limits
Transmitter Location: North Gate of city limits
Time on the Air: 6:55 a.m. to 12 midnight

News Service: AP
Transcription Service: World Broadcasting System

Personnel

President: Dr. J. R. Binyon
Vice-President-General:

Manager: Lloyd Wallgren
Station-Sales Promotion Manager: Jack Meues
Program Director: Mildred Mittet
Director of War Programs-Publicity:

Director: Carden Hadley
Artists Bureau: Theodore Cedarberg
Musical Director: Glen Churches
Chief Engineer: Vernon Downing

KRKO

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: Unlimited license
Transcription Service: Standard Radio

Personnel

President-Chief Engineer: Lee Mudgett

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Corp.

Address: National Bank of Commerce Bldg.

Phone Number: Longview 1500
Transmitter Location: Ocean Beach Highway

Time on the Air: Unlimited license
Transcription Service:

C. P. MacGregor; NBC Thesaurus

Personnel

President: Art Campbell
Station Manager: C. O. Chatterton

KGY

OLYMPIA—EST. 1922 (non-Comm.)

1932 (Comm.)

MUTUAL—DON LEE

KEYSTONE BROADCASTING SYSTEM

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 ServiceUP
 Transcription Service: Keystone Broadcasting System
 RepresentativesBurn-Smith Co.; Romig C. Fuller Associates

Personnel

President-Station Manager.....Tom Olsen
 Sales Manager.....J. Harris Dorr
 Program Director.....Eve Knutson
 Chief Announcer.....Sam Crawford
 Production Manager-Chief Engineer
 Vernon Johnson

KWSC

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. 77½ hours weekly
 News Service..... UP

Personnel

Station Manager.....Kenneth E. Yeend
 Chief Engineer.....Sig Turnquist
 (Non-Commercial Station)

KEVR

SEATTLE—EST. 1925

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1090 Kc.....Power: 250 Watts
 Owned-Operated ByEvergreen Broadcasting Corporation
 Address 2102 Smith Tower
 Phone Number Seneca 2056-7
 Time on the Air Unlimited license
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System

Personnel

President.....Walter Wyckoff
 Station Manager.....Robert Nichols

KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.... Queen City Broadcasting Co.
 AddressCobb Building
 Phone NumberSEneca 1500
 Transmitter Location.....Vashon-Maury Island, Wash.
 Time on the Air24 hours daily
 News ServiceAP

Transcription ServiceWorld Broadcasting System; Standard Radio; Langworth Feature Programs
 Representative Free & Peters

Personnel

President.....Louis K. Lear
 Vice-President-General
 ManagerH. J. Quilliam
 Asst. Business Mgr.-Director of National SalesLoren B. Stone
 Local Sales ManagerJ. F. Hiddleston
 Director of ProgramsArthur W. Lindsay
 Production ManagerAl Amundson
 Chief AnnouncerBob Spence
 Director of EducationGordon W. Davis
 Educational Director.....Bill Moshier
 Musical Director.....Max Dolin
 Chief Engineer.....James Hatfield

KJR

SEATTLE—EST. 1921

THE BLUE NETWORK
 NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc.....Power: 5000 Watts
 Owned-Operated ByFisher's Blend Stations, Inc.
 AddressSkinner Bldg.
 Phone NumberElliott 5890
 Transmitter Location2600 26th Ave., S. W. West Waterway
 Time on the Air24 hours daily
 News Service UP
 Transcription ServiceNBC Thesaurus
 RepresentativePaul H. Raymer Co.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial ManagerW. B. Stuht
 Research-Advertising Manager,
 Charles A. Bailie
 Program Director-Production Manager
 John Pearson
 News DirectorDick Keplinger
 Chief Announcers.....Homer Pope,
 Bennett Fisher
 Musical DirectorLloyd Solberg
 Chief Engineer.....Francis Brott

KOL

SEATTLE—EST. 1928

MUTUAL—DON LEE
 PACIFIC BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By: Seattle Broadcasting Co.
 AddressNorthern Life Tower
 Phone NumberMain 2312
 Transmitter Location.....1110 W. Florida St.

W B L K

CLARKSBURG—EST. 1937
 BLUE NETWORK
 NATIONAL BROADCASTING CO.
 THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charleston Broadcasting Co.
 Address: 444½ West Pike Street
 Phone Number: 3040
 Transmitter Location: Glen Elk, Clarksburg
 Time on the Air: 7:30 a.m. to 11:35 p.m.
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: The Branham Company

Personnel

President: John A. Kennedy
 General Manager: G. C. Blackwell
 Commercial Manager: Donald S. Greenleaf
 Program-Musical Director: Don McWhorter
 Publicity Director: David Grubb
 Chief Announcer: Bill O'Day
 Chief Engineer: C. S. Clemans

W J R M*

ELKINS—EST. 1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Allegheny Broadcasting Corp.
 Address: Elkins, W. Va.
 Time on the Air: Unlimited license
 *Station had a construction permit at time of going to press and no further information was available.

W M M N

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: 5 a.m. to 11:30 p.m.
 News Service: AP
 Transcription Services: Standard Radio; Langworth

Representative: John Blair & Co.

Personnel

President: George B. Storer
 Station-Commercial Manager: Stanton P. Kettler
 Office Manager: R. C. Warden
 Program Director: John MacKercher
 Publicity-Continuity Director: C. Swiger
 Artists Bureau: Jean Fluharty
 Musical Director: Henry Gruner
 Chief Engineer: Robert Hough

W S A Z

HUNTINGTON—EST. 1927
 BLUE NETWORK
 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, Langworth
 Representative: Howard H. Wilson Co.

Personnel

President and General Manager: John A. Kennedy
 Station Manager: Flem J. Evans
 Commercial Manager: John L. Henry
 Sales Promotion Manager: Clint Prescott
 Program Director: A. Rauch
 Production Manager: Robert Drexler
 Publicity Director: Dick Whitney
 Chief Announcer: Jimmy Martin
 Artists Bureau: L. P. Swann
 Musical Director: Irene Bruce
 Chief Engineer: John R. Csensich

W L O G

LOGAN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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 9 p.m.
 Newspaper Affiliation: Logan Banner
 News Service: UP

Personnel

President: Clarence H. Frey
 General Manager: C. E. Vann
 Commercial Manager: James McGowan
 Chief Announcer: Harman Calver
 Musical Director-Director of Women's Programs: Dorothy Armstrong
 Chief Engineer: John Blackwood

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: 6:30 a.m. to 10:30 p.m.; Sundays, 9 a.m. to 6 p.m.
 News Service: UP
 Transcription Service: World Broadcasting System
 Representative: Forjoe & Company

Personnel

President: H. C. Greer
 Station Manager-Program Director: Henry B. McNaughton
 Commercial Manager: Frank Greeg
 Production Manager: Edith Perry
 Chief Announcer: William Burchinal
 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 Broadcasting Corporation
 Address: 701½ Market Street, Grinter Building
 Phone Number: 2530
 Transmitter Location: North End, Parkersburg
 Time on the Air: 6:30 a.m. to 12:05 a.m.
 News Service: AP
 Transcription Service: Standard Radio
 Representative: Branham Company

Personnel

President: John A. Kennedy
 Station Manager: George H. Clinton
 Sales Promotion Manager: Robert Fashbaugh
 Program Director: Carl Loose
 Chief Announcer: Hal Norman
 Musical Director: Len Carl
 Chief Engineer: Cecil Knowles

W B R W

WELCH—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: McDowell Service Company
 Business Address: P. O. Box 313
 Phone Number: 818
 Studio Address: 10 Riverside Drive
 Transmitter Location: Dor Building
 Time on the Air: 7:30 a.m. to 8:30 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-Commercial Manager: James M. Flenniken
 Program Director: John Villani
 Publicity Director: Brandon Wallace
 Traffic Manager: Jewell Roberson
 Chief Announcer-Director of War Programs: Sid Tear
 Chief Engineer: John Timberlake

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Community Broadcasting, Inc.
 Address: Pythian Building
 Phone Number: Wheeling 5320
 Transmitter Location: Pythian Building
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Standard Radio
 Representative: Spot Sales, Inc.

Personnel

President: Joe L. Smith, Jr.
 Station Manager: John B. Reynolds
 Commercial Manager: John T. Gelder, Jr.
 Program Director: Albert R. Albinger, Jr.
 Production Manager-Chief Announcer: Richard P. Slade
 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: St. Clairsville, Ohio
 Time on the Air: 4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
 News Service: AP
 Transcription Service: NBS Thesaurus; Langworth
 Representative: John Blair & Co.

Personnel

President: George B. Storer
 Managing Director: George W. Smith
 Sales Promotion Manager-Publicity Director: George Skinner
 Production Manager: Paul J. Miller

Program Director.....Lew Clawson
 Director of War Programs-Chief
 Announcer.....Cliff Allen
 Artists Bureau.....Jetta Brown
 Musical Director.....Robert Nesbitt
 Chief Engineer.....Edward L. Keim

W B T H

WILLIAMSON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Williamson Broad-
 casting Corp.
 Address.....Mountaineer Hotel Block

Phone Number.....1241
 Transmitter Location.....Mountaineer Hotel Block
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

President.....G. W. Taylor
 Vice-President-Treasurer.....W. P. Booker
 Station-Commercial Manager.....Alice Shein
 Chief Announcer.....Bob Flaherty
 Musical Director.....Elizabeth Zimmerman
 Chief Engineer.....Vernon Totten

WISCONSIN

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM

WISCONSIN RADIO NETWORK

KEYSTONE BROADCASTING SYSTEM

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.....7 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Reynolds-Fitzgerald, Inc.

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.....Associated Music
 Publishers
 Representative.....Bogner & Martin

Personnel

President.....William L. Johnson
 Station-Commercial Manager.....J. W. Huss
 Program Director-Chief
 Announcer.....Harry Wills
 Chief Engineer.....Hine Dahlbacka

Personnel

Managing Director.....Rev. James A. Wagner
 Station Manager.....J. L. Gallagher
 Program Director.....Rodge Mueller
 Chief Engineer.....George Merkle

W E A U

EAU CLAIRE—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

NORTH CENTRAL BROADCASTING SYSTEM

NORTHWEST NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
 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.....Eau Claire Leader
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....George P. Hollingbery Co.

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

Personnel

President.....W. C. Bridges
 Commercial Manager.....Clyde Riddle
 Production Manager-Chief
 Announcer.....William Conner

K F I Z

FOND-DU-LAC—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

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,
 10 a.m. to 9 p.m.
 Newspaper Affiliation.....The Commonwealth
 Reporter
 News Service.....INS; UP
 Transcription Service.....Standard Radio

Personnel

President.....A. H. Lange
 Station Manager.....Lucille Fairbanks
 Commercial Manager.....William O'Brien
 Program Director.....Marion Schwein
 Chief Announcer.....William Crusenberry
 Chief Engineer.....Wendell S. Meyers

W T A Q

GREEN BAY—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....St. Norbert College
 Business Address.....Green Bay
 Phone Number.....Adams 1
 Studio Address.....Bellin Building
 Transmitter Location.....West De Pere, Wisc.
 Time on the Air.....18 hours daily
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Weed & Co.

Personnel

Managing Director.....Rev. James A. Wagner
 General Manager.....Haydn R. Evans
 Sales Promotion Manager.....Val Schneider
 Program Director.....Al Michel
 Production Manager.....Clair Stone
 Publicity Director.....Marjorie Opland
 Musical Director.....Clarence Edges
 Chief Engineer.....Wallace J. Stangel

W C L O

JANESVILLE—EST. 1930
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Gazette Printing Co.
 Address.....200 E. Milwaukee Ave.
 Phone Number.....2500
 Transmitter Location.....1436 Oakhill Ave.
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Janesville Daily
 Gazette
 News Service.....AP
 Transcription Service.....Standard Radio
 Regional Representative.....Wisconsin Network

Personnel

President.....Sidney H. Bliss
 General Manager.....James F. Kyle
 Sales Manager.....Allan Curnutt
 Program-Musical Director.....Hester Kyle
 Production Manager-Publicity
 Director.....Paul Ruhle
 Chief Engineer.....William Havens

W K B H

LA CROSSE—EST. 1926
 BLUE NETWORK

NATIONAL BROADCASTING CO.
 WISCONSIN NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKBH, Inc.
 Business Address.....409 Main Street, Radio
 Building
 Phone Number.....4-5-0
 Transmitter Location.....R. F. D. LaCrosse
 Time on the Air: 6 a.m. to 11:30 p.m.; Sunday,
 9 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Howard H. Wilson Company

Personnel

President and Station
 Manager.....Otto M. Schlabach
 Commercial-Sales Promotion
 Manager.....Howard Dahl
 Program Director.....Bernice Callaway
 Director of War Programs-
 Chief Announcer.....Raymond Plamadore
 Musical Director.....Albin Bina
 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 476
Transmitter Location Fish Hatchery Road
Time on the Air 7:30 a.m. to local sunset
News Service AP
Transcription Service Langworth:
Standard Radio

Personnel

Acting Director William G. Harley
Acting Program Director Walter Krulevitch
Director of War Programs Romance Koopman
Acting Production Manager Ben Park
Acting Publicity Director Carol Reid
Acting Chief Announcer Roy Vogelman
Women's Program Director Aline Hazard
Farm Program Director Milton Bliss
Musical Director Frederick Fuller
Chief Engineer 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 Broadcasting Company
Business Address 110 East Main Street
Phone Number Fairchild 8800
Transmitter Location Route 4, Madison, Wis.
Time on the Air Unlimited license
Newspaper Affiliation The Capital Times:
Wisconsin State Journal
News Service UP
Transcription Service Associated Music Publishers
Representative Howard H. Wilson Co.

Personnel

President William T. Evjue
General Manager Edwin C. Allen
Merchandising Manager C. W. Wallis
Program Manager & Publicity
Director K. F. Schmitt
Musical Director Leon Persson
Chief Engineer Norman Hahn

W O M T

MANITOWOC—EST. 1926

KEYSTONE BROADCASTING SYSTEM

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. Broadcasting Co.
Address 400 Wells St.
Phone Number 570
Transmitter Location 400 Wells St.
Time on the Air Sunrise to sunset
News Service UP
Transcription Service Associated Music Publishers
Representative Hal Holman Co.

Personnel

President W. E. Walker
Station Manager Joseph D. Mackin
Sales and Merchandising
Manager Donald C. Wirth
Program Director Florence Meyers
Publicity Director Francis Vick
Chief Announcer Robert W. Kelly
Chief Engineer Martin R. Lund

W I G M

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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
Transcription Service Keystone Broadcasting System

Personnel

Owner George F. Meyer
Station Manager Irma Meyer
Commercial Manager Anton Grossman
Program Director Roy La Mere
Chief Announcer Ervin Kult
Chief Engineer Walter Ninneman

NATIONAL BUSINESS UP 35%*

NETWORK BUSINESS

UP 59%*

THERE'S STILL ROOM FOR YOU

CLEAR RECEPTION

5,000 WATTS

THE GREATEST SHOW IN MILWAUKEE

WISN

CBS AFFILIATE

Represented by
The KATZ AGENCY

GET ON THIS BAND WAGON IN 1943

* For 6 Mos. Period Ending Dec. 31, 1942



W E M P

MILWAUKEE—EST. 1935

THE BLUE NETWORK
WISCONSIN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Milwaukee Broadcasting Co.

Address: 711 Empire Bldg.
Phone Number: Marquette 7722
Transmitter Location: 711 Empire Bldg.
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to 12 midnight

News Service: UP
Representative: Joseph Hershey McGillvra, Inc.

Personnel

President: Glenn D. Roberts
Station Manager: C. J. Lanphier
Assistant Manager: Charles LaForce
Program-Publicity Director: Conrad Rice
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. 60th & W. Edgerton Sts.

Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:15 a.m. to 12:05 a.m.

Newspaper Affiliation: The Milwaukee Sentinel
News Service: INS
Transcription Service: World Broadcasting System, Standard Radio
Representative: The Katz Agency

Personnel

General Manager: G. W. Grignon
Sales Promotion Manager-Director of War Programs: Hugh O'Malley
Program Director: Woods Dreyfus
Musical Director: E. Krebs

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: The Journal Company (The Milwaukee Journal)

Business Address: 333 West State Street
Phone Number: Marquette 6000
Studio Address: 720 East Capitol Drive
Transmitter Location: Route No. 5, Box 817, Waukesha, Wisc.

Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

Newspaper Affiliation: The Milwaukee Journal

News Service: AP

Transcription Service: Associated Music Publishers

Representative: Edward Petry & Co., Inc.

Personnel

Vice President-General Manager: W. J. Damm
Station Manager-In Charge:

of Sales: L. W. Herzog
Asst. Manager: R. G. Winnie
Program Director: Warren Mead
Publicity Director: Charles Golling
Chief Announcer: Robert J. Heiss
Musical Director: Maurice Kippen
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

WEMP
IN
43
...—
Blue Network
C. J. Lanphier, Gen. Mgr.

Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President.....Howard H. Wilson
 General Manager.....Ray E. Schwartz
 Program Director.....Waldemar Porsow
 Farm Editor.....Bob Nelson
 Continuity Chief.....Margery Hilliard
 Office Manager-Women's
 Editor.....Lorraine Kuehn
 Chief Engineer.....Nathan Williams

WIBU

POYNETTE—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Wm. C. Forrest
 Business Address.....R. F. D. No. 2
 Phone Number.....97 R 5 Poynette
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter Location.....R. F. D. No. 2
 Time on the Air.....7 a.m. to 11 p.m.
 Transcription Service.....Standard Radio

Personnel

Station Manager.....Wm. C. Forrest
 Commercial-Madison Studio
 Manager.....Ralph O'Connor
 Portage Studio Manager.....M. A. Hays
 Beaver Dam Studio Manager.....Hal Woods
 Program Director.....Sarah Forrest
 Chief Announcer.....Theodore Paratore, Jr.
 Chief Engineer.....Leonard Doese

WRJN

RACINE—EST. 1926

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Racine Broadcasting
 Corporation
 Address.....441 Main Street
 Phone Number.....Jackson 290-291
 Transmitter Location.....Victory and Ken-
 tucky Sts., Mount Pleasant
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday,
 8:30 a.m. to 9 p.m.
 Newspaper Affiliation.....Racine Journal-
 Times
 News Service.....INS
 Transcription Service
 Langworth, Keystone Broadcasting System
 Representative.....The Walker Company

Personnel

President.....F. R. Starbuck
 Secretary-Treasurer &
 General Manager.....Harry R. LePoldevin
 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 By.....W. H. McGenty
 Operated By.....J. J. McGenty
 Address.....410 North Main Street
 Phone Number.....550
 Transmitter Location.....1615 South Main St.
 Time on the Air.....Unlimited license
 News Service.....Transradio
 Transcription Service.....Standard Radio

Personnel

Owner-Publicity Director.....W. H. McGenty
 Station-Commercial Manager
 R. W. Thompson
 Program Director-Chief Announcer
 Willard Jackson
 Musical Director.....R. W. Wells
 Chief Engineer.....Ray Pearson

WHBL

SHEBOYGAN—EST. 1928

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
 Owned-Operated By.....Press Publishing
 Business Address.....626-636 Center Ave.
 Phone Number.....1900
 Studio Address: Press Building, 626-636 Center
 Avenue
 Transmitter Location.....Highway No. 141
 Time on the Air.....6:15 a.m. to 11 p.m.
 Newspaper Affiliation.....Sheboygan Press
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Foreman Co.

Personnel

President.....C. E. Broughton
 Executive Director.....A. Matt Werner
 Manager.....Wayne W. Cribb
 Publicity Director.....Glen James
 Program & Musical Director.....M. J. Pape
 Chief Announcer.....Carl Brose
 Chief Engineer.....Herbert Mayer

W L B L

STEVENS POINT—EST. 1924

Frequency: 930 Kc. Power: 5000 Watts
 Owned By: State of Wisconsin Department of Agriculture
 Operated by: Wisconsin Department of Agriculture
 Business Address: Stevens Point
 Phone Number: 525
 Studio Address: State Teachers College
 Transmitter Location: Auburndale, Wisconsin
 Time on the Air: Daytime license
 News Service: AP

Personnel

Acting Director: Herman Ihde
 Station Manager: F. R. Calvert
 Program Director: William P. Wichmann
 Director of War Program: Lorraine Walczak
 Chief Announcer: O. M. Leverton
 Chief Engineer: Donald L. Yapp
 (Non-Commercial Station)

W D S M

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By: WDSM, Inc.
 Business Address: Board of Trade Bldg.
 Phone Numbers:
 6262 (Business Office); 4451 (Superior Studio); Mel. 1812 (Duluth Studio)
 Studio Addresses:
 Androy Hotel, Superior; Spalding Hotel, Duluth, Minn.
 Transmitter Location: Connor's Point, Superior, Wisc.
 Time on the Air: 18 1/2 hours daily
 Representative: Wm. G. Rambeau Company

Personnel

President: James J. Conroy
 Station-Commercial Manager: Robert D. Kennedy
 Sales Promotion Manager: E. R. Cluett
 Program Director-Chief Announcer: Lou Martin
 Publicity Director: Myrna McCauley
 Artists' Bureau Head: Art Robinson
 Musical Director: Elma DeMeire
 Chief Engineer: Melvin Laskey

W S A U

WAUSAU—EST. 1937

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Northern Broadcasting Co., Inc.
 Address: 125 Third Street
 Phone Number: 6521
 Transmitter Location: 125 Third Street
 Time on the Air: 6:30 a.m. to 10:30 p.m.; Saturday, 6:30 a.m. to 12 midnight; Sunday, 7:30 a.m. to 10:30 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
 Chief Announcer: Douglas Pledger
 Musical Director: Verne Peterson
 Chief Engineer: Roland Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940

MUTUAL 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 Theater Bldg., Stevens Point, McCain-Johnson Building, Marshfield
 Transmitter Location: 1500 Bonow Ave.
 Time on the Air: 7 a.m. to 10:30 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
 Director of Women's Programs, Virginia Lee
 Chief Engineer: Garth N. Bowker

WYOMING

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K D F N

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

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: UP
Transcription Service:

Langworth; Keystone Broadcasting System
Representative

Sear & Ayer, Inc.; Homer Griffith (West Coast)

Personnel

Station-National Sales Manager,

Donald L. Hathaway

Program Director: Marcus R. Nichols

Chief Announcer: Harrison Brewer

K F B C

CHEYENNE—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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
Representative: Burn-Smith Company

Personnel

Owner: Tracy S. McCracken
Sales Promotion Manager: C. E. Hopkins
Program-Publicity Director: Margaret O'Brien
Production Manager-Musical Director:

Bill Jack
Chief Announcer: Frank Thomas
Chief Engineer: Gaal Barrett

K P O W

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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 9 p.m.
News Service: AP
Transcription Service: Standard Radio; Keystone Broadcasting System
Representatives:

Cox & Tanz; Homer Owen Griffith

Personnel

Owner: A. J. Meyer

Asst. Manager & 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;
Keystone Broadcasting System

Personnel

President: R. R. West
Station-Sales Promotion Manager:

H. L. McCracken

Commercial Manager: Robert Elliott

Program Director: Michael Reid

Chief Announcer: Elmer Ellsworth

K W Y O

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

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: Northwest of Sheridan
Time on the Air: 7 a.m. to 8 p.m.
News Service: AP
Transcription Service: Standard Radio;
Keystone Broadcasting System
Representative: Sears & Ayer, Inc.;
Homer Owen Griffith

Personnel

President: R. E. Carroll

General Manager: Jim Carroll

Program-Publicity Director: Mel Hallock

Chief Engineer: Bob Crossthwaite

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924
KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc. Power: 250 Watts
Owned By.....William J. Wagner
Operated By.....Alaska Broadcasting Co.
Business Address.....Anchorage
Phone Number.....Main 143
Studio Address.....412 Fourth Avenue
Transmitter Location.....412 Fourth Avenue
Time on the Air.....Unlimited license
News Service.....INS; Transradio; UP
Transcription Service.....Lang-Worth; Key-
stone Broadcasting System

Personnel

Owner-Station Manager.....William J. Wagner
Commercial Manager, Program
Director.....Ken Laughlin
Chief Announcer.....Elwyn Hopkins
Chief Engineer.....Hal Leighton

K F A R

FAIRBANKS—EST. 1939

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By.....Midnight Sun Broad-
casting Co.
Address.....508 Second Avenue—Lathrop
Building
Phone Number.....East 380
Transmitter Location.....Five miles north-
west of town
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily
News Miner
News Service.....AP, UP
Transcription Service.....NBC Thesaurus;
World Broadcasting System
National Sales Office.....T. A. Emory, Fourth
Ave., Bldg., Seattle Wash.

Personnel

President.....A. E. Lathrop
Station-Commercial Manager.....W. K. Foster
Sales Promotion-Production
Manager.....Alvin O. Bramstedt
Program Director.....Fern Rivers

Publicity Director.....James N. Teale
Chief Announcer-Musical
Director.....Royal O'Reilly

K I N Y

JUNEAU—EST. 1935

Frequency: 1450 Kc. Power: 1000 Watts
(C. P. 5000)
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau;
American Building, Seattle, Wash.
Phone Number.....197 (Juneau); Elliott
5488 (Seattle)
Studio Address.....Decker Bldg.
Transmitter Location.....Alaska Juneau
Mine Dump
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays,
10 a.m. to 8:30 p.m.
Transcription Service.....C. P. MacGregor;
Lang-Worth
Representative.....Joseph Hershey McGillvra
National Sales Office: 708 American Building,
Seattle, Wash.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Walter R. Carl

K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Address.....Ketchikan, Alaska;
708 American Bldg., Seattle, Wash.
Transmitter Location.....Ketchikan, Alaska
Time on the Air: 7:30 a.m. to 11 p.m.; Sun-
days, 10:30 a.m. to 9 p.m.
Representative.....Joseph Hershey McGillvra, Inc.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Roy Grandey
Program Director.....Perry Hilleary
News Editor.....Dallas Williams

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hawaiian Broadcasting System, Ltd.

Address: 1285 Kalaniole Ave.
Transmitter Location: Hilo
Time on the Air: Unlimited license
Transcription Service: C. P. MacGregor; World Broadcasting System

Personnel

General Manager: J. 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

Address: 1534 Kapiolani Blvd.
Phone Number: 2323
Transmitter Location: 1534 Kapiolani Boulevard
Time on the Air: 6:15 a.m. to 11:30 p.m.
Newspaper Affiliation: Honolulu Star-Bulletin

News Service: UP
Transcription Service: World Broadcasting System; Associated Music Publishers; C. P. MacGregor

Representative: John Blair & Co.

Personnel

President-General Manager: J. Howard Worrall
Station Manager: Webley Edwards
Program Director: Owen Cunningham
Chief Announcer: Victor Eckland
Chief Engineer: Ernest Lindemann

K G U

HONOLULU—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 760 Kc. Power: 2500 Watts
Owned By: Marion A. Mulrony & Advertiser Publisher Co., Ltd.

Operated By: Advertiser Publisher Co.
Address: Advertiser Square
Transmitter Location: Advertiser Square
Time on the Air: Unlimited license

Newspaper Affiliation: Honolulu Advertiser
Transcription Service: NBC Thesaurus; Lang-Worth
Representative: The Katz Agency

Personnel

General Manager: M. A. Mulrony

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Garden Island Publishing Co.

Address: Lihue
Transmitter Location: Northeast of Lihue
Time on the Air: Unlimited license
Newspaper Affiliation: Garden Island Publishing Co.

Transcription Service: Standard Radio
Representative: Homer Owen Griffith

Personnel

General Manager: C. J. Fern
Sales Manager: Charles K. Izumoto

Puerto Rico

W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Puerto Rico Advertising Co.

Address: McKinley & del Rio Sts.
Transmitter Location: Mayaguez
Time on the Air: Unlimited license

Personnel

President: Andres 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.

Address: 17 Leon St.
Phone Number: 783
Transmitter Location: Ponce Palya
Time on the Air: Unlimited license

Personnel

President: Juan Luis Boscio
Station Manager: Miguel Soltero Palermo

W P R P

PONCE—EST. 1934

Frequency: 1420 Kc. Power: 250 Watts
 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

HATO REY-SAN JUAN—EST. 1942

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: Enrique Abarca
 San Feliz
 Business Address: P. O. Box 4504,
 San Juan, P. R.
 Phone Numbers: 2177 (San Juan); 445
 (Hato Rey)
 Studio Address: Ordonez St. Stop 29½
 Transmitter Location: Carolina Rd.,
 3 miles east of San Juan
 Time on the Air: 7 a.m. to 11 p.m.
 News Service: AP
 Transcription Service: Standard Radio

Personnel

Owner: Enrique Abarca San Feliz
 Station-Commercial Manager: Felix Muniz
 Program Director: Rafael H. Benitez
 Publicity Director: Manuel A. Morales
 Chief Announcer: Antonio Alfonso
 Artists Bureau: Rafael Seijo
 Musical Director: Jose Raul Ramirez
 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 Pub-
 lishers
 National Sales Office: International Tele-
 phone & Telegraph Co., 67 Broad St., New
 York, N. Y.

Personnel

President: Leonard Jacob 2nd
 Vice-President-Gen. Manager: John A. Zerbe
 Commercial Manager: Jose C. Irizarry

Program Director: Manuel Ochoa
 Chief Announcer: Nieves Diaz Rivera
 Musical Director: Joaquin Bursel
 Chief Engineer: Angel P. del Valle

W N E L

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By: Juan Piza
 Address: 59 Brau St.
 Phone Number: 107
 Transmitter Location: Green Island
 Santurce, P. R.
 Time on the Air: 16 hours daily
 News Service: Transradio
 Transcription Service: Lang-Wor'h

Personnel

Owner-Station Manager: Juan Piza
 Commercial-Sales Promotion
 Manager: Agustin R. Camunas
 Program Director: Camilo Fraticelli
 Production Manager: Juan Maldonado
 Chief Engineer: Jose Arzuaga

AT
 SAN JUAN
 PUERTO RICO



580 KC. 5000 WATTS
 580
 FIRST
 ON ALL PUERTO RICO RADIO DIALS

ENRIQUE ABARCA
 Owner

FELIX MUÑIZ
 Manager

54 Programmes

sponsored by

26 National Advertisers

are now heard in Canada over

CBC NETWORKS

SSIX YEARS have passed since the inception of the Canadian Broadcasting Corporation . . . six years of progress and accomplishment . . . of steady expansion in programmes and facilities.

Through the networks of the CBC, Canadian listeners from coast to coast enjoy an exceptional broadcast service, made up of the *best* in radio entertainment . . . from Canada . . . Great Britain . . . and from the United States. Month by month, CBC service continues to expand . . . with *more* programmes . . . *better* programmes . . . programmes of widening interest and increasing variety.

This service has been a major factor in building the prestige and popularity of all CBC network stations and their loyal listening audience. In Canada, network programme ratings are unusually high . . . a fact well known to the many advertisers whose top flight commercial programmes are heard over CBC stations and networks.

Today, 26 of these prominent advertisers use CBC networks regularly. Ranking high in popularity . . . occupying an important place in CBC network schedules . . . their 54 programmes are convincing evidence of the effectiveness of network radio in Canada.

Through its national network, CBC programmes are available to 93.67% of Canada's radio homes.

CBC English Network Programmes

(As at January 1st, 1943)

Colgate-Palmolive-Peet Co., Ltd.
Happy Gang
Penny's Diary
Share The Wealth

Department of Finance
They Tell Me
War Finance Programme

General Foods, Limited
Jack Benny
Aldrich Family

Gillette Safety Razor Co. of Canada, Limited
Championship Fights

Hudson's Bay Company
Red River Barn Dance

Imperial Oil, Limited
N. H. L. Hockey Broadcasts

S. C. Johnson & Son, Limited
Fibber McGee and Molly

Kraft Cheese, Limited
Kraft Music Hall

Lamont Corliss & Company
John & Judy

Lever Bros., Limited
Big Sister
Lucy Linton's Stories from Life
Lux Radio Theatre

Thos. J. Lipton, Limited
Lipton Tea Musicale

McColl-Frontenac Oil Co., Ltd.
Fred Allen
Metropolitan Opera

Maple Leaf Milling Co., Limited
Good Luck Show

Procter & Gamble Company
Life Can Be Beautiful
Ma Perkins
Mary Marlin
Pepper Young's Family

Procter & Gamble Co. (Cont'd)
Snow Village
Road of Life

RCA Victor Company, Limited
The Voice of Victor

St. Lawrence Starch Co., Ltd.
N. H. L. Hockey Interviews

Standard Brands, Limited
Chase & Sanborn Programme

Sterling Drugs, Limited
Album of Familiar Music
Canadian Theatre of the Air
Waltz Time

Tuckett, Limited
Alan Young Variety Programme

Wartime Prices and Trade Board
Soldier's Wife

Wm. Wrigley Jr. Co., Limited
Treasure Trail

CBC French Network Programmes

(As at January 1st, 1943)

Campbell Soup Co., Limited
Jennesse Dorée

Carnation Co., Limited
Le Quart d'Heure de Détente

Colgate-Palmolive-Peet Co., Ltd.
La Mine d'Or
Les Joyeux Troubadours

Department of Finance
La Métairie Raucourt
Notre Canada

L. O. Grathé, Limited
Mélodies Masquées

Imperial Oil, Limited
N. H. L. Hockey Broadcasts

S. C. Johnson & Son, Limited
Pierre Guérin

Lever Bros., Limited
Grande Soeur
Tante Lucie

McColl-Frontenac Oil Co., Ltd.
Metropolitan Opera

Mirielle, Inc.
Pour Votre Beauté

Procter & Gamble Company
La Rue Principale
La Vie Commence Demain
Quelles Nouvelles
Vie de Famille

Radio Monde
Moulin de la Chanson

Sterling Drugs, Limited
Album of Familiar Music
Les Secrets du Dr. Morhanges
Waltz Time

Wartime Prices and Trade Board
Le Courrier du Jour

CANADIAN BROADCASTING CORPORATION

55 York St., Toronto • COMMERCIAL DEPARTMENT • 1231 St. Catherine St. W., Montreal



CANADA



Stations



Networks



CANADIAN

Broadcasting Corporation

Headquarters Office

Victoria Building, Ottawa, Ontario

BOARD OF GOVERNORS

Rene Morin, K.C., Chairman
N. L. Nathanson, Vice-Chairman
Rev. Canon W. Eastland Fuller
J. Wilfrid Godfrey, K.C.

Dean Adrian Pouliot
R. Rowe Holland
E. H. Charleson

Personnel

General Manager.....Dr. James S. Thomson
(Ottawa)
Assistant General Manager...Dr. Augustin Frigon
(Montreal and Ottawa)
(Toronto)
Chief Executive Assistant.....Donald Manson
(Ottawa)
Treasurer.....Harry 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
Keefer Building, Montreal, Quebec
55 York Street, Toronto, Ontario
1231 St. Catherine St. West, Montreal, Quebec

National Network By Regions

Maritime

Regional Representative.....Georges 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.....H. G. Walker
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, Lethbridge, Alberta

British Columbia

Regional Representative.....I. Dilworth
CFJC, Kamloops, British Columbia
CKOV, Kelowna, British Columbia
CJAT, Trail, British Columbia
CBR, Vancouver, British Columbia

CANADIAN RADIO AT WAR

By *Glenn Bannerman*

President, Canadian Association of Broadcasters

JANUARY, 1942, found the Canadian broadcasting stations already at war a little over two years. The pattern of their contribution had already begun to take form.

To understand the contribution broadcasting is making toward the part Canada is playing in the United Nations' fight for victory, it is necessary to know the set-up of the industry. There are eighty-eight licensed broadcasting stations scattered across Canada from the Atlantic to the Pacific coasts. Ten of these stations are owned by the Canadian Broadcasting Corporation. The remaining seventy-eight are privately owned.

CBC National Network

The Canadian Broadcasting Corporation controls and operates the only National Network. It consists of nine Corporation and twenty-six privately owned stations. On various occasions and for some Government programs, all but five of the licensed stations have been hooked up to form an all inclusive network. From the outbreak of the war, the Canadian Broadcasting Corporation and the Canadian Association of Broadcasters, representing the private stations, have worked closely and harmoniously together. Officials of the Corporation and of the Association are members of the various committees organized to carry on the radio requirements of the war departments of the Government.

Shortly after the outbreak of war, the Government of Canada decided to purchase time from the radio stations just as it purchases space from other media. Thus, radio's function falls into two classifications: (1) as a vehicle for Government sponsored and paid-for programs at regular commercial rates, and

(2) free time contributed by network and individual stations and by commercial sponsors.

As an example of the amount of free time contributed by the industry, the figures for 1941 are given. The CBC network and privately owned stations gave over \$1,500,000 of free time, or between two and three times the expenditures by the Government for the same period. Commercial sponsors are estimated to have contributed over \$2,000,000 of time to Government promotions during the same period. When the figures for 1942 are compiled, it is estimated they will exceed 1941.

War-Time Users of Radio

During 1942, the Department of Finance, the Navy, the Army, the Air Force, the Wartime Prices and Trade Board and the National Selective Service Department have been the principal users of broadcast time. In addition to the war agencies various patriotic organizations such as the Red Cross, Canadian Aid to Russia Fund, the Navy League, the Milk Fund, and the Chocolate Fund have all been users, most of which has been contributed free by the National Network and individual privately owned services.

This radio time has taken almost every form available to programing—namely, network shows, transcribed fifteen and five-minute dramatic shows, serial dramas, dramatized spots, local community shows, and actuality broadcasts.

Victory Loan Campaign

The Department of Finance, through its agency, the National War Finance Committee, has been the greatest user of paid time during 1942 and the recipient of the largest amount of con-



Radio On To Victory



tributed time by Network stations and sponsors. Two Victory Loan campaigns were launched during 1942 by the National War Finance Committee, one in the spring of the year and one during the autumn months. Specific shows for each of these drives were the All-Star Variety hour shows on a special network of some fifty stations. During the spring campaign, there was, in addition, a special orchestral half-hour show on Monday nights and a dramatic all-star show on Wednesday nights. In addition to the all-star show in the autumn, there was a special "Nazi Eyes on Canada" dramatic show and, running steadily during and between campaigns, there is a five-day-a-week roving reporter fifteen-minute show entitled "They Tell Me."

Reference to the All-Star shows calls for a tribute to the many stars of stage, screen, and radio from our comrade-in-arms, the United States. These stars contributed freely and most generously in helping by their superb entertainment to sell Canada's Victory Bonds to her people. Canada is proud of the great part which these famous stars have played in her war effort.

All of the National War Finance Committee's radio programs have been developed and directed by a committee known as the National War Finance Radio Committee. The Committee consists of three representatives from the Canadian Broadcasting Corporation, three representatives from the Canadian Association of Broadcasters, and three representatives from the Advertising Agencies of Canada War Finance Group. Serving with and under the direction of this Committee there are several working committees on which are to be found the best experts from the advertising agencies and the radio industry.

Armed Force Shows

Once a week, the Navy, Army, and Air Force have a combined show on the National Network entitled "Comrades in Arms." The Army has a special "Army Show," staffed, directed, and operated by men and women in the Army. During 1942, the Army has also supplied individual stations with a transcribed show entitled "Badge of Honour." Permission was granted for local commercial sponsorship and over fifty-eight

broadcasting stations carried the show in 1942.

The Air Force, during 1942, ran a commercially sponsored program entitled "They Fly for Freedom." In addition to these shows, there have been special dramatic presentations for recruiting in the Navy, Army and Air Force. These presentations have been on both the National Network and over the local community stations.

In addition to many special short campaigns, broadcasting stations in Canada carried throughout 1942 a dramatic serial five times a week for the Wartime Prices and Trade Board. This program is entitled "Soldier's Wife."

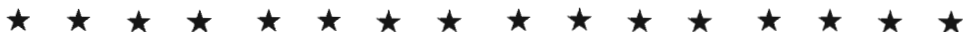
French-Language Campaigns

In the Province of Quebec where the majority of Canadian citizens speak the French language, the Canadian Broadcasting Corporation stations and the privately owned stations have paralleled the work of the English speaking stations with special French programs designed and developed to meet the requirements of the Province of Quebec.

No story of broadcasting in Canada under the wartime conditions of 1942 would be complete without special reference to the constant and creditable job which the privately owned stations have done in their local communities. Most of the local work has been completely contributed without cost to the war agencies for time, talent, or ideas. The local community stations have produced programs for local committees, developed special campaigns for recruiting, and wherever there is an Army or Air Force camp near a local broadcasting station, weekly shows by men in the armed forces are the order of the day.

Continued Effort

When the story has been fully told, the Canadian broadcasting industry has every right to be proud of its contribution during 1942 in helping to get on with the war. In spite of problems of priorities and manpower, the Canadian Broadcasting Corporation and the privately owned stations working together are geared up to carrying on with increasing effect until the day when the United Nations will have achieved victory and put down aggression.



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 608.



| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|----------------|---------------------------------|-------------------------|----------------|----------|
| CBA | Sackville, N. B. | 1070 | 50000 | 619 |
| CBF | Montreal, Que. | 690 | 50000 | 629 |
| CBK | Chicoutimi, Que. | 1580 | 1000 | 628 |
| CBJ | Watrous, Sask. | 540 | 50000 | 633 |
| CBL | Toronto, Ont. | 740 | 50000 | 625 |
| CBM | Montreal, Que. | 940 | 5000 | 629 |
| CBO | Ottawa, Ont. | 910 | 1000 | 623 |
| CBR | Vancouver, B. C. | 1130 | 5000 | 616 |
| CBV | Quebec, Que. | 980 | 1000 | 630 |
| CBY | Toronto, Ont. | 1010 | 1000 | 625 |
| CFAC | Calgary, Alta. | 960 | 1000 | 613 |
| CFAR | Flin Flon, Man. | 1400 | 100 | 617 |
| CFCF | Montreal, Que. | 600 | 500 | 629 |
| CFCH | North Bay, Ont. | 1230 | 100 | 622 |
| CFCN | Calgary, Alta. | 1010 | 10000 | 613 |
| CFCO | Chatham, Ont. | 630 | 100 | 620 |
| CFCY | Charlottetown, P. E. I. | 630 | 1000 | 628 |
| CFGP | Grand Prairie, Alta. | 1340 | 250 | 614 |
| CFIC | Kamloops, B. C. | 910 | 1000 | 615 |
| CFLC | Prescott, Ont. | 1450 | 100 | 620 |
| CFNB | Fredericton, N. B. | 550 | 1000 | 618 |
| CFOS | Owen Sound, Ont. | 1400 | 250 | 623 |
| CFPL | London, Ont. | 1570 | 1000 | 622 |
| CFPR | Prince Rupert, B. C. | 1240 | 50 | 616 |
| CFQC | Saskatoon, Sask. | 600 | 1000 | 633 |
| CFRB | Toronto, Ont. | 860 | 10000 | 626 |
| CFRC | Kingston, Ont. | 1490 | 100 | 621 |
| CFRN | Edmonton, Alta. | 1260 | 1000 | 614 |
| CHAB | Moose Jaw, Sask. | 800 | 1000 | 632 |

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|-------------|--------------------------------|-------------------------|-----------------|----------|
| CHAD | Amos, P. Q. | 1340 | 250 | 629 |
| CHEX | Petersborough, Ont. | 1430 | 1000 | 623 |
| CHGB | St. Anne de la Pocatiere, Que. | 1230 | 250 | 631 |
| CHGS | Summerside, P. E. I. | 1480 | 100 | 628 |
| CHLN | Three Rivers, Que. | 1450 | 100 | 632 |
| CHLP | Montreal, Que. | 1490 | 250 | 630 |
| CHLT | Sherbrooke, Que. | 1240 | 250 | 631 |
| CHML | Hamilton, Ont. | 900 | 1000 | 621 |
| CHNC | New Carlisle, Que. | 610 | 1000 | 630 |
| CHNS | Halifax, N. S. | 960 | 1000 | 619 |
| CHOV | Pembroke, Ont. | 1340 | 250 | 623 |
| CHPS | Parry Sound, Ont. | 1450 | 250 | 623 |
| CHRC | Quebec, Que. | 800 | 1000 | 630 |
| CHSJ | Saint John, N. B. | 1150 | 1000 | 619 |
| CHWK | Chilliwack, B. C. | 1340 | 100 | 615 |
| CJAT | Trail, B. C. | 610 | 1000 | 616 |
| CJBR | Rimouski, Que. | 900 | 1000 | 631 |
| CJCA | Edmonton, Alta. | 930 | 1000 | 614 |
| CJCB | Sydney, N. S. | 1270 | 1000 | 620 |
| CJCJ | Calgary, Alta. | 1230 | 100 | 614 |
| CJCS | Stratford, Ont. | 1240 | 50 | 624 |
| CJFX | Antigonish, N. S. | 580 | 1000 | 619 |
| CJGX | Yorkton, Sask. | 1460 | 1000 | 633 |
| CJIC | Sault Ste. Marie, Ont. | 1490 | 250 | 624 |
| CJKL | Kirkland Lake, Ont. | 560 | 1000 | 622 |
| CJLS | Yarmouth, N. S. | 1340 | 100 | 620 |
| CJOC | Lethbridge, Alta. | 1060 | 1000 | 615 |
| CJOR | Vancouver, B. C. | 600 | 1000 | 616 |
| CJRC | Winnipeg, Man. | 630 | 1000 | 618 |
| CJRM | Regina, Sask. | 980 | 1000 | 633 |
| CJVI | Victoria, B. C. | 1480 | 500 | 617 |
| CKAC | Montreal, Que. | 730 | 5000 | 630 |
| CKBI | Prince Albert, Sask. | 900 | 1000 | 632 |
| CKCA | Kenora, Ont. | 1450 | 250 d., 100 n. | 621 |
| CKCH | Hull, Que. | 1240 | 250 | 629 |
| CKCK | Regina, Sask. | 620 | 1000 | 633 |
| CKCL | Toronto, Ont. | 580 | 1000 | 626 |
| CKCO | Ottawa, Ont. | 1310 | 1000 | 623 |
| CKCR | Kitchener, Ont. (Waterloo) | 1490 | 250 | 622 |
| CKCV | Quebec, Que. | 1340 | 100 | 631 |
| CKCW | Moncton, N. B. | 1400 | 250 | 618 |
| CKGB | Timmins, Ont. | 1470 | 1000 | 624 |
| CKLN | Nelson, B. C. | 1240 | 250 | 615 |
| CKLW | Windsor, Ont. | 800 | 5000 | 627 |
| CKMO | Vancouver, B. C. | 1410 | 100 | 616 |
| CKNB | Campbellton, N. B. | 950 | 1000 | 618 |
| CKNX | Wingham, Ont. | 920 | 1000 | 628 |
| CKOC | Hamilton, Ont. | 1150 | 1000 d., 500 n. | 621 |
| CKOV | Kelowna, B. C. | 630 | 1000 | 615 |
| CKPC | Erantford, Ont. | 1380 | 100 | 620 |
| CKPR | Fort William-Port Arthur, Ont. | 580 | 1000 | 621 |
| CKRN | Rouyn, Que. | 1400 | 250 | 631 |
| CKSO | Sudbury, Ont. | 790 | 1000 | 624 |
| CKTB | St. Catherines, Ont. | 1550 | 1000 | 624 |
| CKUA | Edmonton, Alta. | 580 | 1000 | 614 |
| CKVD | Val D'Or, Que. | 1230 | 100 | 632 |
| CKWS | Kingston, Ont. | 960 | 1000 | 622 |
| CKWX | Vancouver, B. C. | 980 | 1000 | 617 |
| CKX | Brandon, Man. | 1150 | 1000 | 617 |
| CKY | Winnipeg, Man. | 990 | 15000 | 618 |

ALBERTA

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.
 Phone Number: M 1161
 Transmitter Location: Strathmore

Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12 midnight

Transcription Service: . . Standard Radio; Lang-
 Worth; C. P. MacGregor

Representative: . . Radio Representatives, Ltd.;
 Inland Broadcasting Service; Howard H.
 Wilson Co.

Hit the "HIGH SPOTS" on The Dials in Canada!

EACH of the 'All-Canada' radio stations is the "high spot" on the dial in the market which it serves. Through the 'All-Canada' family of more than thirty key stations, you can cover all Canada. Or, through spotting your program on stations selected for your purpose, you can cover any major Canadian market you desire.

Use the 'All-Canada' radio stations to strengthen and extend the friendship of Canadians toward your company and its products. Ask your agency for details.



ALL-CANADA RADIO FACILITIES
Limited

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER

U.S.A. Representative: WEED AND COMPANY

Personnel

President and Managing Director...H. G. Love
 Commercial Manager.....E. H. McGuire
 Program Director.....Ed Maloney
 Chief Engineer.....W. V. McLaughlin

CJ CJ

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.
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra

Personnel

President.....Gordon Bell
 Station Manager.....J. E. Gerke

CFRN

EDMONTON—EST. 1934

CBC

WESTERN NETWORK

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: 6:45 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
 News Service.....British UP
 Transcription Service.....Standard Radio
 Representative: Radio Representatives, Ltd.; Inland Broadcasting Service; Howard H. Wilson Co.

Personnel

Station Manager.....G. R. A. Rice
 Commercial Manager.....A. Hopps
 Sales Promotion Manager.....W. Bracken
 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.

Phone Number.....26131
 Transmitter Location.....Belmont
 Time on the Air.....17 hours daily
 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
 Sales Manager.....W. Blake
 Sales Promotion Manager.....Alasdair McKenzie
 Production Manager.....Walter Dales
 Program Director-Chief Announcer,
 Chief Engineer.....Rao Thompson
 Gordon Shillakeer

CKUA

EDMONTON—EST. 1927

CBC

Frequency: 580 Kc.....Power: 1000 Watts
 Owned By.....University of Alberta
 Operated By.....Department of Extension
 Address.....Department of Extension, University of Alberta
 Phone Number.....32233
 Transmitter Location.....Calgary Trail, South Edmonton
 Time on the Air.....12 noon to 9:30 p.m.
 Transcription Service.....All-Canada Radio Facilities, Ltd.

Personnel

President of the University, Dr. Robert Newton
 Station Manager.....Donald Cameron
 Chief Engineer.....John Wardlaw Porteous

CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: Northern Broadcasting Corporation, Ltd.
 Address.....Northern Broadcasting Bldg., Third St., East
 Phone Number.....153
 Transmitter Location.....Clairmont Highway
 Time on the Air.....6:55 a.m. to 10 p.m.
 News Service.....CBC News; BBC News
 Transcription Service.....United Transcribed Service
 Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President.....S. C. S. Kerr
 General Manager.....C. L. Berry
 Program Director-Chief
 Announcer.....Gordon H. Cummings
 Artists Bureau.....Betty Stewart
 Chief Engineer.....George Bliss

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK
CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc. Power: 1000 Watts
Owned By: Lethbridge Broadcasting Co., Ltd.
Operated By: H. R. Carson, Ltd.
Address: Marquis Hotel Bldg.,
Fourth. Ave., South
Phone Number: 3161
Transmitter Location: Broxburn, Alberta

Time on the Air: 17½ hours daily; Sundays,
16 hours
News Service: Canadian Press
Transcription Service: NBC Thesaurus
Representative: All Canada Radio Fac-
ilities, Ltd.; Weed & Co.

Personnel

President: W. Watson
Station Manager: N. Botterill
Commercial Manager: R. V. Staples
Production Manager: C. A. Pery
Publicity Director: D. Earl
Chief Announcer: G. Brown
Chief Engineer: James Ibey

BRITISH COLUMBIA

CHWK

CHILLIWACK—EST. 1927

CBC & BC NETWORK

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Chilliwack Broadcast-
ing Co., Ltd.
Address: 16 Wellington Ave.
Phone Number: 6106
Transmitter Location: 16 Wellington Ave.
Time on the Air: 7:15 a.m. to 10:30 p.m.

Personnel

Directors: C. Casey Wells, Jack Pilling
Program-Musical Director: Thomas Rannie

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: Okanagan Broadcast-
ers, Ltd.
Business Address: P. O. Box 1515
Phone Number: Kelowna 200
Studio Address: 206 Mill Ave.
Transmitter Location: Okanagan
Mission, B. C.

Time on the Air: 6:45 a.m. to 11 p.m.; Sundays,
9 a.m. to 11 p.m.

News Service: CBC News
Transcription Service: NBC Thesaurus
Representative: All-Canada Radio Facilities,
Ltd.; Weed & Co.

Personnel

Managing Director: J. W. B. Browne
Commercial-Sales Promotion
Manager: Cecil G. Elphicke
Program Director: Mary E. Royle
Chief Announcer: Saul Ornest
Musical Director: W. H. Stewart
Chief Engineer: J. H. B. Browne

CFJC

KAMLOOPS—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc. Power: 1000 Watts
Owned By: Review Publishing Company
Operated By: Kamloops Sentinel, Ltd.
Address: 310 St. Paul St.
Phone Numbers: 1021; 1018
Transmitter Location: North Kamloops
Time on the Air: 7 a.m. to 11 p.m.
Newspaper Affiliation: Kamloops Sentinel Ltd.
News Service: Canadian Press Transcription
Service; United Transcribed Service
Representative: All-Canada Radio Facilities,
Ltd.; Weed & Co.

Personnel

President: R. E. White
Station and Commercial Manager
D. Homersham
Program-Publicity Director: Ian Clark
Production Manager-Chief
Announcer: Al Reusch
Musical Director: Danny Tomada
Chief Engineer: D. Sharp

CKLN

NELSON—EST. 1939

CBC

Frequency: 1240 Kc. Power: 250 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: 7:45 a.m. to 11:00 p.m.
Newspaper Affiliation: Nelson Daily News
Transcription Service: Standard Radio
Representative: Stovin & Wright

Personnel

General Manager.....Hume A. Lethbridge
 Director of Women's Program.....Anne Bush
 Chief Engineer.....F. W. Cameron

CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
 Owned By.....Kootenay Broadcasting Company, Limited
 Supervised By.....Taylor, Pearson & Carson, Ltd.

Address.....815 Victoria Street
 Phone Number.....737
 Transmitter Location.....Warfield, B. C.
 Time on the Air: 6:45 a.m. to 11:30 p.m.; Sundays, 9 a.m. to 11:30 p.m.
 News Service.....CBC
 Transcription Service.....NBC Thesaurus
 Representative.....All-Canada Radio Facilities (Canada); Weed & Co., (U.S.A.)

Personnel

President.....B. A. Stimmel
 Station Manager.....A. H. Nicholl
 Commercial Manager.....N. A. Harrod
 Program Manager.....F. E. Fleming
 Accountant.....Mrs. J. Mackintosh
 Chief Engineer.....E. C. Aylen

CFPR

PRINCE RUPERT—EST. 1936

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 50 Watts
 Owned By.....Northwest Broadcast & Service Co.
 Operated By.....Canadian Broadcasting Corp.
 Business Address.....P. O. Box 848
 Phone Number.....863
 Studio Address.....336 Second Ave.
 Transmitter Location.....336 Second Ave.
 Time on the Air: 7:30 a.m. to 2 p.m., 4 p.m. to 10:30 p.m.; Sundays, 10 a.m. to 10:30 p.m.
 News Service.....CBC News
 Transcription Service.....C. P. MacGregor
 CBC Representative.....Ira Dilworth, Vancouver B. C.
 Representative.....Stovin & Wright

Personnel

Owner.....F. E. Batt
 Publicity Director.....Jean Wait
 Station-Commercial Manager.....Sydney Anderson
 Acting Program Director-Chief
 Announcer.....F. R. Halhed
 Chief Engineer.....C. H. Insulander

CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.

BRITISH COLUMBIA REGIONAL NETWORK
 Frequency: 1130 Kc.....Power: 5000 Watts
 Owned-Operated By.....Canadian Broadcasting Corp.

Address.....701 Hornby St.
 Phone Number.....MARine 6121
 Transmitter Location.....Lulu Island, B. C.
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 News Service.....Canadian Press; UP
 Representative.....Canadian Broadcasting Corp.

Personnel

CBC Representative-Station
 Manager.....Ira Dilworth
 CBC Commercial Representative.....H. W. Paulson
 Production Manager.....Ernest Morgan
 Publicity Representative.....Georgina Murray
 Chief Announcer.....W. J. Herbert
 Director of School Broadcasts.....Kenneth Caple
 Chief News Editor.....James Crandall
 Regional Farm Commentator.....Fergus Mutrie
 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 Service.....UP
 Transcription Service.....NBC Thesaurus; United Transcribed Service
 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.....N. Anthony
 Program-Musical Director.....Don Wilson
 Chief Announcer.....Ross Mortimer
 Accountant.....L. Watkis
 Chief Engineer.....A. Chandler

CKMO

VANCOUVER—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1410 Kc.....Power: 100 Watts
 Owned By.....Sprout-Shaw Radio School

Operated By.....British Columbia Broad-
casting System, Ltd.
Address812 Robson St.
Phone NumberMARine 1271
Transmitter Location..... 500 Beatty St.
Time on the Air.....17 hours daily
News Service.....British United Press
Transcription Service.....C. P. MacGregor
Representative.....Radio Representatives,
Ltd.; Howard H. Wilson Co.

Personnel

PresidentB. Arundel
Station Manager.....W. R. Gardner
Commercial-Sales Promotion
ManagerA. N. Goodwin
Program-Publicity Director.....D. G. Hill
Chief AnnouncerJ. Carbutt
Chief Engineer.....R. Whiteside

CKWX

VANCOUVER—EST. 1923

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By Western Broadcasting,
Co., Ltd.
Address543 Seymour Street
Phone Number.....MARine 3344
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service.....Transradio
Transcription Service.....World Broadcasting
System; Lang-Worth
Representative.....Weed & Co. (United States);
All-Canada Radio Facilities, Ltd. (Canada)

Personnel

President.....Arthur Holstead
Station Manager.....Frank H. Elphicke
Commercial Manager.....Spencer W. Caldwell
Program Director.....Stuart MacKay
Chief Announcer.....Laurie Irvine
Chief Engineer.....E. R. MacIntyre

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
General Manager.....M. V. Chesnut
Program Director.....Barry Wood
Publicity Director.....Bob Willett
Musical Director.....D. N. Weaver
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928

CBC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....Manitoba Telephone
System
Address8th Street & Princess Ave.
Phone Number4532
Transmitter Location.....Brandon, Man.
Time on the Air: 7 a.m. to 11:30 p.m.; Sun-
days, 10 a.m. to 11:30 p.m.
Transcription Service.....NBC Thesaurus
Representatives.....H. N. Stovin & Co.;
Joseph Hershey McGillvra, Inc.

Personnel

Station Manager.....W. F. Seller

CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Arctic Radio Cor-
poration
Address120 Main Street
Phone Number290
Transmitter Location.....120 Main Street
Time on the Air: 7 a.m. to 11:30 p.m.; Sun-
days, 9:30 a.m. to 10 p.m.
Transcription Service.....World Broadcasting
System
Representative.....H. N. Stovin (Canada);
J. H. McGillvra (U.S.A.)

Personnel

Station Manager.....R. H. Wright

CJRC

WINNIPEG—EST. 1934

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 midnight;
 Saturdays, 6:30 a.m. to 1 a.m.; Sundays,
 9 a.m. to 10:30 p.m.
 Transcription Service: World Broadcasting System; Langworth
 Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager: Gerry Gaetz

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 11:35 p.m.
 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

CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.
 CBS-MARITIME

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By: Restigouche Broadcasting Co., Ltd.
 Address: Chateau Restigouche
 Phone Number: 8
 Transmitter Location: Maple Green, N. B.
 Time on the Air: 7:55 a.m. to 11:30 p.m.;
 Sundays, 8:55 a.m. to 11:30 p.m.
 Representative: All-Canada Radio Facilities,
 Ltd. (Canada)

Personnel

Managing Director: 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: Lincoln, N. B.
 Time on the Air: 7 a.m. to 12 midnight
 News Service: British UP
 Transcription Service: NBC Thesaurus
 Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager: J. Stewart Neill
 Chief Announcer: Cleve Stillwell
 Chief Engineer: E. S. Cassidy

CKCW

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: The Moncton Broadcasting Company, Limited
 Address: Knights of Pythias Bldg.
 Phone Number: 3388
 Transmitter Location: Harrisville, N. B.
 Time on the Air: 7 a.m. to 11:15 p.m.
 News Service: British UP
 Newspaper Affiliation: Moncton Times
 Transcription Service: World Broadcasting System; United Transcribed Service
 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
 Chief Engineer.....J. A. White

C B A

SACKVILLE—EST. 1939

Frequency: 1070 Kc.....Power: 50000 Watts
 Owned-Operated By.....Canadian Broad-
 casting Corporation
 Address.....United Service Building., 100
 Sackville St., Halifax, N. S.
 Phone Number.....B6188
 Transmitter Location.....Sackville, N. B.
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....CBC
 Transcription Service.....Langworth
 Representative.....Canadian Broadcasting
 Corporation

Personnel

General Manager.....J. S. Thompson
 Regional Representative.....George Young
 Program Division.....S. R. Kennedy
 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; Sun-
 days, 8:45 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
 Sales Promotion Manager.....Willard King
 Publicity Director.....Christine Fewings
 Musical Director.....Bruce Holder
 Chief Engineer.....J. G. Bishop

NOVA SCOTIA

CJFX

ANTIGONISH—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc.....Power: 1000 Watts
 Owned-Operated By.....Atlantic Broad-
 casters, Ltd.
 Address.....Antigonish, N. S.
 Phone Number.....66
 Transmitter Location...Post Rd., Antigonish, N. S.
 Time on the Air.....7:45 a.m. to 12 midnight
 News Service.....CBC News
 Representative.....James A. Alexander

Personnel

President-Station Manager....J. Clyde Nunn
 Commercial Manager.....Robert Munroe
 Sales Promotion Manager....E. F. MacDonald
 Program Director.....D. MacCormack
 Publicity Director.....D. F. Campbell
 Chief Announcer.....D. G. Gallivan
 Musical Director.....Michael MacDonald
 Chief Engineer.....Gordon MacDougall

CHNS

HALIFAX—EST. 1925

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By.....Maritime Broad-
 casting Company
 Address.....10 Tobin Street (Broadcasting
 House)
 Phone Numbers...Bishop 8318; Bishop 7548
 Transmitter Location...Bedford, Nova Scotia
 Time on the Air.....16 hours daily
 Newspaper Affiliation...The Halifax Herald,
 Ltd.
 News Service ...Canadian Press; British UP
 Transcription Service.....Langworth; NBC
 Thesaurus; World Broadcasting System
 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

Program-Musical Director.....R. L. Fry
 Director of War Programs...E. Berton Robinson
 Publicity Director.....John E. Flynn
 Chief Engineer.....A. W. Greig

CJCB

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.....Canadian Press News
 Transcription Service.....NBC Thesaurus
 Representative.....All-Canada Radio Facil-
 ities (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.....A. Vernon

CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.
 MARITIME NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
 Owned ByGateway Broadcasting
 Company

Operated By.....Laurie L. Smith
 AddressRadio 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
 RepresentativeDominion Broadcasting
 Company

Personnel

President-Station Manager...Laurie L. Smith
 Commercial Manager-Chief
 AnnouncerRonald Fraser
 Sales Promotion Manager-Program
 Director.....Ronald C. Fraser
 Librarian-Director of Women's
 ProgramsBarbara Smith
 Continuity Director.....Elsie Drew
 Chief Engineer.....Donald L. Smith

ONTARIO

CKPC

BRANTFORD—EST. 1923

CBC

Frequency: 1380 Kc.....Power: 100 Watts
 Owned-Operated By.....Telephone City
 Broadcast, Ltd.

Address49-51 Colborne St.
 Phone Number.....625
 Transmitter Location.....G'ebe Property
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 9 a.m. to 11 p.m.

News Service.....British UP
 Transcription ServiceWorld Broad-
 casting System; United Transcribed Service
 Representative.....J. L. Alexander

Personnel

Commercial Manager...Mrs. J. D. Buchanan
 Chief Engineer.....Alfred Teague

CFLC

BROCKVILLE—EST. 1925

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....J. C. Whitby
 Business Address..Fulford Bldg., Market Square

Phone Number4628
 Studio AddressPrescott Road
 Transmitter Location.....1 mile east of Brock-
 ville on Prescott Road
 Time on the Air.....8 a.m. to 7 p.m.
 Transcription Service.....Lang-Worth
 Representatives...Stovin & Wright; Joseph
 Hershey McGillvra, Inc.

Personnel

Owner-Station Manager.....J. C. Whitby
 Commercial Manager.....H. D. Kirby
 Director of Women's Programs..Helen Everetts
 Chief EngineerG. W. Andrews

CFCO

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc.....Power: 100 Watts
 Owned-Operated By.....John Beardall
 Business Address.....P. O. Box 275
 Phone Number.....2628
 Studio Address.....William Pitt Hotel
 Transmitter Location.....William Pitt Hotel
 Time on the Air: 7:15 a.m. to 10:30 p.m.; Sun-
 days, 9 a.m. to 10:30 p.m.

News Service..... British UP
 Transcription Service..... Grow & Pitcher, Ltd.

Personnel

Owner-Manager..... John Beardall
 Commercial Manager..... Peter A. Kirkey
 Program Director..... Virgil Morgan
 Chief Announcer..... Donald McGill
 Chief Engineer..... Gordon Brooks

CKPR

FORT WILLIAM—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc..... Power: 1000 Watts
 Owned-Operated By..... Dougall Motor Car Co.
 Address..... Radio Hall, South May St.
 Phone Number..... 315
 Transmitter Location..... Memorial Ave.,
 Port Arthur, Ont.

Time on the Air..... 7:45 a.m. to 11 p.m.
 News Service..... Canadian Press
 Transcription Service..... NBC Thesaurus;
 United Transcribed Service
 Representative..... Radio Representatives, Ltd.
 (Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

President..... H. F. Dougall
 Station Manager..... R. H. Parker
 Commercial Manager..... John Downs

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..... Aldershot, Ont.
 Time on the Air: 7 a.m. to 11:35 p.m.; Sundays,
 9 a.m. to 11:35 p.m.

News Service..... AP; Canadian Press
 Transcription Service..... Standard Radio;
 Associated Music Publishers; United Tran-
 scribed Service

Representatives..... Joseph Hershey McGillvra,
 Inc.; Metropolitan Broadcasting Service, Ltd.

Personnel

President..... A. C. Hardy
 Manager..... Kenneth D. Soble
 Sales Promotion Manager..... Thomas Darling
 Program Director..... Stuart G. Kenney
 Director of War Programs..... Louella Weresub
 Publicity Director..... Louis G. Spector
 Chief Announcer..... Harold Stubbs
 Sports & Special Events..... Norman S. Marshall
 Musical Director..... Philip Tahany
 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: 7 a.m. to 11:30 p.m.; Sundays,
 9 a.m. to 11:30 p.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
 Sales Promotion Manager-Publicity
 Director..... L. A. Westmoreland

Program Director-Artists' Bureau Head,
 J. Lyman Potts

Continuity Editor..... H. Caine
 Chief Engineer..... Leslie Horton

CKCA

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

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 10:30 p.m.; Sun-
 days, 10 a.m. to 10:30 p.m.

Representative..... Stovin & Wright

Personnel

President..... J. J. Gray
 Commercial-Sales Promotion
 Manager..... Jack G. McLaren

Station Manager..... Gerald F. Bourke

CFRC

KINGSTON—EST. 1923

Frequency: 1490 Kc..... Power: 100 Watts
 Owned-Operated By..... Queens University
 & Kingston Whig-Standard

Business Address..... 300 King St.
 Phone Number..... 4401

Studio Address..... Fleming Hall,
 Queen's University

Transmitter Location..... Fleming Hall
 Queen's University
 Time on the Air..... Special occasions only
 Newspaper Affiliation..... Whig-Standard

Personnel

Principal..... Dr. R. C. Wallace
 (Non-Commercial Station)

CKWS

KINGSTON—EST. 1942
 CANADIAN BROADCASTING CORP.

Frequency: 960 Kc..... Power: 1000 Watts
 Owned-Operated By..... Allied Broadcasting
 Corp., Ltd.
 Address..... King St.
 Phone Number..... 4401
 Transmitter Location..... Wolfe Island
 Time on the Air..... 7:30 a.m. to 11:45 p.m.
 Newspaper Affiliation..... Kingston Whig-
 Standard; Peterborough Examiner
 News Service..... Canadian Press
 Transcription Service..... NBC Thesaurus;
 United Transcribed Service
 Representative..... All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager..... Jack M. Davidson
 Commercial Manager..... Roy Hoff
 Program Director..... Bob Kesten
 Publicity Director..... Anne Wlasi
 Musical Director..... Bruce Tremere
 Chief Engineer..... George McCurdy

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 Numbers..... 27; 281
 Transmitter Location..... Dane, Ontario
 Time on the Air: 7:15 a.m. to 11:30 p.m.; Sun-
 days, 8 a.m. to 11:30 p.m.
 Newspaper Affiliation..... Timmins Daily Press
 News Service..... Canadian Press; Press News
 Transcription Service..... NBC Thesaurus
 Representative..... All-Canada Radio Facilities

Personnel

President..... R. H. Thomson
 Station-Commercial Manager..... Allan Rogerson
 Program Director..... Duke McLeod
 Chief Announcer-Musical Director..... Jack Soars
 Chief Engineer..... Tom Watson

CKCR

KITCHENER-WATERLOO—EST. 1926
 CBC (Alternate)

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 p.m.
 News Service..... Canadian Press
 Transcription Service..... United Transcribed
 Service
 Representative..... Stovin & Wright

Personnel

Station Manager..... W. C. Mitchell
 Commercial Manager..... G. Liddle
 Program Director..... Phil Clayton
 Chief Announcer..... Russ Reinhardt
 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 12 midnight;
 Sundays, 9 a.m. to 12 midnight
 Newspaper Affiliation..... London Free Press
 Transcription Service..... NBC Thesaurus
 Representative..... Stovin & Wright (Canada);
 Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

Chief Executive..... Charles Thomas
 Station and Sales Manager..... Philip H. Morris

CFCH

NORTH BAY—EST. 1931
 CBC

Frequency: 1230 Kc..... Power: 100 Watts
 Owned-Operated By..... Northern Broadcast-
 ing & Publishing, Ltd.
 Address..... 37 Main St., East
 Phone Number..... 2400
 Transmitter Location..... 37 Main St., East
 Time on the Air..... 7:45 a.m. to 11:30 p.m.
 Newspaper Affiliation..... Timmins Daily Press
 News Service..... Press News; Canadian Press
 Transcription Service..... NBC Thesaurus;
 United Transcribed Service
 Representative..... All-Canada Radio Facilities

Personnel

President R. H. Thomson
 Station Manager Cliff Pickrem
 Commercial-Sales Promotion
 Manager Julian Garson
 Program Director Ernest Courtney
 Publicity Director Ray Doherty
 Artists' Bureau Head Jerry Hill
 Chief Engineer Jack Barnaby

CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Canadian Broadcast-
 ing Corporation
 Business Address Chateau Laurier Hotel;
 Victoria Bldg.
 Phone Number 2-1151
 Studio Address Chateau Laurier Hotel
 Transmitter Location Hawthorne, Ontario
 Time on the Air 7:25 a.m. to 11:30 p.m.
 News Service CBC News
 Representative Canadian Broadcasting
 Corp.

Personnel

General Manager Dr. J. Thomson
 Station Manager Charles P. Wright
 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
 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 Stovin & Wright (Canada);
 Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager G. M. Gelder

CFOS

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 R. R. No. 4, Syden-
 ham Township, Ont.
 Time on the Air: 7:45 a.m. to 9:15 p.m.; Sun-
 days, 8:45 a.m. to 9:35 p.m.

News paper Affiliation Owen Sound Daily
 Sun Times
 News Service Canadian Press
 Transcription Service World Broadcasting
 System; Northern Electric Co.
 Representatives Stovin & Wright (Canada);
 Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President Howard Fleming
 Station Manager-Chief
 Announcer Frank Radcliffe
 Commercial Manager William Hawkins
 Program Director Stanley Latham
 Musical Director Marie Keenan
 Chief Engineer William Vallins

CHPS

PARRY SOUND—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Gordon E. Smith
 Address 25 Seguin St.
 Transmitter Location MacDougall Town-
 ship, Ont.
 Time on the Air: 7:45 a.m. to 12 midnight;
 Sundays, 9 a.m. to 12 midnight
 Transcription Service United Transcribed
 Service
 Representative Stovin & Wright

Personnel

President W. A. Mitchell
 Station Manager Gordon E. Smith

CHOV

PEMBROKE—EST. 1942

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By D. A. Jones
 Address Provincial Bank Bldg.
 Transmitter Location East of Pembroke
 Time on the Air Unlimited license
 Transcription Service NBC Thesaurus
 Representatives Stovin & Wright (Canada);
 Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President D. A. Jones
 Station Manager E. G. Archibald

CHEX

PETERSBOROUGH—EST. 1942

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By Peterborough
 Broadcasting Co.
 Address Examiner Bldg.
 Transmitter Location Otonabee Town-
 ship, Ont.
 Time on the Air 7 a.m. to 11:15 p.m.
 Newspaper Affiliation Peterborough Ex-
 aminer; Kingston Whig-Standard
 News Service Canadian Press

Transcription Service.....NBC Thesaurus:
United Transcribed Service
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
Station Manager.....Hal E. Cooke
Program Director.....Don Insley
Musical Director.....Karl E. Monk
Chief Engineer.....Bert Crump

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.....15 hours daily
Transcription Service....United Transcribed
Service

Representatives.....James L. Alexander:
Joseph Hershey McGillvra, Inc.

Personnel

President-Station Manager.....E. T. Sandell
Commercial-Sales Promotion
Manager.....Bruce St. George
Program Director-Chief
Announcer.....Jack McQuillan
Production Manager-Publicity
Director.....Gregory Pettitt
Musical Director.....Clarence Colton
Chief Engineer.....W. H. Allen

CJIC

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.....Press News
Transcription Service.....NBC Thesaurus:
United Transcribed Service

Representative.....J. L. Alexander

Personnel

General Manager.....J. G. Hyland
Program Manager.....Victor Haft
Manager, Michigan Office.....R. L. Warne
Chief Announcer.....K. Campbell
Bookkeeper.....Mabel M. Whalen
Continuity Director.....F. Haft
Chief Engineer.....N. Fisher

CJCS

STRATFORD—EST. 1927

Frequency: 1240 Kc.....Power: 50 Watts
Owned By.....Central Broadcasting Co.
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
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.....77-505
Transmitter Location.....Neelon Township
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation...Sudbury Daily Star
News Service.....British UP
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
Chief Announcer.....J. Norman Lukster
Chief Engineer.....J. McRae

CKGB

TIMMINS—EST. 1935

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.....7:30 a.m. to 12 midnight
Newspaper Affiliation...Timmins Daily Press;
Val D'O Star

News Service.....British UP
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co. (U.S.A.)

Personnel

President R. H. Thomson
 Station Manager T. R. Morrow
 Commercial Manager H. C. Freeman
 Program-Musical Director Harrison Flint
 Publicity Director Jo Anne Ciochetto
 Chief Announcer Fred Darling
 News Announcer Cyril Strange
 Chief Engineer Ernest Mott

C B L

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 11:33 p.m.

News Service CBC News Service
 Transcription Service NBC Thesaurus
 National Sales Office Address... 55 York St., Toronto

Representative Canadian Broadcasting Corp.

Personnel

General Manager Dr. J. S. Thomson
 Regional Representative-Station Manager Dick Claringbull
 Night Supervisor Walter Anderson

Commercial Manager-Supervisor of Press and Information E. A. Weir
 Studio Press Representative H. M. Ball
 Regional Engineer M. L. Poole
 Chief Operator W. A. Reid

C B Y

TORONTO—EST. 1936

CBC—BBC—NBC—MBS

Frequency: 1010 Kc. Power: 1000 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 Dixie, Ont.
 Time on the Air 7:45 a.m. to 11:33 p.m.

News Service CBS News Service
 Transcription Service NBC Thesaurus
 National Sales Office Address... 55 York St., Toronto

Representative Canadian Broadcasting Corp.

Personnel

General Manager Dr. J. S. Thomson
 Regional Representative-Station Manager Dick Claringbull
 Night Supervisor Walter Anderson
 Commercial Manager-Supervisor of Press and Information E. A. Weir
 Studio Press Representative H. M. Ball
 Regional Engineer M. L. Poole
 Chief Operator W. A. Reid

AP

THRU

PA

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 12:05 a.m.; Sundays, 9 a.m. to 12:05 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

MUTUAL BROADCASTING SYSTEM

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 12:15 a.m.; Sundays, 9 a.m. to 12:05 a.m.

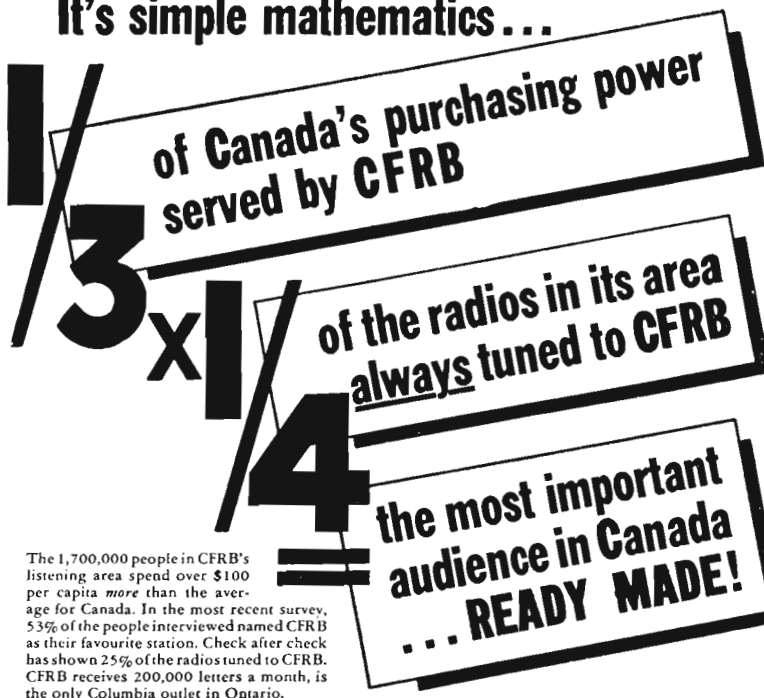
News Service: British UP
Transcription Service: World Broadcasting System; Standard Radio

Representatives: Radio Representatives, Ltd. (Montreal); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President: Henry S. Gooderham
Station and Commercial Manager: A. E. Leary
Program-Publicity-Musical
Director: Maurice Dalton Rapkin

It's simple mathematics...



To sell your product or keep your good name,

use **CFRB** TORONTO
860 KILOCYCLES

The Favourite Station in Canada's Richest Market!

• • • ONTARIO • • •

Chief Announcer.....J. Edgar Guest
Secretary-Treasurer.....Elsa G. B. Main
Chief EngineerErnest 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.
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

BUGLE BLOWING IS NOW THE EXCLUSIVE PRIVILEGE OF THE ARMED FORCES

Up here in Canada, the radio business is so tuned to the job of assisting in Canada's war effort that *most* of the *better* stations have ceased for the duration to use promotion to show how much better they are than the other fellow.

This, we think, is a splendid spirit, and we just want to remind you that we still have the same potential audience of over one-and-a-half million people and the same ideal frequency—580—on the dial, and we are one of the two stations in Canada affiliated with the Mutual network.

CKCL

TORONTO

1000 Watts 580 Kc.
Mutual Broadcasting System

U.S.A.—Joseph Hershey McGillvra
Montreal—Radio Representatives Ltd.

IN THE DETROIT AREA

THEY
Listen!
TO

CKLW

5,000
WATTS DAY
and NIGHT
•
MUTUAL

800
kc.

Program Director.....John Gordon
 Production Manager-Publicity
 DirectorFrank Burke
 Traffic ManagerMargaret Pratt
 Chief Engineer.....William J. Carter

AddressJosephine St.
 Phone Number158
 Transmitter Location.....Belgrave
 Time on the Air.....7:30 a.m. to 10 p.m.
 News Service.....British UP
 Representative.....J. L. Alexander

CKNX

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....W. T. Cruickshank

Personnel

General Manager.....W. T. Cruickshank
 Commercial Manager-Program
 DirectorJames Maxwell
 Production Manager-Chief
 AnnouncerFred Russell
 Musical DirectorH. V. Pym
 Chief Engineer.....Joe McGill

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—EST. 1924

CANADIAN BROADCASTING CORP.
 MARITIME NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By.....Island Radio Broad-
 casting Co.
 Address85 Kent St.
 Phone Number741
 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.....Lt. Col. K. S. Rogers
 Program-Commercial Manager L. A. McDonald

Musical Director.....Mrs. K. S. Rogers
 Chief Engineer.....Robert F. Large

CHGS

SUMMERSIDE—EST. 1925

CBC

Frequency: 1480 Kc.....Power: 100 Watts
 Owned-Operated ByR. T. Holman, Ltd.
 AddressWater Street
 Phone Number133
 Transmitter Location.....Holman Building
 Time on the Air: 7:30 to 8:30, 10:30 a.m. to
 3 p.m., 4 p.m. to 9:05 p.m.

Personnel

PresidentH. T. Holman
 Station ManagerR. L. Mollison
 Program Director-Chief
 AnnouncerAlbert A. Nicholson
 Chief EngineerAngus MacKee

QUEBEC

CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.
 NORTHERN QUEBEC BROADCASTING
 SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Northern Quebec Broadcast-
 ing System

Operated By...Northern Broadcasting & Pub-
 lishing, Lt.
 Business Address.....307 Victory Bldg.,
 Toronto, Ont.
 Studio AddressAmos, P. Q.
 Transmitter Location.....Amos, P. Q.
 Time on the Air.....16 hours daily
 News ServiceCanadian Press
 Representative...All-Canada Radio Facilities,
 Ltd.

Personnel

President.....R. H. Thomson
 Station Manager.....Joseph Duguay
 Commercial Manager.....Dan Carr
 Chief Engineer.....George H. Pope

C B J

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc.....Power: 1000 Watts
 Owned-Operated By...Canadian Broadcasting Corporation

Address.....4 Larouche Avenue
 Phone Number.....155
 Transmitter Location.....4 Larouche Avenue
 Time on the Air.....8 a.m. to 11:30 p.m.
 Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
 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: 250 Watts
 Owned By.....Le Droit
 Operated By.....CKCH Broadcasting Co.

Address.....85 Champlain Ave.
 Phone Number.....2-1701
 Transmitter Location.....R.R. No. 1, South Hull
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 Newspaper Affiliation.....Le Droit (Ottawa)
 News Service.....Canadian Press
 Transcription Service.....United Transcribed Service

Personnel

Station-Commercial Manager
 Georges Bourassa
 Chief Engineer.....Max Gebhardt

C B F

MONTREAL—EST. 1936
CANADIAN BROADCASTING CORP.

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 690 Kc.....Power: 50000 Watts
 Owned-Operated By...Canadian Broadcasting Corporation

Address.....1231 Ste-Catherine, West
 Phone Number.....MARquette 8021
 Transmitter Location.....Vercheres, P. Q.
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 News Service.....British UP; Canadian Press
 Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
 Assistant General
 Manager.....Dr. Augustin Frigon
 Station Manager-Program
 Director.....Omer Renaud
 Commercial Manager.....J. Arthur Dupont
 Publicity Director.....Leopold Houle
 Chief Announcer.....Roger Baulu
 Musical Director.....Jean Beaudet
 Chief Engineer.....Gordon W. Olive

C B M

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.
NATIONAL BROADCASTING CO.

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By...Canadian Broadcasting Corporation

Address.....1231 Ste. Catherine, West
 Phone Number.....MARquette 8021
 Transmitter Location.....Marieville, P. Q.
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 News Service.....British UP; Canadian Press
 Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
 Assistant General
 Manager.....Dr. Augustin Frigon
 Station Manager-Program
 Director.....Omer Renaud
 Commercial Manager.....J. Arthur Dupont
 Publicity Director.....Leopold Houle
 Chief Announcer.....Roger Baulu
 Musical Director.....Jean Beaudet
 Chief Engineer.....Gordon W. Olive

C F C F

MONTREAL—EST. 1919

BLUE NETWORK

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 a. m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....British UP
 Transcription Service.....NBC Thesaurus
 Representative...All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....Reginald M. Brophy
 Station Manager.....J. A. Shaw
 Commercial 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: 250 Watts
 Owned-Operated By: La Patrie Publishing Co., Ltd.
 Address: Sun Life Bldg., Dominion Square
 Phone Number: Plateau 5225
 Transmitter Location: St. Michel Rd., Ville St. Michel, P. Q.
 Time on the Air: 8 a.m. to 11 p.m.
 Newspaper Affiliation: La Patrie, La Presse; Montreal Star; Montreal Gazette; Montreal Herald
 News Service: British UP
 Transcription Service: Standard Radio
 Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President: P. R. DuTremblay
 Station and Commercial Manager: Marcel Lefebvre
 Production Manager: M. Normandin
 Publicity Director: Armand Goulet
 Chief Announcer: Romeo Mousseau
 Chief Engineer: Alphonse Cloutier

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: 16 hours daily
 Newspaper Affiliation: La Presse
 News Service: UP
 Transcription Service: Lang-Worth; United Transcribed System
 Representative: C. W. Wright (Toronto); 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 Goulet
 Sales Promotion Manager: Andre Daveluy
 Chief Announcer: Roy Malouin
 Publicity-News-Traffic 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.

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Operated By: The Gaspesia Radio Broadcasting Co., Ltd.
 Address: Main St.
 Phone Number: 38
 Transmitter Location: Sea Shore, New Carlisle
 Time on the Air: 7:40 a.m. to 11 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
 Commercial 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: 140 Wellington St., Ottawa, Ont.
 Phone Number: 8155
 Studio Address: Chateau Frontenac Hotel
 Transmitter Location: Charlesbourg, P. Q.
 Time on the Air: 8 a.m. to 11:30 p.m.
 News Service: CBC Network News Service
 Representative: Canadian Broadcasting Corp.

Personnel

CBC President: Rene Morin
 General Manager: Dr. J. S. Thomson
 Station Manager: Maurice Valiquette
 CBC Publicity Director: Leopold Houle
 CBC Commercial Manager: Arthur Dupont
 CBC Musical Director: Captain J. J. Gagnier
 Chief Engineer: Charles Frenette

CHRC

QUEBEC—EST. 1926

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By: CHRC, Ltd.
 Address: 34 Begin Ave.
 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
 Transcription Service: Lang-Worth
 Representative: Joseph Hershey McGillvra

Personnel

Station Manager.....J. N. Thivierge
 Secretary-Treasurer.....Henri Lepage
 Sales Manager.....J. A. Hardy
 Chief Engineer.....Arsene Nadeau

CKCV

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION
 Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....CKVC, Ltd.
 Address.....142 St. John St.
 Phone Number.....2-1585
 Transmitter Location.....254 Marguerite-
 Bourgeois Ave.
 Transcription Service.....World Broadcast-
 ing System
 Representative...Radio Representatives, Ltd.

Personnel

President.....H. Baribeau
 Station Manager.....Paul Lepage

CJBR

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By.....Lower St. Lawrence
 Power Co.
 Address.....1 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, L'Echo du Bas St. Laurent
 News Service.....Canadian Press
 Representative.....Joseph Hershey McGillvra

Personnel

President.....J. A. Brilliant
 Manager.....G. A. Lavoie

CKRN

ROUYN-NORANDA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....La Cie de Radiodiffusion
 Rouyn Noranda Ltee.
 Operated By.....Northern Broadcasting &
 Publishing, Ltd.
 Business Address.....P. O. Box 70
 Phone Number.....1400
 Studio Address.....Reilly Bldg.
 Transmitter Location.....Reilly Building
 Time on the Air.....7:30 a.m. to 11:30 p.m.

News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus
 Representative...All-Canada Radio Facilities

Personnel

President.....Jack K. Cooke
 Station Manager.....Jean Legault
 Commercial Manager.....Dan Carr
 Program Director.....Martin Silburt
 Chief Announcer.....Albert Aube
 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
 Representative.....Stovin & Wright;
 Joseph Hershey McGillvra, Inc.

Personnel

Station Manager.....G. T. Desjardins

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.....3 Marquette St.
 Transmitter Location.....Sherbrooke
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 Newspaper Affiliation.....La Tribune, Ltee.
 News Service.....Press News Service;
 Canadian Press
 Transcription Service.....NBC Thesaurus;
 Langworth
 Representative.....Dominion Broadcasting
 Company (Toronto)

Personnel

President.....Hon. Jacob Nicol
 Manager.....A. Gauthier
 Program Director.....Jeanne Tremblay
 Sales Promotion-Production Manager...Jean
 L. Gauthier
 Publicity Director.....R. Duford
 Chief Announcer.....Roland Bayeur
 Musical Director.....P. M. Robidoux
 Chief Engineer.....R. Frechette

CHLN

TROIS-RIVIERES (THREE RIVERS)—
EST. 1937

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By.....Le Nouvelliste, Ltd.
Address.....Chateau de Blois Hotel
Phone Number.....4500
Transmitter Location.....Three Rivers, P. Q.
Time on the Air: 8 a.m. to 11 p.m.; Sunday,
12 noon to 11 p.m.
Newspaper Affiliation.....Le Nouvelliste
News Service.....Press News
Transcription Service.....World Broadcasting
System; United Transcribed System
Representative.....Radio Representatives, Ltd.

Personnel

President.....Hon. Jacob Nicol
Station-Commercial Manager.....Leon Trepanier
Sales Promotion Manager.....Yvon Marchand
Program-Musical Director.....Jean Laforest
Chief Engineer.....Leon Trepanier

CKVD

VAL D'OR—EST. 1939

CANADIAN BROADCASTING CORP.

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
Studio Address.....Third Ave.
Transmitter Location.....Third Ave.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities

Personnel

President.....Roy H. Thomson
General Manager.....Jack K. Cooke
Station-Commercial Manager.....Lucien Godin
Chief Engineer.....George Pope

SASKATCHEWAN

CHAB

MOOSE JAW—EST. 1922

CBC

Frequency: 800 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 11:30 p.m.; Sunday,
7 a.m. to 11:30 p.m.
News Service.....British UP
Transcription Service.....Langworth;
United Transcribed System
Representative.....All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President.....A. E. Jacobson
Station Manager.....H. C. Buchanan
Commercial Manager.....E. E. Cameron
Sales Promotion Manager.....G. G. Henderson
Program Director.....J. S. Boyling
Publicity Director.....Louis Lewry
Production Manager.....Ralph Horley
Chief Announcer.....J. J. Lawlor
Chief Engineer.....M. Pickford

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

Personnel

Station Manager.....L. E. Moffat
Local Sales Manager.....Elburn Parr
National Sales Manager.....Jerry Tonkin
Sales Promotion Manager.....Gerald Prest
Chief Announcer.....W. R. Hart
Chief Engineer.....Tom Vaness

C J R M

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: 17¼ hours daily
Newspaper Affiliation: The Regina Leader
Post; Saskatchewan Farmer

News Service: Press News
Transcription Service: Langworth
Representative: All-Canada Radio Facilities,
Ltd. (Canada); Joseph Hershey McGillvra
(U.S.A.)

Personnel

President: Victor Sifton
Station Manager: F. V. Scanlan
Commercial Manager: Bruce M. Pirie
Program Director: G. B. Quinney
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.

Address: Leader Post Bldg.
Phone Number: 8525
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; Canadian Press
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: H. A. Crittenden
Commercial Manager: R. J. Buss
Sales Promotion Manager: M. Walsh
Program Director: Ross MacRae
Production Manager: W. E. Collier
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: 216 First Ave., North

Phone Numbers: 7282 and 5374
Transmitter Location: Saskatoon, Sask.
Time on the Air: 6:45 a.m. to 11:30 p.m.;
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 Co. (U.S.A.)

Personnel

President: A. A. Murphy
Station-Commercial Manager: Vernon Dallin
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: 612 Telephone Bldg.,
Winnipeg, Manitoba

Phone Number: 97261
Studio Address: Telephone Bldg., Winni-
peg, Manitoba

Transmitter Location: Watrous, Sask.
Time on the Air: 7 a.m. to 11:30 p.m.

News Service: CBC Network News
Representative: Canadian Broadcasting
Corp.

Personnel

CBC Chairman: Rene Morin
CBC General Manager: Dr. J. S. Thomson
CBC Commercial Manager (Toronto): E. A.
Weir
Program Director: H. G. Walker
Publicity Director: C. E. L'Ami

CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By: Yorkton Broad-
casting Co.

Address: Broadway Ave.
Phone Number: 324

Transmitter Location: Yorkton
Time on the Air: 6 a.m. to 11 p.m.; Sunday,
8:30 a.m. to 11 p.m.

Transcription Service: World Broadcasting
System

Radio Representatives, Ltd. (Canada); Inland
Broadcasting Service (Canada); Joseph Her-
shey McGillvra, Inc.

Personnel

Station Manager: A. L. Garside

Shopping for Shows? Here's the Best in Recorded Broadcasting!

FOR "SPOT" ADVERTISERS . . . NBC COMPLETE PACKAGE SHOWS READY TO BROADCAST

**LET'S TAKE A
LOOK IN
YOUR MIRROR**



with STELLA UNGER

Vital, spontaneous, timely series aimed at the busy woman of today. Helpful suggestions on gaining and keeping charm and poise under trying conditions, with particular emphasis on woman's job in wartime—making the most of her present wardrobe, getting along happily without many household products, etc. Now selling varied products to women in today's market.

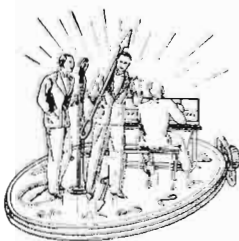
156 Five-Minute Programs—3-a-week for 52 weeks

FLYING FOR FREEDOM

A vivid saga of daring and courage of United Nations' fighting men—told through the lives of an American, a Canadian, an Englishman, and an Australian in training to become flying officers, and during their combat operations—ferrying bombers, raids over enemy territory and supporting ground troops in theatres of war. Authentic, thrill-packed, inspiring and timely. Especially suited to use by wartime advertisers and firms presently engaged in war production.

26 Half-Hour Dramas

TIME OUT FOR FUN AND MUSIC



Series I—With Allen Prossert, M.C., Felix Knight, and Ted Steele's Novatones.

Series II—With Ted Steele and Graec Albert.

Sprightly quarter-hours filled with amusing banter and bright, gay music. Each series of 26 arranged for one or two broadcasts weekly.

NEW!

THE NAME YOU WILL REMEMBER

Theme: the world's No. 1 subject—people! Hard-hitting, intensely interesting personality sketches by William Lang about people in the news—ranging from Madame Chiang Kai-shek to J. Edgar Hoover.



William Lang

Perfect title for tie-in with sponsor's name and business. All-inclusive merchandising and publicity plan. Spectacular success as local "live" show. The title alone should clinch the sale!

78 Five-Minute Programs—3-a-week for 26 weeks

BETTY AND BOB

The story of "ordinary folk who lead extra-ordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty", Carl Frank as "Bob" and Milton Cross announcing, against a rich setting of full orchestral theme music by Allen Roth. Complete promotion and publicity material.



*290 quarter-hour episodes for 5-a-week broadcasts.
Minimum contract: 65 episodes*

OTHER NBC RECORDED FEATURES:

HOLLYWOOD HEADLINERS—

with Stella Unger (156 5-min. pgms.)

GETTING THE MOST OUT OF LIFE TODAY—

with Wm. L. Stidger (117 5-min. pgms.)

CARSON ROBISON AND HIS BUCKAROOS—

(117 quarter-hours)

NBC *Radio Recording Division*
NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO
Trans-Lux Bldg., WASHINGTON, D. C. Sunset & Vine, HOLLYWOOD, CAL.



★ RADIO ★
PRODUCTION



Producers

•

Transcriptions

•

Libraries

•

Talent Managers and Agents

•

Music Section

•

Talent

•

FCC Rules and Regulations

•

Programs



ASSOCIATED RECORDED PROGRAM SERVICE

THE ARPS LIBRARY OFFERS THESE OUTSTANDING FEATURES

1. **Basic Library:** Every kind of transcribed music from operatic to hillbilly.
2. **Original Recordings:** No Reprints! All on finest quality red (pure) vinylite.
3. **New Supply:** Extensive backlog of finest transcribed music. Service assured for many months to come.

Plus

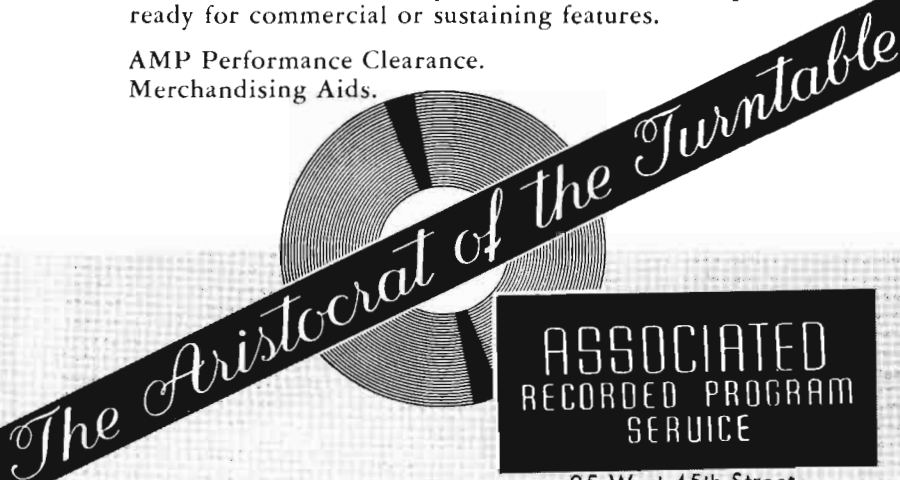
Highest quality recording. Western Electric wide range, high fidelity, vertically cut transcriptions, pressed on red (pure) vinylite.

Name artists, all leaders in their various fields.

Finest music. Regular releases cover the entire range of musical expression.

Continuities. Ten minute, quarter- and half-hour scripts, ready for commercial or sustaining features.

AMP Performance Clearance.
Merchandising Aids.



The Aristocrat of the Turntable

ASSOCIATED
RECORDED PROGRAM
SERVICE

25 West 45th Street
A Division of Associated Music Publishers, Inc.

RADIO—ARMY MORALE BUILDER

IMPORTANT contribution of the broadcasting industry to the war effort is the work of the Radio Section of the Information Branch of the Special Service Division, United States Army, whose personnel has been recruited directly from the ranks of the trade. Under the direction of Lt. Col. Thomas H. A. Lewis, Officer in Charge, the staff consists of twenty officers who in civilian life were among the top writers, producers and administrators in radio. In addition, there are fifteen enlisted men who have background in writing or production. These men, together with civilian experts are working in the two special service production plants in New York and Los Angeles. The executive officers are: Maj. Irving Fogel, Chief Administrative Officer; Capt. Griffith B. Thompson, Executive Officer, New York City; Capt. Barton A. Stebbins, Executive Officer, Washington, D. C.; Capt. Mann Holiner, Program Director, Los Angeles; Lt. Ted E. Sherdeman, Program Director, New York City.

Organized in the early part of 1942, the Section is now sending programs to all corners of the earth, and proof of its rapid and extensive work is that 600,000 discs were sent overseas within the first six months of the war, providing service men with their favorite programs almost as soon as they landed on foreign shores.

Types of Shows

Three types of shows are being sent to the men. **Information:** newscasts were started immediately. **Education:** since education must be carefully planned, a series of experimental recordings was launched. **Entertainment:** one of the most important morale-building factors, shows were organized at once, and, as of January 12, over 500 radio programs with the greatest artists of radio, stage and screen have been produced, recorded and distributed.

In addition to the specially produced shows, a number of the most popular radio programs are distributed with commercials deleted. The deletion is necessitated in view of the fact that men living on rations are not apt to appreciate descriptions of luxuries unobtainable at the front.

Every possible channel is utilized to insure the reception of these programs overseas. There are five of these:

1. 29 Shortwave stations in the United States, beamed to all parts of the world.

2. 48 standard wave stations in various theaters of action, or located within the territories of the United Nations.

3. Certain carrier stations, or government-owned or American Expeditionary stations already erected (or being erected), which for security reasons may not be designated.

4. Radio Phonograph Box B Kit—automatic issue for troops at ports of embarkation, one for every 126 men. 2-wave radio on alternating current or battery, playback machine for reproduction of 12-inch records or transcriptions at 33 $\frac{1}{3}$ or 78 RPM's, additional tubes and batteries, records and transcribed radio programs, 100 paper-backed novels, 10 harmonicas, dispatched by code numbers to destination. More than 6,500 kits are in use throughout the world, 6,500 additional on order.

5. Radio Phonograph Box B-1 Kit—a more elaborate kit including a public address system, turntable 2 speeds—33 $\frac{1}{3}$ or 78—to play 16-inch or 12-inch transcriptions. Four kits to each Special Service Unit. Additional supplies monthly. Microphones and loudspeakers for local shows.

Future Expansion

The Special Services Radio Section does not consider its work completed. It is constantly expanding and working to perfect the service of sending out programs so that, in addition to shortwave and longwave, a program will be heard eventually over all carrier systems and Box B Kits in operation. Toward this end it is establishing contact with new radio outlets throughout the world, wherever troops are stationed, it is working with the OWI to perfect the broadcast schedules to reach the troops at the times when they can hear the programs; it is erecting new American Expeditionary stations in new theaters of operation; increasing schedules, the number and types of programs, as the personnel increases; and the Research Branch is conducting continuing surveys to guide the Radio Section in the types and kinds of programs to produce, the selection of equipment to use and the supplies needed. With little fanfare and lots of hard work, the leaders in the broadcasting industry are giving a "command performance" which will be long remembered by the men now in service.

"WAR

CORRESPONDENT"

A NEW TRANSCRIBED FEATURE FOR LOCAL AND REGIONAL SPONSORS!

In far off places the history of America is being written. And in each of these far off places War Correspondents are facing enemy guns and shells so that we at home may have first hand news of America's Fight for Freedom. The stories of our at-the-front War Correspondents are brilliantly dramatized in this unique series of quarter-hour transcribed programs.

THE STORY OF
WORLD WAR II
AUTHENTIC!
FACTUAL!



PRODUCERS OF QUALITY TRANSCRIBED SHOWS

- **THE KORN KOBBLERS** . . . 260
Fifteen-minute transcriptions featuring the music and comedy of THE KORN KOBBLERS. Master of ceremonies: Alan Courtney. Vocalists: Charlie Wayne, Stan Fritts. Guest stars: Kay Lorraine, Redd Evans.
- **ONE FOR THE BOOK** . . . 190
Five-minute sports stories transcribed by America's No. 1 coast-to-coast sports commentator, SAM BALZER. 4 years coast-to-coast network.
- **SPARKY AND DUD** . . . 66
Fifteen-minute musical-variety programs transcribed by those stamps of the army camps. "Private" SPARKY and "Strictly Private" DUD. Featuring Happy Jim Parsons, Fred Hall and Lozy Dan.

- **FORBIDDEN DIARY** . . . 130
Fifteen-minute episodes in this unusually dramatic, continued story. Star-studded array of network talent. Scripted by one of radio's foremost writers of continued stories.
- **THE CAREER OF ALICE BLAIR**,
a "white-collar-girl" story, starring Martha Scott, Joe Cotten, an all-star cast. Remarkable record of success. 130 fifteen-minute programs transcribed.
- **THE OLD CORRAL**
starring Poppy Cheshire, Sally Foster, the Ranch Boys and a large musical group in an outstanding show of Western music and stories.



FREDERIC W.

ZIV

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2436 Reading Rd., Cincinnati, O.
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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. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

Nicholas T. Agneta

9 Rockefeller Plaza, New York, N. Y. Phone, COLUMBUS 5-2142. SERVICES OFFERED: Program production, package shows, talent.

Air Features, Inc.

247 Park Ave., New York. Phone, Wickersham 2-0077.

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, COLUMBUS 5-8132. 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. Writer, Aline Neff. SERVICES OFFERED: Program production.

American Institute of Drug Products

75 West St., New York, N. Y. Phone, Bowling Green 9-9188. President, Dr. Frederic Damrau; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in drug and kindred accounts. ("Dr. Damrau's Medicine Chest" participating program on WMCA, New York, N. Y.).

American Institute of Food Products

75 West St., New York, N. Y. Phone, Bowling Green 9-9188. President, Dr. Walter H. Eddy; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts. ("Food and Home Forum" participating program on WOR, New York).

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WORTH 2-3322, REctor 2-5341. President, Herman Younglieb; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

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 on local participating programs.

Arnaiz-Moran

206 S. Spring St., Los Angeles, Calif. Phone, MUTual 8837. Manager, Gustave Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Nena Iniguez. SERVICES OFFERED: Production of Spanish-language programs on XEGM, Tijuana, Lower California, Mexico.

KERMIT-RAYMOND

producers of "America's Famous Fathers"
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"RADIO THEATRE OF FAMOUS CLASSICS"

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A half-hour transcribed (by World Broadcasting) dramatization of the world's greatest classics. De Maupassant, Zola, Voltaire, Ibsen, 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 appeal and interest of these shows has been proven by their years of popularity in book form. No other program on the air can combine the audience appeal of this show with its amazingly low cost.

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We have arranged with a national book publishing Company to give away FREE to every listener who writes to the station each week, the collected works of the author whose story is dramatized on that program. These beautiful classics are cloth-bound, gold-embossed, and contain more than 500 pages. They generally sell for \$2.50 each, and yet, the sponsor who buys this show gets this sensational merchandising campaign INCLUD-
ING THE FREE BOOKS, at no additional cost, other than the price of the program.

• • •

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• • • **PROGRAM PRODUCERS** • • •

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; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

ASCAP Radio Program Service

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-7464. Director, Robert L. Murray. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids.

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, R. Wilson; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, B. Berlind; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; 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 9-0845. President C. M. Finney; Vice President-Treasurer, John R. Andrus. SERVICES OFFERED: Transcriptions, library, production, scripts, recording processing and pressing (Muzak Transcriptions, Inc.), both vertical and lateral.

Associated Releases

1310 N. Formosa Ave., Hollywood, Calif. Phone Hillside 0181. Producer, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, Charles Marion.

BRANCH OFFICE: 200 Fifth Ave., New York, N. Y. Phone, GRamercy 5-5252. Manager, Meyer C. Solomon. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

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.; 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. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings.

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.

Baudry-Harwood Radio Productions

1434 St. Catherine St., West, Montreal, Que., Canada. Phone, Plateau 9811. Partners, Edward Baudry, R. W. Harwood; Manager, Yvette Baudry; Producer, Rolland Bedard; Script Writer, Roger Marien. SERVICES OFFERED: Scripts, program production, translations.

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, Edar Belmont. SERVICES OFFERED:** Program production.

Bennett Downie Associates, Inc.

6677 Maryland Drive, Los Angeles, Calif. Phone, WHitney 5552. **Secretary-Treasurer, R. G. Harris; Vice-President, Paul Schwegler. SALES REPRESENTATIVES:** 1316 Ridge Ave., Steuben-

ville, Ohio. **Manager, Harry R. Jacobs; 19 East 53rd St., New York, N. Y. Manager, Harry S. Goodman. 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 Star Production Co.

P. O. Box 1901, Hollywood, Calif. (For the duration of the war, this firm can be reached through the American Federation of Radio Artists in Los Angeles). **General Manager-Executive Producer, John Beverly. SERVICES OFFERED:** Radio production, package shows, recordings, spot announcement production, scripts, casting, direction, television production, transcription library.

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TALENT --- SCRIPTS PROGRAMS --- RECORDINGS

Specialists in

INSTITUTIONAL AND PUBLIC RELATIONS PROGRAMS

Walter Biddick Co.

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, R. Katz. SERVICES OFFERED: Transcriptions, production.

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood, Calif. Phone, HEMPSTEAD 1753. General Manager, G. C. Bird. SALES REPRESENTATIVE: Charles Michaelson, 67 West 44th St., New York, N. Y. Phone, MURRAY HILL 2-3376. SERVICES OFFERED: Production of transcribed programs.

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VANDERBILT 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts.

Bost Records Co.

29 West 57th St., New York, N. Y. Phone, PLAZA 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchardt; Secretary-Treasurer, Julia Pontell. SERVICES OFFERED: Transcriptions, off-the-line transcriptions, line and audition recordings, pressings, studio facilities, phonograph records, production and recording of transcribed programs, spot announcements, audition records.

Richard Bradley & Associates

(Illinois Educational Sound Service)
20 North Wacker Drive, Chicago, Ill. Phone, RANDOLPH 3549. President, Richard Bradley; Motion Picture Department, Leonard Welter; Associate, Edward J. Harris. SERVICES OFFERED: Off-the-air and on location recordings and transcriptions, mobile recording, sound amplification, program production, talent.

Brinckerhoff Studios Productions, Inc.

29 West 57th St., New York, N. Y. Phone, PLAZA 3-3015. President, E. V. Brinckerhoff; Vice-President, D. Vanston. SERVICES OFFERED: recording service, program producing, script service, phonograph records, production and recording for all types of transcription.

talent service for domestic and foreign-language programs.

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, WABASH 0711. Director, John Stamford; Assistant Director, Bryce Talbot. 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 Rozen. SERVICES OFFERED: Transcribed programs, sound effects library, script service, foreign language programs (Spanish and Portuguese).

Chamberlain Brown

145 West 45th St., New York, N. Y. Phone, BRYANT 9-8480. SERVICES OFFERED: Program production, talent.

Carl Byoir & Associates

10 East 40th St., New York, N. Y. Phone, ASHLAND 4-3466. Radio Director, Edward Gottlieb; Assistant Radio Director, Helen Jamieson. BRANCH OFFICES: 829 National Press Bldg., Washington, D. C. Phone National 8945. Executive-In-Charge, William Wright; 310 South Michigan Ave., Chicago, Ill. Phone, HARRISON 2022. Executive-In-Charge, George Dye. SERVICES OFFERED: Transcribed production, scripts, special event and newscast material.

The Bruce Chapman Co.

145 West 41st St., New York, N. Y. Phone, Wisconsin 7-2179. President, Bruce Chapman; Program Director, Mark Goodson; Production Manager, Troman Harper. REPRESENTATIVE: Albert Mitchell, 424 Oakdale Ave., Chicago, Ill. Phone, Wellington 7746. SERVICES OFFERED: Program production, commercial scripts.

Mary D. Chase

875 Fifth Ave., New York, N. Y. Phone, Regent 7-1120. SERVICES OFFERED: Package shows, program production.

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone Webster 7795. Manager, Carle A. Christensen; Sales Manager, John Kumler; Technician, David Burden. SERVICES OFFERED: Recording, scripts, talent, program production.

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; Talent-Production, Sam Schiff; Publicity, Zac Freedman; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp;

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WOLF ASSOCIATES, Inc.

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EDWARD WOLF, General Manager

RKO BLDG.

RADIO CITY, N. Y.

Columbus 5-1621

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Secretary, A. M. Rockie. **SERVICES OFFERED:** Production of syndicated programs and serials.

•
Commercial Broadcasting Services, Ltd.

Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 2625. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program & Script Department, S. K. Smith. **SERVICES OFFERED:** Live talent productions, syndicate transcriptions, custom recordings, time placements.

•
The Jack L. Cooper Radio Advertising Service

1335 West 111th Place, Chicago, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper; Secretary-Musical Director, Gertrude R. Cooper; Sales, Robert M. Roberts. **SERVICES OFFERED:** Production of Negro programs, transcribed and live-talent.

•
Louis G. Cowan & Co.

8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. President-Owner, Louis G. Cowan; Business Manager, Frederick A. Asher; Program Director, John Lewellen; Research Director, Eliza Merrill Hiccock; Publicity Director, George Hixon; Art Director, Egon Unger. **SERVICES OFFERED:** Program production.

•
Cruger Radio Productions

5800 Carlton Way, Hollywood, Calif. Phone, HEmpstead 8254. General Manager, Paul Cruger; Art Director, Tilman Goodan; Radio Director, Cosmo Morgan; Writers, Fred Earnshaw, Nell Whitfield. **SERVICES OFFERED:** Program surveys and checks, production of live-talent and transcribed programs, air checks, auditions, recording.

•
Patrick Michael Cuning Productions

(Stage 8 of Hollywood & San Francisco) 6530 Sunset Boulevard, Hollywood, Calif. Phone, Hillside 5915. In-Charge-of-Production, Patrick M. Cuning; Assistant to Producer, Marcia Drake; Associate On Production, Armand Piaggi;

Executive Assistant, Josephine Steele; Television Directors, Dorothy Vonic, Eve Lynne; Director, Jerome Storms. **SAN FRANCISCO OFFICE:** Fairmont Hotel. Phone, Douglas 8800. **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, Victor Damon. **SERVICES OFFERED:** Studio and portable transcribing (masters for processing and all types of instantaneous), air-checks, program and announcement production.

•
Alfred Dixon Speech Systems, Inc.

424 Madison Ave., New York, N. Y. Phone, PLaza 8-1246. President, Alfred Dixon; Head of Speech Laboratory, Miriam Uhlman; Tone Correction, Paul Flood; Drama, Rowina Stevens; Publicity, H. Dixon. **SERVICES OFFERED:** Production, speech correction, teaching methods.

•
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, Rex Weyman. **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; Manager, Marion Hould. **BRANCH OFFICES:** 123 Braemar Ave., Toronto, Ont., Canada. Phone, HUDson 0333. Manager, E. J. Piggott;

• • • PROGRAM PRODUCERS • • •

6421 Yew St., Vancouver, B. C., Canada. Phone, Kerr 1209-Y. Manager, P. Peverley. Ste. 2 Stuart Court, Fawcett Ave., Winnipeg, Man., Canada. Phone, 48422. Manager, B. L. McGibbon. SERVICES OFFERED: Custom-built transcriptions, production, recording, direct wire service for auditions.

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. SERVICES OFFERED: Transcribed programs, script serial programs.

**East Texas State Teachers
College**

Commerce, Texas. W. W. Freeman, Maude Webster, Roy 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, Alva E. Alford; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, air-checks, 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.

GENERAL AMUSEMENT CORPORATION



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Outstanding Radio Ideas, Talent and
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Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Gerald A. Kelleher; Vice-President-General Manager, Fred de Jaager. SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Q'Part; Vice-President, George W. Halnan. SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

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.

Falash Productions

457 West 57th St., New York, N. Y. Phone, COLUMbus 5-1348 and 5-8450. Co-Partners, Helen Clement, 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.

Fanchou & Marco

(F & M Stageshows, Inc.)

50 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 7-5630. Radio Director, Samuel Shayon. SERVICES OFFERED: Production, talent.

Feature Bureau

50 East 42nd St., New York, N. Y. Phone, MURray Hill 2-9086. Editor, Marion Cahn; Managing Editor, Bert Nevins. SERVICES OFFERED: Scripts, production (women's programs).

Film Associates Co.

429 Ridgewood Drive, Dayton, Ohio. Phone, Walnut 4641. Owner-Technician, E. Ray Arn; Chief Engineer, Jerry Swank; Assistant Engineer, Jack Hodgkinson; Office Manager, R. E. Kelly.

SERVICES OFFERED: Transcriptions, off-the-air checks, slide film recordings, special purpose sound effects recording, location recording, sound film recording.

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.

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Production supervisor, Jason Johnson; Office Manager, M. L. Sanderson. SERVICES OFFERED: Scripts, program production, transcriptions.

Frontenac Broadcasting Co.

394 Bay St., Toronto, Ont. Phone, Elgin 4553. Vice-President, G. J. Carter; Sales Manager, A. R. Robertson. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York, N. Y. Phone, MURray Hill 4-6148. President, Allen A. Funt; Vice-President, Dorothy Funt. SERVICES OFFERED: Syndicated programs, program production.

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 7-7550. In-Charge-of-Radio, Frank Cooper. 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

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Production Manager, Robert Haviland. BRANCH OFFICE: 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. Manager, Donald C. Jones. SERVICES OFFERED: Custom-built transcriptions, production, script, recording talent, off-the-wire and off-the-air recordings.

General Sound Corp.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. V. Brinckerhoff; Vice-President, D. Vans-ton. REPRESENTATIVES: Robert J. Coar, 1124 Vermont Ave., Washington, D. C. Phone, Republic 1984; L. S. Toogood, 221 N. La Salle St., Chicago, Ill. Phone, Central 5275. SERVICES OFFERED: Recording service, program producing, script service, phonograph records, talent and production service in foreign-language and domestic programs, portable network in 65 cities.

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: 110 E. Huron St., Chicago, Ill. Fred Weihe. SERVICES OFFERED: Program production, scripts.

**Arthur M. Godfrey
Productions**

808 Earle Bldg., Washington, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Program production.

**Harry S. Goodman
Radio Productions**

19 East 53rd St., New York, N. Y. Phone, WI. 2-3338. Owner, Harry S. Goodman. BRANCH OFFICES: American National Bank Bldg., Chicago, Ill.; 206 S. Spring St., Los Angeles, Calif. SERVICES OFFERED: Custom-built radio programs; syndicated transcriptions; spot announcement production.

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MEET AMERICA

COUNTY FAIR

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WILLIAM GERNANNT

521 FIFTH AVE., NEW YORK

VAnDerbilt 6-1750

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.

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, Calumet 6700-1370. Owner-Manager, Lillian Gordoni; Musical Director, Gwynne Kinsley; Voice Coach, Grace Ingram; Dramatic Coach Lucille Lewis. REPRESENTATIVE: Juliet Heath, 203 West 49th St., New York, N. Y. SERVICES OFFERED: Program production, scripts, radio and television training, talent, recording auditions.

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).

Leland Hayward, Inc.

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. Radio Director: Lawrence White. BRANCH OFFICE: Hayward-Deverich, Inc., 9209 Wilshire Blvd., Beverly Hills, Calif. Phone, Crestview 1-5151. Radio Director, Barron Polan. SERVICES OFFERED: Program production.

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer; Musical Director, Max Adkins. SERVICES OFFERED: Program production, continuity, recording, transcriptions, transcribed spot announcement production, air checks.

Hispano Broadcasting Co.

105 E. First St., Los Angeles, Calif. Phone, MICHigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish program production.

Barbara Hodson Productions

5907 Carlton Way, Hollywood, Calif. Phone, Gladstone 7843. President, Barbara Hodson; General Manager, Frederic H. Messiter; Sales Manager, Charlotte Oathout; Director-Producer, Herbert Lyton. SERVICES OFFERED: Production of live-talent and transcribed programs, talent.

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone Main 3450. Owner, William F. Holland; Research, J. Dickerson; Publicity, W. Covell; Production, Ed Fee; Statistician John Brown; Copy Chief, Donald Lyons; Art Director, B. Bankhardt; Office Manager, D. E. Holland; Merchandising, C Schuck. SERVICES OFFERED: Program production, transcriptions.

Hollywood Transcript Co.

1625 Sunset Blvd., Hollywood, Calif. Owner, Daniel O'Brien. SERVICES OFFERED: Recording, program production

Estella H. Karn

56 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. Musical Director, William Wirges. SERVICES OFFERED: Custom-built live-talent and transcribed programs, syndicated transcriptions, studio recordings, airchecks, program production scripts talent.

• • • PROGRAM PRODUCERS • • •

Jesse L. Kaufman, Inc.

1841 Broadway, New York, N. Y.
Phone, COlumbus 5-2050. President
Jesse L. Kaufman. SERVICES OF-
FERED: Program production.

Jones, 228 N. La Salle St., Chicago, Ill.;
Alonzo Hawley, Bulkley Bldg., Cleve-
land, Ohio; Theodore Segall, 544 Market
St., Los Angeles, Calif.; John E. Allen,
Inc., Rochester, N. Y. SERVICES OF-
FERED: Production of live and tran-
scribed program shows, scripts.

Kent-Johnson, Inc.

34 West 53rd St., New York, N. Y.
Phone, PLaza 3-7246. President, Alan
Kent; Executive Vice-President, Austen
Croom-Johnson. SERVICES OFFERED:
Program and spot announcement produc-
tion, program consultants.

Bob Kerr

30 Rockefeller Plaza, New York, N. Y.
Phone, COlumbus 5-8051. SERVICES
OFFERED: Program production, talent
promotion.

**Kermit-Raymond
Corporation**

745 Fifth Ave., New York, N. Y.
Phone, ELdorado 5-5511. President-
Treasurer, William J. McCambridge
Vice-President & General Manager, Ray-
mond R. Green; Sales Manager, Scrappy
Lambert. REPRESENTATIVES: F. R.

**King-Trendle Broadcasting
Corp.**

1700 Stroh Bldg., Detroit, Mich. Phone,
Cherry 8321. President-Treasurer, George
W. Trendle; General Manager-Secretary,
H. Allen Campbell; Assistant Commer-
cial Manager, James G. Riddell; Adver-
tising-Sales Promotion-Publicity Mana-

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

ger, Lambert B. Beeuwkes; Traffic Manager, Irene Donnelly. 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; Vice-President, W. M. 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.

Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord; Secretary-General Manager, Dorothy E. Levy. 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. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

Ted MacMurray

333 N. Michigan Ave., Chicago, Ill. Phone, Central 7980. SERVICES OFFERED: Program production.

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. President, John H. Part. SERVICES OFFERED: Electrical transcriptions, phonograph recordings.

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.

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DELaware 4786. Owner, Jack D. Brinkley; Chief Engineer, Lee Stremilau; Office Manager, Maxine Merchant. SERVICES OFFERED: Transcriptions, recordings, program production.

Fred C. Mertens & Associates

849 South Gramercy Drive, Los Angeles, Calif. Phone, Drexel 9031. President, Fred C. Mertens; Program Department, Al F. Williams; Script Department, Sparks Strueger; Sales, Stuart S. Shackelton, Burton Bunch, Kenneth M. Foote; ecretary, C. Orocozo. 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, Tom Darling; Secretary, Jean Holt; Production-Program Director, Harvey Dobbs; Chief Engineer, Harold Everett. 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 Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, Murray Hill 2-3376. President, Charles Michelson; General Manager, A. Michelson. REPRESENTATIVES: 1314 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. SERVICES OFFERED:

Transcribed program representative, sound effect record library, distributor of transcribed programs ("The Shadow, Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

Michelson & Sternberg, Inc.

116 Broad St., New York, N. Y. Phone, Bowling Green 9-8925. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

Microphone Playhouse

151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. Director, Marjory Stewart; Assistant Director, Hully McFarland; Executive Secretary, Edith R. Russell; Secretary, Helen Maher; Sound Technician, George Meyer. SERVICES OFFERED: Program production.

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Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Program production.

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, Pat Lombard. SERVICES OFFERED: Production of package shows.

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)

620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-Treasurer, Donald C. Jones; Production Manager, Robert Haviand; Sound Engineer, Robert Arbogast; Editorial, J. E. Crockett; Training Director, Dr. R. E. Palmer. BRANCH OFFICES: General Broadcasting System, Inc., 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400; 1025 Connecticut Ave., N. W., Washington, D. C. Phone, National 2266. 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.; Vice-President, David A. Werblin; Vice-President, Charles Miller; Vice-President-Radio Director, Harold Hackett.

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; 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.

Music Maker Productions

154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall. SERVICES OFFERED: Production of one-minute musical spot programs.

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Chairman of Board, C. M. Finney; President, K. R. Smith; Vice-President and Treasurer, John R. Andrus. SERVICES OFFERED: Vertical and lateral recordings, off-the-line recordings, air checks, reference or audition recordings, recording service for advertisers and agencies, custom-built recordings, transcription library, pressing and processing, program consultants, production, scripts, talent.

E. K. Nadel

1600 Broadway, New York, N. Y. Phone, CIRCLE 6-8861. 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. Phone, Market 2541. Director, Kay Keiser; Radio Director, Charles Harrington; Musical Director, Sue Wenning; Secretary, Catherine Berfanger. SERVICES OFFERED: Program production, scripts, talent.

National Concert & Artists Corp.

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, A. H.

Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Vice-President, Victor B. Brown; Vice-President, Charles B. Smith; Secretary-Treasurer, Samuel L. Ross. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Vice-President, Victor B. Brown; Sunset at Doheny, Los Angeles, Calif. Crestview 1-7121. Vice-President, Charles B. Smith; 111 Sutter St., San Francisco, Calif. Executive-In-Charge, Larry Allen. SERVICES OFFERED: Program production, talent management.

National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. 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. Phone, Circle 6-0700. Manager, Ben

Groene. SERVICES OFFERED: Program production, recording.

Nationalities Broadcasting Association, Inc.

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. President, J. M. Lewandowski; Executive Secretary-Treasurer, Frederick C. Wolf; Chairman of the Board of Directors, J. Antoniec. SERVICES OFFERED: Production of foreign-language and English programs and spot announcements.

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Reginald Thomas; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chiz-

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SAN FRANCISCO CHRONICLE

'We Owe You': Radio and Theater Join Hands With Great Success

By JOHN HOBART

"If you can't talk 'em, join 'em." That is a theory that has worked before, and it is now being applied to the most serious problem of the entertainment industry. Radio and movies, erstwhile enemies for years, are at last to be reconciled in a project that will rescue at least 40 per cent of the Nation's movie houses from potential bankruptcy.

The scheme, created in the fertile mind of Gene Towne, the noted writer and film producer, was put to its first practical test Thursday night, when the "We Owe You" radio-movie presentation was pre-

viewed in three Bay Region theaters—the Manor Theater in San Mateo and the New Mission and Avenue Theaters in San Francisco.

A ROARING SUCCESS

The preview, which had Don Wilson, Jack Benny's announcer, officiating in San Mateo, was proclaimed a roaring success. There will be more previews in other parts of the country, and within a few weeks the "We Owe You" idea will be launched on a Nation-wide scale, reaching into 1200 different theaters and, incidentally, providing movie customers with a brand-new form of entertainment.

The "We Owe You" idea combines the best features of "Hellzapoppin." Amateur Nitel radio's quiz programs, the Irish Sweepstakes and Bank Night.

WHAT IT MEANS

The basic principle of "We Owe You" is to make the radio listener, sitting at home, feel that he is missing a lot of fun and excitement, so that the next time there's a "We Owe You" night he'll hurry off to his neighborhood theater, see a couple of movies, participate in the broadcast and earn some dough. It's a sound basic principle, as nobody enjoys feeling left out of things.

And it will mean saving the vast number of smaller movie houses throughout the country.

The only original "WE OWE YOU" presentation. Fully copyrighted.

Watch for more details . . . soon!

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.

New England Cupboard

448 Statler Bldg., Boston, Mass. Phone, HANcock 4460. Director, Connie Stackpole. SERVICES OFFERED: Production of women's programs, scripts.

Lilian Okun, Inc.

2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

Pan American Broadcasting Co.

330 Madison Ave., New York, N. Y. Phone, MURray Hill 2-0811. Manager, E. Bernald. 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.

Jack Parker & Associates

6605 Hollywood Blvd., Hollywood, Calif. Phone, Granite 7584. President, Jack Parker; Station Relations Manager, Betty Underwood; Script Editor, Ray Bond; Music Editor, Harold Graham; Associate Producer, Ray Van Niebroc; Musical Director, Irving Steinel. SERVICES OFFERED: Program production, scripts, music direction, live-talent and transcribed programs.

James Parks Company

333 N. Michigan Ave., Chicago, Ill. Phone, Central 7980. Owner, James Parks; Office Manager, Carol Bowers. AFFILIATE: A. & S. Lyons, Inc., 515 Madison Ave., New York, N. Y. and 356

North Camden Drive, Beverly Hills, Calif. SERVICES OFFERED: Program production, artists' representative.

Leo J. Paulin & Associates

1627 "K" Street, N.W., Washington, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts.

Peterson Radio Productions

1457 Broadway, New York, N. Y. Phone, Wisconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Constance Roy, Faith Ellen Smith; Engineer, M. P. Fruchty. SERVICES OFFERED: Production of religious programs, recording.

Photo & Sound, Inc.

153 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. President, Bartlett Heard; Vice-President, Melvin S. Jacobus; Production Manager, John M. Wolfe. SERVICES OFFERED: Producers of transcription slide films and motion pictures, electrical transcriptions, spot announcement 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 and direction (Italian and English).

Polish Broadcasting Bureau

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; 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 records, national and regional broadcasts, wax and film recording, sales presentations.

George Logan Price, Inc.

947 South Normandie Ave., Los Angeles, Calif. Phone, FEderal 7372. President. G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity.

Rai Purdy Productions

37 Bloor St., West, Toronto, Ont., Canada. President, Rai J. Purdy; Writer, Ernest W. Edge; Associate Producer, Robert L. Simpson. SERVICES OFFERED: Program production.

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, Frances Morrison. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Phone, Main 5204. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

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37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

Radio-Field

19 West 44th St., New York, N. Y. Phone, VANDerbilt 6-2372. Producer, Rudolph Field; Associate Producer, Judith Allen. SERVICES OFFERED: Program production, serialized transcriptions.

Radio Producers of Hollywood

930 N. Western Ave., Hollywood, Calif. Phone, HOLLYwood 6506. OWNER: Lou R. Winston. SERVICES OFFERED: Transcribed feature programs.

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. Producers, Gabriel L'Anglais, Simon L'Anglais; Associate Producers, Paul L'Anglais, Ivan F. Tyler; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

Radio Results

8641 Escanaba Ave., Chicago, Ill. Phone, South Chicago 5374. President, Z. George Jaworowski; Secretary, Adele Walton. SERVICES OFFERED: Program production (foreign language), scripts, translations.

Radio Subsidiaries

Hotel Schenley, Pittsburgh, Pa. Phone, Mayflower 6400, Schenley 4055. President, William G. Beal; Vice-President & Treasurer, William R. Cullinson. SER-

VICES OFFERED: Program and spot announcement production, transcribed programs, scripts, talent.

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MURray Hill 3-8246. Managing Editor, Louis Minsky; News Editor, George Dugan; Catholic Editor, Thomas F. Doyle. SERVICES OFFERED: Production of weekly religious news scripts.

Resnik-Miller-England, Inc.

152 Temple St., New Haven, Conn. Phone, New Haven 7-0241. President, James W. Miller; Secretary-Treasurer, Harry D. Resnik; Program Director, Hope Norman; Office Manager, R. S. Shafer. BRANCH OFFICES: 904 Main St., Hartford, Conn. Phone, Hartford 5-1576. Manager, J. C. Miner; 232 Taber Ave., Providence, R. I. Phone, Plantations 6784. Manager, Bettina Jones; 77 Summerhill Ave., Worcester, Mass. Phone, Worcester 6-0223. Manager, Isabelle Whitaker; 108 Arden Drive, Syracuse, N. Y. Phone, Syracuse 4-7902. Manager, Roy W. Andrews. SERVICES OFFERED: Production of a local participating ("Community Hostess") program.

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Owner, W. P. Robinson; Assistants, Parker Huff, Van Levis. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting, scripts, production.

Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. President, Stanley J. Wolf; Vice-President, Arthur W. Alsberg; Studio Manager-Chief Engineer, "Wally" Wolsky; Office Manager, Janet Taylor. REPRESENTATIVES: Dave Pinchot, Chicago, Ill.; Paul Adler, 6305 Yucca St., Hollywood, Calif. SERVICES OFFERED: Production, syndicated programs, transcription and recording service, script service.

The Rocky Mountain Radio Council

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Director, Robert B. Hud-

son; Production Director, Jack Weir Lewis; Engineer, Vern Curnow; Assistant Engineer, Robert Fitzmorris; Secretary, Nancy Reid. SERVICES OFFERED: Production of public service programs in Colorado and Wyoming. This organization works in cooperation with its member agencies, consisting of education and civic organizations, colleges, public school systems, etc.

Saltmieras Radio Advertisers

6912 South Western Ave., Chicago, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltmieras; Musical Director, Joseph Sauris; Music Librarian, Florence Balsis; Business Manager, Julia Saliner. SERVICES OFFERED: Program production (foreign language).

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, transcriptions.

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Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. SERVICES OFFERED: Program production, recordings, transcriptions.

Service Programs

535 Fifth Ave., New York, N. Y. Phone, MURray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

Edward Sloman Productions

8782 Sunset Blvd., Hollywood, Calif. Phone, CRestview 1-2242. Producer-Director, Edward Sloman; Writer, Maurice

Zimm; Musical Director, Paul Sawtell; Secretary, Cherie Redmond. 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; Sales Representative, W. S. Tygard; Office Manager, H. L. Theodore. SERVICES OFFERED: Scripts, transcriptions, records, portable recordings, program production, line and air checking.

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. President, Robert J. Coar; Vice-President, Helen B. Coar; Research Advisor, Bayard Keough; Sales Manager, Steve Carpenter; Office Manager, Madeline Mayer. SALES REPRESENTATIVES: Muzak Transcriptions, Inc., 151 West 46th St., New York, N. Y. Phone, BRyant 9-1246. Vice-President, K. R. Smith; General Sound Corp., 29 West 57th St., New York, N. Y. Phone, PLaza 0-3015. President, E. V. Brinckerhoff. SERVICES OFFERED: Transcriptions, program production.

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. Circle 7-5666. General Manager, David Hale Halpern; Business Executives, Henry Souvaine, Max Chopnick, Archibald U. Braunfeld, Geraldine Souvaine, Harry W. Hoff, Jr., Leonard Sillman; Producers, Henry Souvaine, David Hale Halpern, Mary Louise Anglin, Frank Phares, Harry W. Hoff, Jr.; Associated Director, Chick Vincent, Basil Longhrane, Don Bernard. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, Public relations consultants.

Douglas F. Storer

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-1150. SERVICES OFFERED: Program production, talent.

Irving Strouse

151 W. 74th St., New York, N. Y. Phone, TRafalgar 7-4695. SERVICES OFFERED: Program production, scripts.

Telecast Productions, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-6424. President, Myron Zobel; Secretary, E. A. Freeman; Treasurer, William S. Greene, Jr. 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; Manager, E. Mack. SERVICES OFFERED: Custom-built shows. spot announcement production, listener participation transcribed programs.

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, off-the-air checks.

Tyro Productions, Inc.

1697 Broadway, New York, N. Y. Phone, COLUMbus 5-3737. SERVICES OFFERED: Program production.

United Radio Shows (United Press)

220 East 42nd St., New York, N. Y. Phone, MURray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production of news service, news scripts, news research and package news shows.

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. General Manager, Joseph Tait; Business Manager, Rhoda Golden; Director of Sales & Production, Daniel C. Beattie; Chief Engineer, H. P. Meisinger; Recording Engineer, John J. Davis. SERVICES OFFERED: Recording and transcription service, script and production service, air checks.

**Universal Radio Features
Syndicate**

260 Pearl St., Laguna Beach, Calif. Phone, 8981. Editor-Publisher, Tom E. Danson; Assistant to Editor, Evangeline Danson; Shop Superintendent, Andy Anderson. BRANCH OFFICES: R. McCormack, San Francisco, Calif.; Harry Brown, Sales Manager, Dallas, Texas; C. R. Hayes, Elgin, Ill. SERVICES OFFERED: Program production, syndicated radio log and radio-editor service.

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. Production Manager, Thomas J. Valentino; Secretary-Treasurer, Elsie G. Valentine; Director, Paul F. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

Video & Sound Enterprises

202 Barker Bldg., Omaha, Nebr. General Manager, Franklin O. Pease. BRANCH OFFICE: 709 Fidelity Bldg., Kansas City, Mo. SERVICES OFFERED: Program production, script service.

Owen Vinson & Co.

360 N. Michigan Ave., Chicago, Ill. Phone, Central 6769. Producer-Director, Owen Vinson; Writers, Pauline Hopkins, Louis Scofield. SERVICES OFFERED: Production of package shows and custom-built programs.

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, transcriptions.

WADC Cleveland Studios

7100 Broadway, Cleveland, Ohio. Phone, Diamond 3010-0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production of foreign-language and English programs.

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, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

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-Casting Director, Jack Rubin; Radio Director, Chick Vincent; Sales Manager, Paul Ross. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Production, talent.

**World Broadcasting System,
Inc.**

711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. E. Sambrook; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Vice-President & 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. Local Representative, Harold A. Lafount. SERVICES OFFERED: Custom-built transcriptions, processing, pressings, program ideas, production, scripts, talent, transcription program service library.

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President, 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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TRANSCRIPTION COMPANIES

Acoustic Equipment Company

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).

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; 802 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. 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. Washington Representative: Jerry Mara; Phone, EXECutive 3792. **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.

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 Music Publishers, Inc.

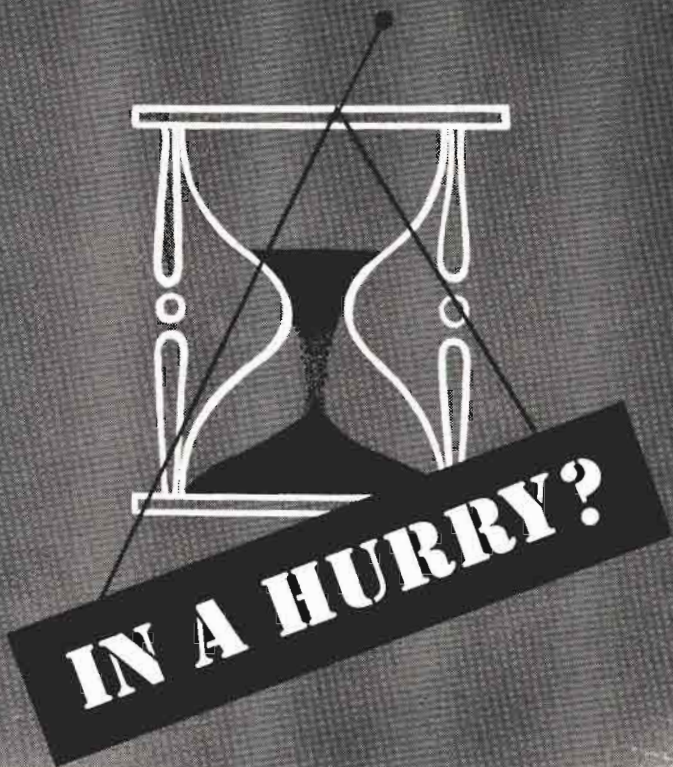
25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President, C. M. Finney. **SERVICES OFFERED:** Transcriptions, library, production, recording processing and pressing (Muzak Transcriptions, Inc.), both lateral and vertical, scripts.

Associated Releases

1310 N. Formosa Ave., Hollywood, Calif. Phone, HILLSide 0181. Script and transcription. (For detailed information see listing under Program Producers.)

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.



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Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Script. (For detailed information see listing under Program Producers).

Bennett Downie Associates, Inc.

6677 Maryland Drive., Los Angeles, Calif. Phone, WHitney 5552. (For detailed information see listing under Program Producers).

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood, Calif. Phone, HEmpstead 1753. (For detailed information see listing under Program Producers).

Bost Records Co.

29 West 57th St., New York, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers).

Richard Bradley & Associates

(Illinois Educational Sound Service)
20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. (For detailed information see listing under Program Producers).

Brinckerhoff Studios Productions, Inc.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (For detailed information see listing under Program Producers).

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. (For detailed information see listing under Program Producers).

Champion Recording Corporation

18 E. 50th St., New York, N. Y. Phone, ELdorado 5-1860. President Joy J. Pierr. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, portables and studio recording.

Chicago Recording Co.

221 N. La Salle St., Chicago, Ill. Phone, Central 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone, Webster 7795. (For detailed information see listing under Program Producers).

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

799 Seventh Ave., New York, N. Y. Phone, Circle 5-7300. President, Edward Wallerstein; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, Patrick Dolan. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical transcriptions; manufacture and distribution of Columbia and Okeh records.

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.

Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

Continental Engineering Co.

3613 N. Green Bay Ave., Milwaukee, Wisc. Phone, Concord 7300. President, K. W. Kennedy; Vice-President, A. F. Jurach; Secretary-Treasurer, A. Blankenheim. SERVICES OFFERED: Commercial recording, manufacture of public address systems and electronic devices.

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6530 Sunset Blvd., Hollywood, Calif.
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formation see listing under Program
Producers).

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atory & Sound Service**

1221 Baltimore Ave., Kansas City, Mo.
Phone, Victor 2585. (For detailed infor-
mation see listing under Program Pro-
ducers).

Decca Records, Inc.

50 West 57th St., New York, N. Y.
Phone, Columbus 5-2300. President,
Jack Kapp; Executive Vice-President,
E. F. Stevens, Jr.; Manager Transcrip-
tion Division, Edward Strauss. BRANCH
OFFICES: Boston, Buffalo, Richmond,
Detroit, Kansas City, Philadelphia, Chi-
cago, St. Louis, Cincinnati, Cleveland,
Minneapolis, Charlotte, Newark, Syra-
cuse, Jacksonville, Oklahoma City,
Houston, Atlanta, Memphis, New Or-
leans, Dallas, Pittsburgh, Washington,
Los Angeles, San Francisco, Seattle,
Hartford, Brooklyn, Milwaukee, Denver,
San Antonio, Birmingham. SERVICES
OFFERED: Custom-built electrical
transcription records.

Disco Recording Co., Inc.

Arcade Bldg., St. Louis, Mo. Phone,
Chestnut 5937. President, Harry V.
Cheshire; Chief Engineer, Gordon Sher-
man; General Manager, Bob Reichen-
bach; Secretary, Marie Sherman. SER-
VICES OFFERED: Production of pro-
grams and commercial announcements,
studio recordings, portable recordings,
off-the-line and off-the-air recordings,
audition records, phonograph 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 Depart-
ment, Rex Weyman. SERVICES OF-
FERED: Scripts, live talent productions,
transcriptions and recordings, air checks.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif.
Phone, Hollywood 8111. (For detailed in-
formation see listing under Program
Producers).

Walter P. Downs

Dominion Square Bldg., Montreal, Que.
Phone, Marquette 6368. (For detailed
information see listing under Program
Producers).

**Earnshaw Radio Productions
(Earnshaw-Young, Inc.)**

1677 N. St. Andrews Place, Holly-
wood, Calif. Phone, GLadstone 2555.
(For detailed information see listing
under Program Producers).

**East Texas State Teachers
College**

Commerce, Texas. W. W. Freeman,
Maude Webster, Roy Johnson. (For de-
tailed information see listing under Pro-
gram Producers).

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood,
Calif. Phone, Hillside 8351. (For de-
tailed information see listing under Pro-
gram Producers).

**Electro-Vox Recording
Studios**

5546 Melrose Ave., Hollywood, Calif.
Phone, GLadstone 2189. Owner and Man-
ager, Bert B. Gottschalk. SERVICES
OFFERED: "Air-Chek" service; record-
ings, electrical transcriptions, phono-
graph records.

**Empire Broadcasting
Corporation**

480 Lexington Ave., New York, N. Y.
Phone, PLaza 8-3360. (For detailed in-
formation see listing under Program
Producers).

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit,
Mich. Phone, Cadillac 6117. General
Manager, J. E. Campeau; Chief Engi-

neer, George Funkey. SERVICES OFFERED: Airchecks, auditions, slide film sound, commercial transcriptions.

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. (For detailed information see listing under Program Producers).

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.

Film Associates Co.

429 Ridgewood Drive, Dayton, Ohio. Phone, WALnut 4641. (For detailed information see listing under Program Producers).

Carl Fischer, Inc. Recording Studio

119 West 57th St., New York, N. Y. Phone, CIRCLE 7-2965. Manager, Max Ritte-shausen; Studio Director, Rita Connally. SERVICES OFFERED: Transcriptions, off-the-air and studio recording, processing and pressing, studio facilities for location recording.

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. (For detailed information see listing under Program Producers)

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18 East 50th
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Frankay & Jackson

48 West 48th St., New York, N. Y. Phone, LONGacre 5-0242. President-Chief Engineer, Frank Kay; Vice-President-General Manager, Harry Jackson; Secretary-Treasurer, Mimi Kay. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, studio facilities.

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers).

General Sound Corp.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (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).

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, Calumet 6700-1370. (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).

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (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.

Intercontinental Audio-Video Corp.

277 Park Ave., New York, N. Y. Phone Wickersham 2-7600. President, Mark H. Hawley; Treasurer-General Manager, Winton L. Miller, Jr. SERVICES OFFERED: Studidises, educational 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

P. O. Box 2140, Bridgeport, Conn. Phone, Bridgeport 5-9715. Owner, Eddie Keenan; Office Manager, Florence Anne Brescia. SERVICES OFFERED: Recording

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers).

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, FITzroy 4191. (For detailed information see listing under Program Producers).

Masons United Advertising Agency, Ltd.

14 McCaul St., Toronto, Ont. Phone, Adelaide 5112. (For detailed information see listing under Program Producers).

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. SERVICES OFFERED: Recording, transcriptions, air-checks, recording studios.

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Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DELaware 4786. (For detailed information see listing under Program Producers).

Fred C. Mertens & Associates

849 Gramercy Drive, Los Angeles, Calif. Phone, Drexel 9031. (For detailed information see listing under Program Producers).

Charles Michaelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. (For detailed information see listing under Program Producers).

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

Miller Broadcasting System, Inc.

113 West 57th St., New York, N. Y. Phone, Circle 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon. BRANCH OFFICE: 7000 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 4929. SERVICES OFFERED: Program production, Millertape recording and editing, wax and instantaneous recording.

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)
620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers).

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. (For detailed information see listing under Program Producers).

National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. (For detailed information see listing under Program Producers).

National Recording Co.

351 West 42nd St., New York, N. Y. Phone, Circle 6-0700. Manager, Ben Greene. SERVICES OFFERED: Program production, recording.

Nationalities Broadcasting Association, Inc.

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. (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; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Reginald Thomas; Office Manager, Henry P. Hayes. 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.

Eugene O'Fallon, Inc.

Albany Hotel, Denver, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

Paramount Record Shop

1519 South St., Philadelphia, Pa. Phone, Pennypacker 4780. Partners, Samuel R. Harris, Feliciano Valdera; Manager, Algemina McKinley; In Charge of Studio and Recordings, Louise Goode. SERVICES OFFERED: Recording, studio facilities.

Pearl-Tone Recording Studios

309 Plymouth Bldg., Des Moines, Ia. Phone, 3-3626. Owner, Sidney J. Pearlman; Recorder, Milton R. Grady; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

Peterson Radio Productions

1457 Broadway, New York, N. Y. Phone, Wisconsin 7-0069. (For detailed information see listing under Program Producers).

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; Secretary-Acting Manager, D. H. Cameron. SERVICES OFFERED: Exporter and importer of transcribed programs.

Premier Radio Enterprises, Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. (For detailed information see listing under Program Producers).

George Logan Price, Inc.

947 South Normandie Ave., Los Angeles, Calif. Phone, FEDERAL 7372. (For detailed information see listing under Program Producers).

Radio Centre, Limited

71 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 News Reel

1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. Manager, O. H. Nance, Jr.; Engineer, Edwin A. Lipps. SERVICES OFFERED: Transcriptions, studio and field mobile units.

Radio Producers of Hollywood

930 North Western Ave., Hollywood, Calif. Phone, Hollywood 6506. (For detailed information see listing under Program Producers).

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. (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.

7000 Santa Monica Blvd., 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

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable 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 Subsidiaries

Hotel Schenley, Pittsburgh, Pa. Phone, Mayflower 6400, Schenley 4055. (For detailed information see listing under Program Producers).

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOLLYwood 6928. Managing Director, Grace Gibson; Secretary, John J. Wilson; Office Manager, E. E. Morco. SERVICES OFFERED: "Readibuilt" and custom-built transcriptions.

RCA-Victor Division, Radio Corporation of America

155 East 24th St., New York, N. Y. Phone, MURray Hill 4-6200. Manager, Studio & Recording Service, George L. Keane. BRANCH OFFICES: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774. Manager, A. E. Hindle; 1016 North Sycamore Ave., Hollywood, Calif. Manager, Harry Meyerson; Front & Cooper Sts., Camden, N. J.

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.

Reeves Sound Studios

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves; Secretary-Assistant to President, Patricia Greenhouse; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Ralph Ep-

stein; Purchasing Agent, Max Jones; Shop Engineer, Karl Vogel; Bookkeeper, Katherine Collins. **SERVICES OFFERED:** Electrical transcriptions, phonographs, records, off-the-air recording, location, recording, film synchronizing.

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Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. (For detailed information see listing under Program Producers).

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Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Program Producers).

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Roth & Berdun Recording Studios

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Director-Engineer, Charles Roth; Engineer, James C. Young. **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, R. V. Hyndman; Recording Engineer, Alfred Susskind; Accompanist-Coch-Vocalist, Rea Reynolds. **SERVICES OFFERED:** Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

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Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. (For detailed information see listing under Program Producers).

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Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

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Service Programs

535 Fifth Ave., New York, N. Y. Phone, MURray Hill 6-3489. (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).

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Sound Recording Service

76 Brookwood Road, Rochester, N. Y. Phone, Culver 5548. Owner, George S. Driscoll. **SERVICES OFFERED:** Broadcast and audition recordings and transcriptions.

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Sound Studios Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (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.

Edwin Strong, Inc.

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. President, Edwin H. Strong; Managing Director, Adam J. Young, Jr.; Chief Engineer, Jack Kelly. **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, Jerry Hayman; Assistant Manager, Vivian Crawford. **SERVICES OFFERED:** Studio recordings, air-checks, line-checks, transcriptions.

Technisonic Recording Laboratories

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, 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**).

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under **Program Producers**).

United Artists Bureau, Inc.

1162-64 Sixth Ave., 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, Robert

Henning. **SERVICES OFFERED:** Transcriptions, studio, off-the-air and off-the-line recordings, mobile recordings.

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. (For detailed information see listing under **Program Producers**).

United Transcribed System

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. **SERVICES OFFERED:** Transcriptions, phonograph records, scripts, production.

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; Executive Director, Jay Alexander. **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**).

Video & Sound Enterprises

202 Barker Bldg., Omaha, Nebr. (For detailed information see listing under **Program Producers**).

George W. Webber Advertising Programs

401 Shops Bldg., Des Moines, Ia.
Phone, Des Moines 2-1465. Owner-
Manager, George W. Webber. SER-
VICES OFFERED: Transcriptions and
recordings.

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 de-
tailed information see listing under Pro-
gram Producers).

Wright-Sonovox, Inc.

180 N. Michigan Ave., Chicago, Ill.
Phone, Franklin 6373. President, James
L. Free; Manager, John A. Cory.
BRANCH OFFICES: 247 Park Ave.,
New York, N. Y. Phone, PLaza 3-2027.
Vice-President, H. Preston Peters; Man-
ager, William A. Chalmers; 1522 N. Gor-
don St., Hollywood, Calif. Phone,
Hillside 1545. Manager, Hal W. Hoag.
SERVICES OFFERED: Licensing of
performance rights of Sonovox talking
and singing sound under United States
and foreign patents.

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio.
Phone, University 6124. (For detailed
information see listing under Program
Producers).

Keystone Broadcasting System, Inc.

580 Fifth Avenue
New York, N. Y.

Phone, LOngrave 3-2221

Officers & Directors

President Michael M. Sillerman
Vice-President Arthur Wolf

Vice-President William Wolf
Secretary-Treasurer Sidney J. Wolf

Offices

580 Fifth Ave., New York, N. Y.
Phone, LOngrave 3-2221

President Michael M. Sillerman
Director of Station Relations,
Mort Adams

Sales & Promotion Consultant
Alvin Austin

Continuity Wilva Davis
Traffic Manager C. Roberts
Account Executive Albert F. Dykes
Account Executive Noel Rhys

134 North La Salle St.
Chicago, Ill.

Phone, State 4590

Secretary-Treasurer Sidney J. Wolfe
Accountant-Statistician,

Leonard H. Davidson

Sales Manager Naylor Rogers

6331 Hollywood Blvd.
Hollywood, Calif.

Phone, Hempstead 0460

Program Director Pegot Waring
Continuity Dean Owen
Music Copyrights Sylvia Young

SERVICES OFFERED: **Keystone Broadcasting System** is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 204 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

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LIBRARIES

Script—Transcription

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y.
Phone, BRyant 9-5600. Transcription.
(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: Syndicated scripts.

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal,
Que., Canada. Phone, Belair 3325.
Transcription. (For detailed informa-
tion see listing under Program Produc-
ers).

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y.
Phone, BRyant 9-0845. Transcription.
(For detailed information see listing
under Program Producers).

Baudry-Harwood Radio Productions

1434 St. Catherine St., West, Mon-
treal, Que., Canada. Phone, Plateau
9811. Script. (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).

John Beverly Hollywood Radio Star Production Co.

P. O. Box 1901, Hollywood, Calif.
Transcription. (For detailed informa-
tion see listing under Program Produc-
ers).

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 tran-
scription. (For detailed information see
listing under Program Producers).

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo.
Phone, Harrison 3964. Transcription.
(For detailed information see listing
under Program Producers).

Patrick Michael Cuning Productions

6530 Sunset Blvd., Hollywood, Calif.
Phone, Hillside 5915. Script and Tran-
scription. (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).

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. Transcription. (For detailed information see listing under Program Producers).

East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. Script and transcription. (For detailed information see listing under Program Producers).

Feature Bureau

50 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-9086. Scripts, monthly 15-minute scripts for women's programs.

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7550. (For detailed information see listing under Program Producers).

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. Transcription. (For detailed information see listing under Program Producers).

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Ave., Chicago, Ill. Phone, Calumet 6700. Script and transcription. (For detailed information see listing under Program Producers).

SCRIPT SOURCES for

STATIONS: *The Script Library*

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Material for Regional and Local Sponsors

Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-2450. Script. (For detailed information see listing under Program Producers).

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. Script. (For detailed information see listing under Program Producers).

Intercontinental Audio-Video Corp.

277 Park Ave., New York, N. Y. Phone, Wickersham 2-7600. 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).

Estelle Lutz Artists Bureau

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 3455. Script. (For detailed information see listing under Program Producers).

Lang-Worth Feature Programs, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C.

O. Langlois; Vice-President, W. M. 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.

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. Transcription. (For detailed information see listing under Program Producers).

Charles Michaelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. 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. Transcription. (For detailed information see listing under Program Producers).

Nationalities Broadcasting Association, Inc.

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. Transcription. (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).

George Logan Price, Inc.

947 South Normandie Ave., Los Angeles, Calif. Phone, FEderal 7372. Script. (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 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 6506. Transcription. (For detailed information see listing under Program Producers).

Radio Script & Transcription Exchange

(Federal Radio Education Committee)
U. S. Office of Education, Washington, D. C. Phone, Republic 1820, Extension 2225. Director, R. R. Lowdermilk. SERVICES OFFERED: Script and transcript libraries.

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOLlywood 6928. Transcription. (For detailed information see listing under Transcription Companies).

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

53 N. Duke St., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Assistant Manager, Edna K. Hanna; Children's Scripts, Margaret L. Smith. SERVICES OFFERED: Script.

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 6-3487. Station Contact, Martin Lawrence. SERVICES OFFERED: Script.

Service Programs

535 Fifth Ave., New York, N. Y. Phone, MURray Hill 6-3489. Script and transcription. (For detailed information see listing under Program Producers).

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Program Producers).

Henry Souwaine, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5666. Script. (For detailed information see listing under Program Producers).

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hillside 0188. President, Gerald King; BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Sales Manager, 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.

The Starr Piano Co.

(Speedy-Q Sound Effects)

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. President, A. L. Gennett; Treasurer, R. G. Martin; Secretary, Philip Johnson; REPRESENTATIVES: Charles Michaelson, 67 West 44th St., New York, N. Y. Phone. Murray Hill 2-3376; The Starr Piano Co., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. SERVICES OFFERED: Speedy-Q recorded sound effects.

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).

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).

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RKO Bldg. Circle 7-4124
- Agnetta, Nicholas T.**
9 Rockefeller Plaza Columbia 5-2142
- Appell, James**
400 Madison Ave. Plaza 3-7840
- Batchelor Enterprises, Inc.**
30 Rockefeller Plaza Circle 6-4224
- Bentham, M. S.**
48 West 48th St. BRyant 9-1227
- Bernie, Herman, Inc.**
1270 Sixth Ave. Columbus 5-6647
- Bestry, Harry**
1501 Broadway CHickering 4-3393
- Bloom, Joseph**
19 West 44th St. VAnderbilt 6-5080
- Briscoe & Goldsmith, Inc.**
522 Fifth Ave. MUrray Hill 2-6244
- Brown, Chamberlain**
145 W. 45th St. BRyant 9-8480
- Brown, Curtis-Collins, Alan, Inc.**
347 Madison Ave. MUrray Hill 6-6170
- Chapman, Bruce & Co.**
145 West 41st St. Wisconsin 7-1183
- Chase, Cleveland B., Inc.**
424 Madison Ave. ELdorado 5-1720
- Collins, Ted**
1819 Broadway Circle 7-0094
- Columbia Concerts, Inc.**
113 W. 57th St. Circle 7-6900
- Consolidated Radlo Artists, Inc.**
30 Rockefeller Plaza Columbus 5-3580
- Crosby, Everett, Ltd.**
1270 Sixth Ave. Circle 6-3860
- Downey, Wallace, Inc.**
1629 Broadway Circle 6-4684
- Dube, Harry S.**
1270 Sixth Ave. Columbus 5-7085
- Evans & Salter**
113 W. 57th St. Circle 7-6900
- Fadiman Associates**
1501 Broadway LAckawanna 4-3544
- Fanchon & Marco, Inc.**
133 West 50th St. Circle 7-5680
- Forkius, Marty**
1564 Broadway BRyant 9-0766
- Foyer, Bernie**
1674 Broadway Columbus 5-1930
- French, Samuel**
25 West 45th St. BRyant 9-4775
- Gale, Inc.**
48 W. 48th St. LOngacre 3-8110
- General Amusement Corp.**
RKO Bldg. Circle 7-7550
- Gernannt, William**
521 Fifth Ave. VAnderbilt 6-1750
- Getts, Clark H.**
Waldorf-Astoria Hotel Plaza 3-9005
- Glaser, Joe, Inc.**
30 Rockefeller Plaza Circle 7-0862
- Haensel & Jones**
113 W. 57th St. Circle 7-6900
- Hahlo, Sylvia**
145 W. 58th St. Circle 7-7440
- Hanna, Mark**
654 Madison Ave. REgent 4-6350
- Hayward, Leland, Inc.**
444 Madison Ave. ELdorado 5-4100
- Hesse & McCaffrey**
501 Madison Ave. ELdorado 5-1076
- Karn, Estella H.**
56 West 45th St. VAnderbilt 6-3860
- Kaufman, Jesse L., Inc.**
1841 Broadway Columbus 5-2050
- Kerr, Bob**
41 W. 53rd St. Circle 7-5857
- Leddy, Mark**
48 W. 48th St. BRyant 9-1631
- Lengel, William C., Literary Associates**
1860 Broadway Circle 5-5282
- Lipset, Ben B., Inc.**
1350 Broadway CHickering 4-2466
- Lyons, A. & S., Inc.**
515 Madison Ave. Plaza 3-5181
- Management Corp. of America**
745 Fifth Ave. Wickersham 2-8900
- Metro Artist Bureau**
1650 Broadway Circle 7-2829
- Michaud, A. T.**
730 Fifth Ave. Circle 5-5480
- Mills Artists, Inc.**
1619 Broadway Circle 6-1666
- Morris, William, Agency**
1270 Sixth Ave. Circle 7-2160
- Morrison, Leo, Inc.**
1776 Broadway Circle 7-6418
- Moses, John, Inc.**
730 Fifth Ave. Circle 6-2677

MANAGERS and AGENTS

Music Corporation of America
745 Fifth Ave.....Wickersham 2-8900

National Concert & Artists Corp.
711 Fifth Ave.....PLaza 3-0820

National Radio Artists
1650 BroadwayCircle 7-3074

North, Meyer B.
1564 Broadway.....BRyant 9-8667

O'Connor, Johnny
1697 Broadway.....Circle 6-3500

Okun, Lillian, Inc.
15 Central Park West.....Columbus 5-0080

Oxley, Harold
17 East 49th St.....ELdorado 5-3500

Popular Concerts Guild
30 Rockefeller Plaza.....Columbus 5-8051

Record Concerts Corp.
202 W. 58th St.....Circle 6-6085

Romm, Harry A., Inc.
1270 Sixth Ave.....Circle 7-7550

Roth, Allen
48 W. 48th St.....LOngaere 3-3836

Rubloff Orchestras
1501 BroadwayLackawanna 4-7147

Selznick, Myron, Ltd. of N. Y.
630 Fifth Ave.....Circle 7-6201

Shaffer-Waible Radio Productions
55 W. 46th St.....BRyant 9-2682

Shank, Mary L.
1619 Broadway.....Columbus 5-1332

Shurr, Louis
1501 Broadway.....CHickering 4-8240

Souvaire, Henry, Inc.
30 Rockefeller Plaza.....Circle 7-5666

Stix, Thomas L.
30 Rockefeller Plaza.....Circle 7-2696

Tyro Productions
1697 BroadwayColumbus 5-3737

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller Plaza.....Circle 7-2620

Vallon, Mike
1270 Sixth Ave.....Circle 7-0182

WGN Concert & Artist Bureau
745 Fifth Ave.....PLaza 3-8034

Waible, Fred
55 W. 46th St.....BRyant 9-2682

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave.....PLaza 5-5480

Wimbish, Paul C.
21 W. 58th St.....Wickersham 2-3600

Wolf Associates, Inc.
1270 Sixth Ave.....Circle 7-4885

WHN Artists Bureau
1540 BroadwayBRyant 9-7800

WMCA Artists Bureau
1657 BroadwayCircle 6-2200

WNEW Artists Bureau
501 Madison Ave.....PLaza 3-8300

WOR Artists Bureau
1440 Broadway.....Pennsylvania 6-8600

World Talent Bureau, Inc.
711 Fifth Ave.....Wickersham 2-2100

WOV Artists Bureau
730 Fifth Ave.....Circle 5-7979

Yost, Ben, Inc.
1650 Broadway.....Circle 6-6533

Zucker, Stan
501 Madison Ave.....PLaza 3-4677



American Federation of Radio Artists
6331 Hollywood Boulevard.....Hillside 5121

Arnow, Samuel
8949 Sunset Boulevard.....CRestview 6-6085

Artists Agency, Inc.
9111 Sunset Boulevard.....CRestview 5-6161

Artists' Managers Guild
7048 Hollywood Blvd.....GLadstone 7101

Bachmann & Anderson, Inc.
8511 Sunset Boulevard.....CRestview 6-4168

Berg-Allenberg, Inc.
121 South Beverly Drive (Beverly Hills)
CRestview 6-3131

Beverly Management Corp.
400 N. Camden Drive (Beverly Hills)
CRestview 1-5611

Beverly National Company
8780 Sunset Boulevard.....CRestview 5-6119

Beyer, Charles
1680 N. Vine Street.....Hillside 2125

Blum, Myrt
360 N. Camden Drive (Beverly Hills)
CRestview 6-7071

Bran, Mary (International Artists Bureau Agency)
8834 Sunset Boulevard.....CRestview 6-1184

Browne, Flo-Jan Grippo
8905 Sunset Boulevard.....CRestview 1-5209

Carol, Sue, Inc.
9006 Sunset Boulevard.....CRestview 1-8151

Collier-Ruth Co.
8584 Sunset Blvd.....CRestview 6-3101

Conlon, Tom, Agency
8734 Sunset Boulevard.....CRestview 1-5181

Consolidated Radio Service
5314 Melrose Avenue.....GLadstone 1929

Cooley, Hallam, Agency
9111 Sunset Boulevard.....CRestview 5-6161

Consolidated Radio Service
5314 Melrose Avenue.....GLadstone 1929

Crosby, Everett, N., Ltd.
9028 Sunset Blvd.....CRestview 1-1171

Dolan & Donne
8905 Sunset Boulevard.....CRestview 1-9185

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- Ettinger, Margaret**
1626 N. Vine Street..... Hillside 2141
- Feldman-Blum**
9441 Wilshire Boulevard (Beverly Hills)
CRestview 1-5222
- Ferris, Earle, Associates**
6381 Hollywood Boulevard..... Hollywood 7111
- Fleck, William, Agency**
8820 Sunset Boulevard..... BRadshaw 2-3655
- Fizdale, Tom, Inc.**
1509 N. Vine Street..... Hollywood 7363
- Frank, George, Inc.**
1626 N. Vine St..... Hillside 3188
- Gear, Bruce, Inc.**
8949 Sunset Boulevard..... CRestview 6-6466
- General Amusement Corp.**
9028 Sunset Boulevard..... CRestview 1-8101
- Goldstone, Nat C. (Walter Meyers Artists Bureau)**
9121 Sunset Boulevard..... CRestview 6-1071
- Gruskin, George**
202 N. Canon Drive (Beverly Hills)
CRestview 1-6161
- Hamilburg, Mitchell, Jr.**
6305 Yucca Street..... Hillside 6125
- Hayward-Deverich, Inc.**
9200 Wilshire Blvd. (Beverly Hills)
CRestview 1-5151
- Henry, Ed**
8627 Sunset Boulevard..... CRestview 1-5296
- Herdan, George S.**
9157 Sunset Boulevard..... CRestview 1-5236
- Herstein, Mark, Agency**
9028 Sunset Boulevard..... CRestview 6-7784
- Herty, Howard**
8853 Sunset Boulevard..... CRestview 6-2824
- Irwin, Lou**
9134 Sunact Blvd..... CRestwood 1-7131
- Jaffe, Sam, Agency**
8555 Sunset Boulevard..... CRestview 6-6121
- Kempner, Alex., Inc.**
8611 Sunset Boulevard..... CRestview 5-0104
- Kingston, Al, & Co., Inc.**
8582 Sunset Boulevard..... CRestview 1-8161
- Kline, Howard**
9126 Sunset Boulevard..... CRestview 6-7055
- Kolner, Paul, Inc.**
9169 Sunset Boulevard..... CRestview 1-5166
- Kramer, Earl, Agency**
204 S. Beverly Drive (Beverly Hills)
CRestview 6-2338
- Lancaster, John**
8820 Sunset Boulevard..... CRestview 6-4041
- Lauer, Leon O.**
8820 Sunset Boulevard..... CRestview 6-6014
- Lunde, Irving Agency**
8647 Sunset Boulevard..... BRadshaw 2-4255
- Levee, M. C.**
1300 N. Crescent Heights Blvd., GLadstone 3117
- Leonard, Fred J., Agency**
205 S. Beverly Drive (Beverly Hills)
CRestview 6-2021
- Lyons, A. and S., Inc.**
356 N. Camden Drive (Beverly Hills)
CRestview 1-6131
- MacArthur, Arthur**
1680 N. Vine Street..... Hempstead 3227
- MacQuarrie Agency**
8905 Sunset Blvd..... CRestview 6-7182
- MCA Artists, Ltd.**
9300 Burton Way (Beverly Hills)
CRestview 6-4161
- Mann, Gene—Jess Smith, Inc.**
8949 Sunset Boulevard..... CRestview 1-1135
- Marx, Bert**
9126 Sunset Boulevard..... CRestview 1-7171
- Marx, Zeppo, Inc.**
8732 Sunset Boulevard..... CRestview 6-4161
- McCormick, John, Inc.**
9730 Wilshire Boulevard (Beverly Hills)
CRestview 1-6181
- Meyer, Art, Agency**
9615 Burton Way (Beverly Hills)
CRestview 5-7865
- Mills Arts, Inc.**
8746 Sunset Boulevard..... CRestview 1-5197
- Monter-Gray, Inc.**
8736 Sunset Boulevard..... CRestview 1-1191
- Morris, William, Agency**
202 N. Canyon Drive (Beverly Hills)
CRestview 1-6161
- Morrison, Leo, Inc.**
204 S. Beverly Drive (Beverly Hills)
CRestview 1-9191
- Music Corporation of America**
9370 Burton Road (Beverly Hills),
CRestview 6-2001
- National Concert & Artists Corp.**
Sunset Blvd. and Doheny St., CRestview 1-7121
- Nurwood, Harry**
6425 Hollywood Boulevard..... GRanite 2211

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Orsatti Agency
9130 Sunset Boulevard.....CRestview 6-1008

Richardson Agency
9010 Sunset Boulevard.....CRestview 1-7111

Rubens, Maurie
7063 Sunset Boulevard.....GRanite 6930

Rush, Art
205 S. Beverly Drive (Beverly Hills)
CRestview 1-2165

Salkow Agency
9111 Sunset Boulevard.....CRestview 1-9134

Saphier, James
6331 Hollywood Boulevard.....HOLlywood 7211

Selznick, Myron & Co., Inc.
9700 Wilshire Blvd. (Beverly Hills)
CRestview 1-9171

Shagrin, Max, Agency
6253 Hollywood Boulevard.....GRanite 5171

Shauer, Melville A.
9120 Sunset Boulevard.....CRestview 1-1103

Sherman, Edward, Agency
9441 Wilshire Boulevard (Beverly Hills)
CRestview 5-0186

Shurr, Louis Inc.
9165 Sunset Blvd.....CRestview 1-1116

Silber, Arthur
8632 Sunset Boulevard.....CRestview 6-7144

The Small Co.
8272 Sunset Blvd. HOLlywood 2722

Smith, Jonathan
9172 Sunset Boulevard.....CRestview 6-4058

Stempel, Frank, Agency
8736 Sunset Blvd.....CRestview 6-5774

Thompson, David H.
9165 Sunset Boulevard.....CRestview 1-2188

Uhr, Ira C.
9124 Sunset Boulevard.....CRestview 1-4524

Ullman, George, S.
8981 Sunset Boulevard.....CRestview 1-5069

Underwood, Cecil
1680 N. Vine Street.....GRanite 7186

Vallee, Rudy, Presents, Inc.
8820 Sunset Boulevard.....CRestview 1-5169

Vincent, Frank W.
242 N. Canon Drive (Beverly Hills)
CRestview 6-2042

Wadsworth, Jessie B., Agency
8949 Sunset Boulevard.....CRestview 1-5753

Woolfenden, Bill, Inc.
9730 Wilshire Boulevard (Beverly Hills)
CRestview 6-3194

☆ **CHICAGO** ☆

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave.....WABash 0762

Renn Theatrical Agency
64 West Raudolph St.....DEArborn 2810

Chicago Artists Bureau
185 N. Wabash St.....CENTral 1627

Columbia Concerts, Inc.
Wrigley Bldg.SUpPerior 2542

Consolidated Radio Artists, Inc.
333 N. Michigan Ave.....FRANklin 8300

Edwards, Gus
410 N. Michigan Ave.....DELaware 5526

Ellsworth, W. M.
75 East Wacker Drive.....CENTral 0942

General Amusement Corp.
360 N. Michigan Ave.....STAtE 6288

Gordoni, Lillian
1258 S. Michigan Ave.....CALumet 6979

Gumbiner Theatrical Enterprises
310 S. Michigan Ave.....WEBster 4543

Herman, Sam
3508 W. Roosevelt.....STAtE 2147

Jack & Jill Players Radio Artists Co.
180 E. Delaware Street.....DELaware 7334

Jacky, Fred
520 N. Michigan Blvd.....DELaware 3262

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Lutz, Estelle, Artists Bureau
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Morris, William, Agency
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Morse, Edward M.
203 N. Wabash St.....STAtE 7344

Morse, Sidney P.
360 N. Michigan Ave.....STAtE 6288

Music Corporation of America
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National Concert & Artists Corp.
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Parker-Piper Talent Productions
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Parks, James & Co.
333 N. Michigan Ave.....CENTral 7980

Schuster, Milton
127 North Dearborn.....DEArborn 3633

WGN Concert & Artist Bureau
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WLS Artists Bureau
1230 W. Washington Blvd.....MONroe 9700

World Talent Bureau, Inc.
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A · S · C · A · P

By **JOHN G. PAINE**

General Manager

THE American Society of Composers, Authors and Publishers (ASCAP) has been the principal "performing rights society" in the United States, since it was first organized in 1914 by the late Victor Herbert and a group of his associates. An un-incorporated, non-profit, voluntary association, the Society has faithfully served its ever-increasing membership by collecting, through a system of licensing payment for the commercial use of the members copyrighted music. The money thus collected is distributed among the membership on the basis of classifications made by elected committees.

The right to license the public performance for profit was one of several rights granted the copyright owner by the Copyright Law of the United States in 1909. Long before this law was enacted, however, there was recognition throughout the entire world that the creative citizen deserved protection if he was to continue to contribute to the culture of his country. In France, England, Germany and all the nations of Europe, performing rights societies were established under government supervision to preserve these rights. And as early as 1783, New Hampshire legislators wrote in the preamble to their Copyright Law: "The advancement of human happiness greatly depends on the efforts of ingenious persons in the various arts and sciences. The principal encouragement such persons can have to make great and beneficial exertions of this nature must consist in the legal security of the fruits of their industry to themselves; and such security is one of the natural rights of all men, there being no property more peculiarly a man's own than that which is produced by the labor of his mind."

ASCAP, representing some 185 publishers and 1,485 composers and authors, has license agreements with some 32,000 public amusement enterprises throughout the United States. Through reciprocal agreements and treaties, the Society represents in the United States the performing rights of some 23 European and Latin American Societies. Although these agreements are still in effect, present war conditions preclude the mutual payment of monies between foreign societies and ASCAP until such time as the Enemy Alien custodian rules otherwise.

During 1942 more than 230 new members were elected to ASCAP, indicating the continued growth of the organization, which includes the leading composers, authors and publishers in the fields of standard, production, motion picture and popular music.

The picture of ASCAP during the past year would not be complete, however, without an account of the Society's efforts, especially in the field of broadcasting, to change "music costs" into "music profits". It has long been felt by the organization that radio was not making the most of the tremendous catalogue which was available under their ASCAP agreements.

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As a step in this direction, ASCAP inaugurated on June 1, 1942 a program service which furnishes, free of any charge, a half-hour musical script to those licensed radio stations which request the service. The scripts are called: "Music . . . As You Like It", "Music . . . Just For You", and "You Shall Have Music". They are programs of general interest and contain a suggested list of appropriate musical recordings. Of the more than 750 radio stations which have ASCAP licenses, over 600 stations requested and are receiving this series of scripts. A large majority of them have been successful in finding sponsors for the program and all of them express complete satisfaction. In addition to these regular programs, the Society is also supplying special scripts for Armistice Day, Thanksgiving and other holidays throughout the year.

By the time this is in print, all stations receiving this service will have received an additional service consisting of a complete thirteen-week series of daily ten-minute scripts, designed especially to be used after five-minute news broadcasts. Patriotic in theme, these scripts tell little-known stories of men and women in American history who contributed to the struggle for freedom. This series, like the half-hour programs, contain a suggested list of musical recordings.

Altogether the Society is supplying 78 hours of programming to its licensed radio stations during the year. It is indicative of ASCAP's desire for greater collaboration with those who use the raw material created by the membership.

The officers of the Society are: Deems Taylor, president; Gustave Schirmer and Oscar Hammerstein II, vice-presidents; George W. Meyer, secretary; John J. Bregman, assistant secretary; Max Dreyfus, treasurer; Irving Caesar, assistant treasurer; John G. Paine, general manager, and Schwartz & Frohlich, general counsel.

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 (Formerly: Italian Book Co.)

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By **ERNEST R. VOIGHT**

Vice-President

FOUNDING of AMP: Associated Music Publishers, Inc., was founded as a private corporation in the State of New York on December 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a music publishing business and is exclusive agent for numerous foreign music publishers.

Scope: Represented in the AMP repertoire are 45 U. S. and European catalogs containing over 500,000 entries of which approximately 15,000 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to popular dance music, including concert works for ensemble, solo instruments and voice, its repertoire constitutes a flexible and rich source of distinctive music for radio program builders.

AMP licenses: Licenses cover performing rights, "small" (i. e., strictly musical) and "grand" (i. e., musical-dramatic). AMP's radio license is unique in that it covers "small" and "grand" rights under a single fee. The radio license stipulates that: (1) the annual fee shall be equal to the sum of a station's 12 highest quarter-hour card rates; (2) that AMP will sell the licensee any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will indemnify the licensee against claims arising from the use of music covered by the license.

AMP licensees: The national networks, the principal regional networks and most of the important independent radio stations are holders of AMP licenses.

AMP headquarters: 25 West 45th Street, New York City. Telephone BRyant 9-0847. Cable address: MUSICPUB--NEWYORK.

AMP officers: C. M. Finney, president; Ernest R. Voight, vice-president; John R. Andrus, vice-pres. and treasurer; Anna M. Kerner, secretary.

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HELP THE
RED CROSS

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BROADCAST MUSIC, INC.

By **M. E. TOMPKINS**

General Manager

BROADCAST MUSIC, INC., the industry-owned music publishing and copyright licensing firm, reached its full stature in 1942. That year marked the transition of BMI from its purely emergency phase to an aggressive and permanent organization. Its original purpose having been successfully served, BMI has not wasted time in realigning its setup for its permanent function of maintaining competition in the music licensing field so that American broadcasters will always have their own source of music in addition to the already established licensing organizations.

One essential requirement for BMI's continuance was full industry support, which has been freely given. Nearly 900 stations are now licensed by BMI. To be exact, 804 stations in the United States and 88 Canadian stations, in addition to all coast-to-coast and most regional networks, have taken out BMI licenses extending until the Spring of 1950. With this support, BMI's financial position is assured beyond any question.

In addition to the financial support, BMI has urged stations to accept their share of the responsibility for competition in the field of music. This responsibility is one which the station owes to the public as well as to itself. Music should be played because it is musically and lyrically pleasing, and not on the basis of any artificial "plug" standard—a standard which is sometimes achieved by forcing methods rather than on the basis of any inherent merit in the composition itself. Stations which pick with discrimination the tunes that they popularize by means of performance, will avoid fatiguing their audiences by monotonous repetition of the few highly touted musical compositions. In doing this they favor not only their audiences but also give an equal opportunity to smaller publishers and lesser known writers, whether licensed through Ascap or BMI, to have their songs brought to the attention of the public. This fosters true competition not only between licensing organizations but between the publishers and writers themselves.

As important as the industry's support of BMI is BMI's service to the industry. During the past year BMI has increased its affiliated group to over 475 publishers. They have issued many of the country's top tunes, including such current favorites as "When the Lights Go On Again," "Starlight Sonata," "My Devotion," "Strictly Instrumental," "That Soldier of Mine," "Brazil," "One Red Rose Forever," "I Wish, I Wish, I Wish." The music from the great Disney picture "Bambi" licensed through BMI has afforded its stations top-flight program material. BMI also holds the performance rights to many presently indispensable titles.

Recent BMI publisher agreements have helped swell the stock of popular phonograph records which BMI stations may use and include the Berwick-Oberstein catalog of some 2,000 hillbilly and name band tunes. Other recent publisher acquisitions include National Music, Harry James,

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and Acuff-Rose. BMI and its affiliates mail out each week a large amount of sheet music and arrangements totalling at wholesale cost approximately \$100 per month per station.

Recently BMI has inaugurated a short series of conferences with station program directors who are brought to New York in small groups and are taken through BMI's extensive music production plant. They are afforded opportunity not only to familiarize themselves with the full scope of what BMI is doing, but also to make suggestions as to how its service to them could be extended or improved. The BMI script service supplies 18 continuities weekly to all licensees, utilizing the music available in transcription libraries and on phonograph records. Primarily for the benefit of the smaller stations, it is pleasing to note that many of the larger stations are using the scripts regularly.

During 1942 BMI obtained from the Government a final clarification of the long debated licensing provisions of the Ascap consent decree. It is now clearly established that Ascap writers and composers may issue gratuitous licenses for the use of their music directly, thus opening the way to make an increasing amount of music by these writers available to stations which are not licensees of Ascap.

BMI looks back on more than two years of successful operations which have played a major part in establishing permanent competition in the source of music for radio and at the same time in reducing the industry's total music costs by approximately \$1,000,000 annually from the sum paid in 1940 to Ascap alone. It is also well to remember that music costs are five to six million dollars less than the industry would have paid under the new licenses proffered by Ascap in 1940.

BMI enters 1943 by embarking on a campaign of increased service to its member stations which will greatly enhance its day-to-day value to them as individual music users as well as give further insurance of their future security as an industry from attack by any monopolistic aggressor in the field of copyrighted music.

Publishers

| | | |
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Hollywood Hit Publishers
Hollywood Music Sales
Joseph Horvath
Jack Howard Publications
Hub Publishing Company
Carolyn Ross Huddleston
E. Hummel Publishing Co.
Bruce Humphries, Inc.
Ideal Music Publishing Co.
Immortal Music Publishing Co.
Imperial Music Publishing Co.
Independent Music Publishers
(New Mexico)
Independent Music Publishers
(Massachusetts)
International Dance Studio
International Publications

International Songwriter Club
Emil F. Isenberg Music Publish-
ing Co.
Jill Music Company
Jo-Ann Music Company
The Judson Press
J. & J. Kammen Music Co.
Kaymusic Publishers
Kelly Music Publications
P. J. Kennedy & Sons
Keystone Music Company
Knickerbocker Music Publishing
Co.
Marguerite Kolbert Productions
Jimmy Lambert & Harry Glick
Lang-Worth Publications, Inc.
Claude Lapham Music Corp.
Latin-American Music Publish-
ing Corp.
Lee-Roy-Lou Publishing Co.
Lencer Music Company
Levison-Evans Music Corp.
Lewcon Music Company
Liberty Music Publishers
Lind Music Company
Linden Music Publishers
London Music Corporation
C. Harold Lowden
Lucky Music Publishers
The M. & F. Music Publishers
Sandy MacFarlane
Mackley Music Publishing Co.
Maestro Music Company
Magnolia Music Corporation
Majestic Music Company
Mallory Music Publications
Mann Music Publishing Co.,
Inc.
Frank Mansfield Music Publish-
ing Co.
J. C. Marchant Publications
Edward B. Marks Music Corp.
Mar-Lane Music Publishers
Frank Marsales
Martin's Tudio of Gospel Music
Master Music Publishers
McClure Music Company
Joe McDaniel Music Company
Gene McLean Music Company
Med-Rik Music Publishing Co.
Mellow Music Publishing Co.
Melody Lane, Inc.
Melody Moderne, Inc.

• • • **B M I P U B L I S H E R S** • • •

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| <p>Memorie Music Publishing Co. Mercury Music Merit Music, Inc. Merit Music Publishing Co. Merritt Publications Merrywood Publishers Metropolitan Music Company Metropolitan Music Publishers Mike-Tunes Milburn Music Publishers Charles Miller Miracle Music Company Jean M. Missud Modern Melodies Publishing Co. Modern Standard Music Co. Moderne Publications Bob Mohr Monarch Music Company Monarch Music Publishing Co. Monroe Publications Moon Ray Music Publishers Motley-Bryson-Johnson Motor City Music Publishers Mountain Music Company Movieland Music Publishers Grace M. Murray Murray Music Company Music City Copyrights Music Makers Publishing Co. Music Mart Music Products, Inc. Musicana, Inc. Musico National Association For Blind Composers, Inc. National Music Corp. Nationwide Songs, Inc. Nelrod-Music Publishers New Era Music Corporation New York Music Publishing Co. Newart Song Publications Mrs. Dolorosa Niehoff Oahu Publishing Company Otten & Kemp Palmer Music Company Palomar Music Company Pamaca Music Company Paragon Music Publishing Co. Peer International Corporation Eddie Petrie Picadilly Music Company The Pilgrim Press Frank Pond Music Company Porgie, Debin & Friedman, Inc. Portland Music Company Pro Musica Publishing Co. Process Music Publications Progressive Music Publishers Prosser Music Publishing Co.</p> | <p>Radio Music Publishers Rainbow Melodies Rainbow Music Publishers Ray Music Publishing Co. Raybert Music Co. Record Music Publishing Co. Redskin Publishing Co. Regent Music Corporation H. E. Rees Music Publishers Reid & Singer Music Pub. Co. Reis & Taylor Co. Remarque Music Publishing Co. Rex Music Publishers Rialto Music Publishers Rich Publications G. Ricordi & Co. Charles Rinker Music Pub. Co. Roe-Krippene Ernest A. Rork & Son George F. Rosche & Company Roslyn Music Company Ross Music Publishing Company Edward & Louis Rossi Rousseau Publishing Company Royal Music Publishing Co. Ruby Music Company Ruebush-Keiffer Company S. T. A. Music Publishing Co. Salamanca Music Publishers August Schael Company Scheuerle Bros. Music Publishers E. C. Schirmer Music Company C. Albert Scholin Scholl Publishing Company Schumann Music Company Shelby Music Publishing Co. Sheldon-Mitchell Pub. Corp. Shermack Company Shisler-Benkhardt Publications Murray Singer Music Pub. Co. Skokie Music Company Skylark Songs Robert Elmer Smith Rosina Soback Carl Sobie Society of Jewish Composers, Publishers and Songwriters Song of the Month Associates The Song Shop Songtex Music Company Sons Music Publishing Co. Stan Host Melodies Standard Publications Stark Music Printing Company Ted Steele Publishing Company Arthur Steven Publications Stevens Music Company Stover Music Company</p> | <p>A. D. Stratton Music Company Walter A. Stroube Sudlik & Siegel Sun Ray Music Publishers Sunshine Music Company Sweet Music Publications Symbolic Music Publishing Co. Syndicate Music Publishers, Inc. Tele-Mus Publishing Co., Inc. Televise Music Company The Three Boys Music Company G. M. Tidd Timberland Publishing Co. Toben Music Inc. Lysle Tomerlin Top Music Publishers, Inc. Leo Eben Tourjee Trans-America Music Publishers Treasure Chest Publications Grant Colfax Tullar Tune-Towne-Tunes U. S. Music, Inc. United Lutheran Publication House Universal Music Sales Urban Publications Valiant Music Company Van Brunt Publishing Company Van Russ Music Vance Music Company Vanguard Songs, Inc. Variety Music Company Vavrin & King Vernon Music Publishers Waldorf Music Company Warner Studio Warren Publications Jack Waverly Jesse E. Weaver Charles F. Weigle Maurice O. Wells Wesjav Music Corporation West Coast Music Publishers White Way Music Company Wick Music Publishing Company Williams & Williams Meredith Willson Wilson Publishing Company Claude H. Witt Murray Wizell Music Company Woodland Music Company World Melodies, Inc. Worldwide Music Publishers Wright Publishing Company Neale Wrightman Publishers Zoeller Music Company</p> |
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S · E · S · A · C

By PAUL HEINECKE

President

SESAC is now the largest music performing rights organization in the broadcasting industry. SESAC now controls and makes available, without restriction, the music catalogs of over 100 leading American publishers. This vast storehouse of program material, including every type of music from swing to symphony and from hillbilly to opera, provides broadcasters with the complete answer to the program requirements of the industry.

SESAC music is used by more radio stations than any other music use—

SESAC has licenses with 870 commercial radio stations in the U. S.

SESAC music is American music, our 140 publishers being located in 48 states 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 the best known compositions of such American composers as Edward MacDowell, Mrs. H. H. A. Beach, Bruno Huhn, Charles Wakefield Cadman, Victor Herbert, Rudolf Friml, etc.

SESAC is your "bread and butter" music—the diversified music that makes up the bulk of your 18-hour broadcasting day throughout the year. This music is used extensively by advertising agencies on virtually all commercial transcriptions. It provides a permanent part of the library service of all transcription companies, and because of the lasting quality of the music, it is also featured 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, no restriction list, reasonable rates, negotiation of licenses by a station relations staff with actual broadcasting experience, a program service department and friendly cooperation.

SESAC is also proud to have been selected by the U. S. Treasury to act as its liaison with the broadcasting industry in the huge war bond campaign. Our station relations staff has now visited nearly every radio station on behalf of the Treasury to clarify problems in connection with war bond programs and has recommended Treasury citations of merit for hundreds of individual station executives for their outstanding work to the war bond campaign. SESAC will continue this liaison work until victory is won.

With 870 commercial radio stations maintaining blanket SESAC licenses, SESAC leads the field, but we regard this record not as an achievement but as a responsibility to the industry to maintain and to

extend our established policy of cooperation and to supply every broadcaster in America with the best music in America.

Use the SESAC Music Guide and the informative monthly SESAC Music Bulletins.

SESAC, its publishers, program service department and station relations staff are at your service.

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
Alkire Publications, Eddie, Easton, Pa.
Altschuler, J. (See "P. W. P.")
American Music, Inc., Portland, Ore., Hollywood, Cal.
Cross & Winge, Inc.
Arct, M.; Warsaw
Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)
Augsburg Publishing House; Minneapolis
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
Barnes, A. S. and Company, Inc.; New York
Barnhouse, C. L.; Oskaloosa, Iowa
Barwicki, K. T. (See "P. W. P.")
Beirly Company (See Chart Music Publishing House, Inc.)
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago—New York
Braun Music Co.
Braun Organization, The
Broadcast Music Publishers (See National Music Company, Inc.)
Bryant Music Company; New York
Calbo, N.; Barcelona
Catholic Music Company (See McLaughlin & Reilly Co.)
Central Music Company (See Ramsey, Will M.)
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
Clef Music Co.; New York
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
Do Re Mi Fa Casa Editora De Musica (See Ediciones Internacionales Fermata)
Ediciones Fermata (See Ediciones Internacionales Fermata)
Ediciones Internacionales Fermata: Buenos Aires (South American Publications)
Ediciones Musicales Pampa
Do Re Mi Fa Casa Editora De Musica
Ediciones Internacionales Fermata, Warsaw (European Publications)
Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
Ediciones Rodoch (C. Rodriguez); Bilbao
Ediciones A. Urmeneta; Barcelona
Edition Adler; New York, N. Y.
Edition "Jastrzab" (See "P. W. P.")
Rudnicki, Walery
"W.J.R."
Rzepecki, J.
Editions "Olympia" (See "P. W. P.")
Editions Pro Arte; Lwow (See "P. W. P.")
Eulenburg Ltd.; Ernest; London
Fairbank Company, H. W. (See National Music Co. Inc.)
Fermata (See Ediciones Internacionales Fermata)
Gebethner & Wolff; Warsaw
Gehrmans Musikforlag, Carl; Stockholm
Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)
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
Solunastra Publications
Hall Music Co., The; Maryville, Tenn.
Hall & McCreary Co.; Chicago
Hanson, E. Eddy (See National Music Company, Inc.)
Harmonia Edition Publishing Co., New York
Harmonie Publications
Rondo Publications
Hart's Music Company (See National Music Co.)
Hartford Music Company, The; Hartford, Ark.
Hathaway, Franklin Earl, Music Publisher; Chicago
Gospel Music Publications
Helasco (See Haberer-Helasco)
Henson Music Publisher, J. M., Atlanta, Ga.
Hoffman Company, Raymond A.; Chicago
Huffer Publications, Fred. K. (See Chart Music Publishing House, Inc.)
Idzikowski, Leon; Warsaw
Idzikowski, M.; Warsaw
Jastrzab (See Edition "Jastrzab")
Jewell Music Co., Fred; Worthington, Ind.
Keene, Inc., Hank; South Coventry, Conn.
Kelman Music Corp.; New York

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- King Music House, Inc.; K. L.; Fort Dodge, Ia
Kjos Music Co., Neil A.; Chicago, Beatrice and
Max Krone
Krachtus, John; Chicago
Krone, Max & Beatrice (See Kjos Music Co.)
Lebendiger, Henryk (See Ediciones Internationales
Fermata)
Littig Music Publishing Co., Frank (See Chart
Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin &
Reilly Co.)
McLaughlin & Reilly Co.; Boston, Mass.
Liturgical Music Company
Catholic Music Publishing Company
including composition taken over from
Wm. E. Ashmall & Company
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company
Mora, Jose; Barcelona
Music Press, Inc.; New York
Music Products Corporation; Chicago (See Frank
Pallma-Music Publisher)
National Music Company; Fort Worth, Texas
National Music Company, Inc.; Chicago
Albright Music Company
Broadcast Music Publishers
(See E. Eddy Hanson)
Fairbank Company, H. W.
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Company
(See Eddie Hanson)
Standard Songs
(See Eddie Hanson)
Windsor Music Company
including compositions taken over from:
E. Eddy Hanson
Natrass-Schenck, Inc.; New York
Nowa Scena; Warsaw
Olympia (See Editions "Olympia")
Orduna, Leopoldo; Barcelona
Pagani, O., & Bro.; New York
Pallma Music Publisher, Frank; Chicago
Panella, Frank A.; Pittsburgh, Pa.
Parks Company, J. A., The; York, Neb.
Perry' Sons A. W.; Sedalia, Mo.
Polskie Towarzystwo Muzyki Wspolczesnej;
Warsaw (See "P. W. P.")
Popular Music Publications (See National Music
Company, Inc.)
Pro Arte (See Editions Pro Arte)
"PWP" Przedstawicielstwo Wydawnictw Pols-
kich (Association of Polish Publishers);
Warsaw
Radio City Guitar Studio; New York
Ramsey, Will M., Little Rock, Ark.
Central Music Co.
Rodoch (See Ediciones Rodoch)
Rodriguez (See Ediciones Rodoch)
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See Edition "Jastrzab")
Rzepecki (See Edition "Jastrzab")
Sajewski, W. H.; Chicago
Schmidt Co., The Arthur P.; Boston
Schmitt Music Company, Paul A.; Minneapolis
Schuberth, Edward, & Co., Inc.; New York
Select Music Company (See National Music Co.)
Seyfarth, G.; (See "P. W. P.")
Showalter Company, The A. J.; Dalton, Ga.
Simon, Frank; Middletown, Ohio
Singenberger, John (See McLaughlin & Reilly
Co.)
Singenberger, Otto (See McLaughlin & Reilly
Co.)
Sisk Music Company, The; Tocca, Ga.
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Solunastra (See Haberer-Helasco)
Stahl, Wm. C.; Milwaukee
Stamps-Baxter Music & Printing Company, Dallas,
Texas; Chattanooga, Tenn.; Pangborn, Ark.
V. O. Stamps Music Company
Stamps-Baxter Music Co.
Standard Music Company (See National Music
Company, Inc.)
Standard Songs (See National Music Company,
Inc.)
Stirling Music Publishing Co.; New York
Avalon Music Publishing Co.
Tennessee Music & Printing Company; Cleveland
Tenn.
Thorsings Musikforlag, Alfred; Copenhagen
Towarzystwo Wydawnicze Muzyki Polskiej;
Warsaw (See "P. W. P.")
Union de Compositores; Barcelona, Spain
Urgelles, J.; Barcelona, Spain
Urmeneta (See Ediciones A. Urmeneta)
Vaughan, James D.; Lawrenceburg, Tenn.
Vitak-Elsnic Co.; Chicago
Georgi & Vitak Music Co.
Warde, Harry (See Chart Music Publishing House,
Inc.)
Warner, F. Eugene (See Chart Music Publishing
House, Inc.)
Warszawskie Towarzystwo Muzyczne (Warsaw
Music Society); Warsaw
Weaner, Maxwell (See Weaner-Levant Publica-
tions)
Weaner-Levant Publications, New York
Weaner, Maxwell
Western Accordion Music Company (See Chart
Music Publishing House, Inc.)
Whitney Blake Music Publishers; New York
Windsor Music Company (See National Music
Co., Inc.)
Winsett, R. E.; Dayton, Tenn.
"W.J.R." (See Edition "Jastrzab")
Yanguas, Mariano; Madrid
"Zaiks" Związku Autorow, Kompozytorow i
Wydawcow; Warsaw
(Authors-Composers and Publishers Associa-
tion of Poland (See "P. W. P.")
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.
Abingdon-Cokesbury Press, 150 Fifth Avenue, New York City.
Abrahams (Maurice) Music Co., Inc., 522 West End Ave., New York City.
Accordian Music Publishing Co., 46 Greenwich Avenue, New York City.
Acme Music Co., 1674 Broadway, New York City.
Acme Music Corp., 562 Fifth Avenue, 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.
Ahlerl & Lewis Music Publishers, 10 West 96th Street, New York City.
Albin Tunes Publishers, 2349 Honolulu Avenue, Montrose, Calif.
Alfred Music Co., 145 West 45th Street, New York City.
Alford, Harry L., 190 North State Street, Chicago, Ill.
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Allen Intercollegiate Music, Inc., 67 West 44th Street, New York City.
Allen, Thornton W., Co., 67 West 44th St., New York City.
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American Melodies, 4848 Michigan Avenue, Chicago, Ill.
American Music, Inc., Studio Bldg., Portland, Ore.
American Music Publishing Co., 1695 Broadway, New York City.
Am-Rus Music Corporation, 37 West 57th Street, New York City.
Amsco Music Publishing Co., Inc., 1600 Broadway, New York City.
Antony (Frank) Music Publisher, 145 West 45th Street, New York City.
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Appleton, D., Century Co., 35 West 32nd Street, New York City.
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Atlas Music Corp., 1250 Sixth Avenue, New York City.
Augsburg Publishing House, 425 South 4th Street, Minneapolis, Minn.
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Axelrod Publications, Inc., 51 Snow Street, Providence, R. I.

— B —

Bach Music Co., 8 Irvington Street, Boston, Mass.
Bach Music Publishers, 40 Peach Tree Arcade, Atlanta, Ga.
Back Bay Music Co., 168 Tremont St., Boston, Mass.
Ball Music Pub. Co., 6912 Hollywood Blvd., Hollywood, Calif.
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Barres Publications, 545 Fifth Avenue, New York City.
Barton Music Corp., 1619 Broadway, New York City.
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Beacon Press, 25 Beacon Street, Boston, Mass.
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Bell Tone Music Publishing Co., 75 Hamilton Terrace, New York City.
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Berlin, Irving, Inc., 799 Seventh Avenue, New York City.
Best Music, Inc., 498 Boylston Street, Boston, Mass.
Beverly Music Co., 300 North Oakhurst Drive, Beverly Hills, Calif.
Birchard, C. C., & Co., 221 Columbus Avenue, Boston, Mass.
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Blank, S., 190 East Second Street, New York City.
Blau (Larry) Music Co., 711 Eighth Avenue, New York City.
Block, Martin, Publishing Co., 501 Madison Ave., New York City.

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Blue Circle Music Publications, 1595 Broadway, New York City.
 Bluestone-Bernard Music Publishers, 7107 Hillside Avenue, Hollywood, Calif.
 Bomart Pub. Co., 1619 Broadway, New York City.
 Bond (Carrie Jacobs) & Son, 3 East 43rd Street, New York City.
 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.
 Brainard's (S.) Sons Co., R. F. D. No. 4, Pottstown, Pa.
 Brashear Music Co., Trinity Court, Boston, Mass.
 Braun Music Co., 1619 Broadway, New York City, and 609 South Paulina Street, Chicago, Ill.
 Bregman, Yocco & Conn, Inc., 1619 Broadway, New York City.
 Brehne Associates, 4708 - 31st Avenue, Astoria, L. I., N. Y.
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 Brill, D. Dudley, 61 Broadway, New York City.
 Broadcast Music, Inc., 580 Fifth Ave., New York City.
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 Brokel Studios, 64 East Jackson Blvd., Chicago, Ill.
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 Brown & Henderson, Inc., 1619 Broadway, New York City.
 Bryant Music Co., 113 West 57th Street, New York City.
 Bucher, Rolond C., 166 Montogue St., Brooklyn, N. Y.

— C —

C. & M. Music Co., Conrad Bldg., Providence, R. I.
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 Campbell, Loff & Pargie, 1619 Broadway, New York City.
 Candell-Ford Music Co., 1674 Broadway, New York City.
 Cantaro Music Pub. Co., 1509 North Vine Street, Hollywood, Calif.
 Cantrell Music Publications, 2190 W. Adoms Blvd., Los Angeles, Calif.
 Capitol Music Co., Terminal Sales Bldg., Seattle, Wash.
 Carlton & Dixon, Walter P. Storey Bldg., Los Angeles, Calif.
 Carlton, Joseph, 313 West 51st Street, New York City.
 Carr-Hildy Music Co., 2659 Connecticut Avenue N. W., Washington, D. C.
 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.
 Champion Music Co., 1587 Broadway, New York City.
 Charm Music Co., 35 West 64th Street, New York City.
 Chappell & Co., Inc., 1270 Sixth Avenue, New York City.
 Chart Music Publishing House, Inc., 506 S. Wabash, Chicago, Ill.
 Chase Music Co., 410 North Michigan Blvd., Chicago, Ill.
 Chateau Publications, 2733 Kensington Ave., Philadelphia, Pa.
 Cheatham, Frederick C., 1108 North 27th Street, Richmond, Va.
 Cherie 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., 6912 Hollywood Blvd., 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, 823 S. Wabash 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.
 Concordia Publishing House, Jefferson Ave. & Miami St., St. Louis, Mo.
 Connors-Wilkins, 720 North Pearl St., Albany, N. Y.
 Cooper Music, Inc., 1650 Broadway, New York City.
 Cornell Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
 Coronet Music Corp., 1619 Broadway, New York City.
 Coronet Songs, 742 North June St., Hollywood, Calif.
 Coslow Music Co., 6912 Hollywood Blvd., Hollywood, Calif.
 Country Music, 830 South Michigan Ave., Chicago, Ill.
 Courtney (Alon) Music Co., 1619 Broadway, New York City.
 Crawford Music Corp., 1270 Sixth Ave., New York City.
 Crescent Music Co., 1585 Broadway, New York City.
 Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

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D. S. Publishing Co., 30 Rockefeller Plaza, New York City.
 Dash Connelly, Inc., 1619 Broadway, New York City.
 Davidson & Maxon Music Publishers, 1313 North Highland Ave., Hollywood, Calif.
 Davis, Joe, Music Co., 1619 Broadway, New York City.
 Davis & Ostergard, 2090 West Jefferson Blvd., Los Angeles, Calif.
 Deas (Edward C.), 5718 Wabash Avenue, Chicago, Ill.
 Deaton Music Co., Montgomery, Alabama.
 Debin Music Co., 1619 Broadway, New York City.
 DeCimber Music Publishers, P. O. Box 1778, Milwaukee, Wisc.
 Del Cal Theatres, Inc., 651 South Dunsmuir, Los Angeles, Calif.

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MUSIC PUBLISHERS

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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.
 Deseret Book Co., 44 East South Temple, Salt Lake City, Utah.
 Desmoni, Martin J., 1501 Broadway, New York City.
 Devoe (Jack), 14955 Stote Fair East, Detroit, Mich.
 Di Bella, O., 162 East 116th Street, New York City.
 Ditson, Oliver, Co., Inc., 1712 Chestnut Street, Philadelphia, Pa.
 Dixie Music Pub. Co., 1674 Broadway, New York City.
 Donaldson, Douglas & Gumble, Inc., 1619 Broadway, New York City.
 Don Santos Pub. Co., 55 Orleans St., Rochester, N. Y.
 Doraine Music Publishing Co., 1619 Broadway, New York City.
 Dorset Publications, 345 W. 55th St., New York City.
 Dorsey (Thomas A.), 755 Oakwood Blvd., Chicago, Ill.
 Dunlop, Merrill, 825 Barry Avenue, Chicago, Ill.
 Dynamic Music Co., 2136 Laurel Canyon Blvd., Hollywood, Calif.

— E —

E and R Music Co., 1619 Broadway, New York City.
 Eastern Music Publications, 620 West 150th Street, New York City.
 Ecoma Music Co., 1522 North Detroit St., Hollywood, Calif.
 Edition, Adler, 113 West 42nd Street, New York City.
 Edition Musicus—New York, 23 West 47th Street, New York City.
 Edwards Music Co., 1619 Broadway, New York City.
 Elkan-Vogel Co., Inc., 1716 Sansom Street, Philadelphia, Pa.
 Embassy Music Corp., 1619 Broadway, New York City.
 Embee Music, Inc., 501 Madison Avenue, New York City.
 Emcee Pub. Co., 360 South Doheny, Beverly Hills, Calif.
 Empire Music Publishing Co., 1587 Broadway, New York City.
 Encore Music Publications, Inc., 1674 Broadway, New York City.
 Englewood Music House, 516 Englewood Avenue, Chicago, Ill.
 Ensemble Music Press, Drawer K, East Northport, N. Y.
 Enterprise Publications, 430 South Broadway, Los Angeles, Calif.
 Esquire Music Co., 1619 Broadway, New York City.
 Essex Publishing Co., Dover, N. J.
 Evans Music Co., 86 Essex Street, Boston, Mass.
 Excelsior Music Publishing Co., 1650 Broadway, New York City.

— F —

Famous Music Corp., 1619 Broadway, New York City.
 Feist, Leo, Inc., 799 Seventh Ave., New York City.
 Fillerdelphia Music Co., 721 South Street, Philadelphia, Pa.
 Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.
 Fine Songs, 40 West 84th Street, New York City.
 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.
 Forest Glen Music Publishers, 424 Diversey Parkway, Chicago, Ill.
 Foreign & Domestic Music Corp., 126 West 46th Street, New York City.
 Forster Music Publisher, Inc., 218 South Wobash, Chicago, Ill.
 Fountain Music Co., 36 East 5th Street, Cincinnati, Ohio.
 "440" Music Pub. Co., 529 East Potter Avenue, Milwaukee, Wis.
 Fowler Music Co., 1587 Broadway, New York City.
 Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City.
 Frederic (Will) Music Publishers, Minneapolis, Minn.
 Freed & Hall Music Publishers, 1535 North Vine St., Hollywood, Calif.
 Freeman Music Co., 114 Madison Street, Cortland, N. Y.
 Freeman Associates, 140 Roseville Avenue, Newark, N. J.
 Free Methodist Publishing House, Winona Lake, Ind.
 Frey (Fran) & Co., 5507 Hollywood Blvd., Hollywood, Calif.

— G —

G. M. S. Music Pub. Co., 2818 Montebello Terrace, Baltimore, Md.
 Gaal & Fillie Music Publishers, 1587 Broadway, New York City.
 Gabler (C. J.), 1310 South 12th Street, Omaha, Neb.
 Gabor (Donald H.), 250 West 57th Street, New York City.
 Galaxy Music Corp., 17 West 46th Street, New York City.
 Gale (Bill), 5024 61st Street, Woodside, L. I., N. Y.
 Gamble Hinged Music Co., 228 S. Wabash Avenue, Chicago, Ill.
 Gamma Music, Inc., 527 Fifth Avenue, New York City.
 Garrick Music Publications, 2157 North Avers Ave., Chicago, Ill.
 Gem Music Corp., 1619 Broadway, New York City.
 Georgeoff, Evan, Music Publishing Co., 1650 Broadway, New York City.
 Gerard 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.
 Gordon, Kaufman & Real, Inc., 1650 Broadway, New York City.
 Gornston, David, 117 West 48th Street, New York City.
 Gotham Music Service, 1619 Broadway, New York City.
 Graham & Kihorny, 2131 Bonita Drive, Glendale, Calif.
 Graham Music Co., 2012 Jefferson St., Bluefield, W. Va.
 Graham, Harold L., 6033 S. E. Stark Street, Portland, Ore.

MUSIC PUBLISHERS

Grand Music Co., 1619 Broadway, New York City.
 Gray, H. W., Co., Inc., 159 East 48th Street,
 New York City.
 Great Songs Press, Baxter Station, Louisville, Ky.
 Greater New York Music Corp., 1619 Broadway,
 New York City.
 Green Bros. & Knight, Inc., 1619 Broadway, New
 York City.
 Green (J.) Publications, 1175 East 21st Street,
 Los Angeles, Calif.
 Greene-Revel, Inc., 1537 North Vine Street, Holly-
 wood, Calif.
 Greenwood (Livingston), 217 Pine Street, Seattle,
 Wash.
 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.
 Hall Music Co., Maryville, Tenn.
 Hampton Publications, Inc., 400 Madison Avenue,
 New York City.
 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.
 Harmony Music Publishers, 64 East Jackson Blvd.,
 Chicago, Ill.
 Harmony Publishers, 830 Lyon & Healy Bldg.,
 Chicago, Ill.
 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.
 Harris (Thorol), Eureka Springs, Ark.
 Hartford Music Co., Hartford, Ark.
 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.
 Hawaii Conservatory Pub. Co., 741 South Western
 Ave., Los Angeles, Calif.
 Hay (Bob), 17 Curry Avenue, Newport, R. I.
 Heltman (Fred) Co., 414 Prospect Avenue, Clevel-
 and, O.
 Henson Music Co., J. M., 120 Hunter Street, S. E.,
 Atlanta, Ga.
 Herald Publishing House, 103 South Osage Street,
 Independence, Mo.
 Herbert Publications, 1619 Broadway, New York
 City.
 Herder (B.) Book Co., 15-17 South Broadway, St.
 Louis, Mo.
 Herrick (Lymon S.), R.F.D. No. 2, Norway, Maine.
 Hill, James F., & Co., 8 West 45th Street, New York
 City.
 Hills (Johnny), 7607 West 62nd Place, Argo,
 Illinois.
 Hill Music Publishing Co., 101 E. Leigh Street,
 Richmond, Va.
 Hinds, Hayden & Eldridge, Inc., 580 Fifth Avenue,
 New York City.
 Hitchcock Pub. Co., 38 John Street, New York
 City.
 Hoffman (Carrie), 910 Alberta Street, Ferndale,
 Mich.
 Hoffman Co., Raymond A., 509 S. Wabash, Chi-
 cago, Ill.

Hoffman (Raymond A.) Co., 509 South Wabash
 Ave., Chicago, Ill.
 Holdsworth & Leopold, 2131 Ivar Avenue, Holly-
 wood, Calif.
 Hollywood Hit Publishers, 715 Citizens Bldg.,
 Cleveland, Ohio.
 Hollywood Music Sales, Box 247, Hollywood, Calif.
 Hollywood Songs, Inc., 1250 Sixth Avenue, New
 York City.
 Hope Publishing Co., 5707 W. Lake Street,
 Chicago, Ill.
 Horoscopes In Song, 3518 West 110th Street,
 Inglewood, Calif.
 Horvath (Joseph), 1 Laurel Street, Farmingdale,
 L. I., N. Y.
 Howard (Jack) Publications, 2733 Kensington
 Avenue, Philadelphia, Pa.
 Hub Publishing Co., 133 Essex Street, Boston,
 Mass.
 Hummel Publishing Company (E.), Cincinnati,
 New York.
 Huntzinger, Inc., R. L., 137 West 4th Street,
 Cincinnati, Ohio.

— I —

Immortal Music Pub. Co., 52 West 76th Street,
 New York City.
 Imperial Music Publishing Co., 1587 Broadway,
 New York City.
 Independent Music Publishers, 205 East 42nd
 Street, New York City.
 Independent Music Publishers, Hachita, New
 Mexico.
 Independent Music Publishers, 149 Boardman
 Avenue, Melrose, Mass.
 Indigo Music, Inc., 1501 Broadway, New York City.
 International Music Co., 509 Fifth Avenue, New
 York City.
 International Publications, 2030 East 7th Street,
 Los Angeles, Calif.
 International Songwriter Club, 2820 Lincoln Ave-
 nue, Chicago, Ill.
 Isenberg (Emil F.) Music Pub. Co., Troy, Ill.

— J —

J. P. Music Co., 1619 Broadway, New York City.
 Jacobs (Al) Publications, 101 West 55th Street,
 New York City.
 Jacobs, Walter, Inc., 120 Boylston Street, Boston.
 Jenkins Music Co., 1217 Walnut St., Kansas City,
 Mo.
 Jewel Music Publishing Co., Inc., 1674 Broadway,
 New York City.
 Jewell (Fred) Music Co., Worthington, Ind.
 Jill Music Co., 4212 Teesdale Avenue, North Holly-
 wood, Calif.
 Jo-Ann Music Co., 67 West 44th Street, New
 York City.
 Johnson (Elizabeth), 1801 Pine Street, Philadel-
 phia, Pa.
 Johnson (Harry H.), 170-A Tremont Street, Boston,
 Mass.
 Jones Music Corp., Isham, 1619 Broadway, New
 York City.
 Judson Press, 1701 Chestnut Street, Philadelphia,
 Pa.
 Jungnickel, Inc., Ross, 200 West 85th Street,
 New York City.

— K —

Kammen, J. & J., Music Co., 1619 Broadway,
 New York City.
 Kanes Music Publishers, 1650 Broadway, New York
 City.
 Kanner Music Publishing Co., 343 West 87th
 Street, New York City.
 Karch (Hank), 121 East 4th Street, Cincinnati, O.

MUSIC PUBLISHERS

Karczag Publishing Co., 62 West 45th Street, New York City.
 Kay & Kay Music Publishing Corp., 1658 Broadway, New York City.
 Kaymusic Publishers, 778 McDonough Street, Brooklyn, N. Y.
 Keane, Michael, Inc., 113 West 57th Street, New York City.
 Keene, Inc., Hank, South Coventry, Conn.
 Keller (Con), 850 Oragmont Avenue, Berkeley, Calif.
 Keller (Leo D.), 17 Maryland Street, Rochester, N. Y.
 Kelly Music Publications, 19 Pennell Street, Franklin, Pa.
 Kelman Music Corp., 1674 Broadway, New York City.
 Kelfon-Romm Music Co., 250 West 49th Street, New York City.
 Kendis Music Corp., 1587 Broadway, New York City.
 Kennedy (P. J.) & Sons, 12 Barclay Street, New York City.
 Keystone Music Co., 1619 Broadway, New York City.
 King (Charles E.), Honolulu, T. H.
 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.
 Kolbert (Marguerite) Productions, 600 Michigan Theatre Bldg., Detroit, Mich.
 Krachtus, John, 1574 North Halsted Street, Chicago, Ill.
 Krygier (Joseph), 3132 Richmond Street, Philadelphia, Pa.

— L —

Lacinte (Joseph), 1595 Broadway, New York City.
 Lambert (Jimmy) and Harry Glick, 1527 Mohawk Street, Los Angeles, Calif.
 Long-Worth Publications, Inc., 420 Madison Avenue, New York City.
 Lapham, Clude, Music Publications, 1674 Broadway, New York City.
 Latin-American Music Pub. Corp., 1776 Broadway, New York City.
 Latino Music Corp., 799 Seventh Avenue, New York City.
 Leal, Felipe Valdi, 408 N. Main St., Los Angeles, Calif.
 Leeds Music, Inc., 1270 Sixth Avenue, New York City.
 Lehman (L. P.) & Staff, Downtown Church, Washington, Pa.
 Leslie, Inc., Edgar, 59 West 46th Street, New York City.
 Levison-Evans Music Corp., 336 West 24th Street, New York City.
 Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.
 Lexington Music Co., Inc., 9 Rockefeller Plaza, New York City.
 Liberty Music Publishers, P. O. Box 2206, Hollywood Sta., Hollywood, Calif.
 Lincoln Music Corp., 1619 Broadway, New York City.
 Lindenschmidt, William, 103 Maple St., Salina, Mich.
 Lind Music Company, 304 Cac Building, Cleveland, Ohio.
 Lin-Gale Music, 5024 61st Street, Woodside, L. I., N. Y.
 Loeb Lissauer, Inc., 1619 Broadway, New York City.
 London Music Corp., 608 Fifth Ave., New York City.

Long (J. Baxter), Elon College, North Carolina.
 Lorenz Publishing Co., 501 East 3rd St., Dayton, Ohio.
 Lowden (C. Harold), Box 266, Camden, N. J.
 Lucky Music Publishers, 347 East 61st Street, New York City.
 Lucky Music Publishers, 347 East 61st Street, New York City.
 Ludwig Music Publishing Co., 414 W. Superior Ave., Cleveland, Ohio.
 Lutheran Book Co., 55 Main Street, Columbus, Ohio.
 Luz Bros., 1674 Broadway, New York City.

— M —

Mac Angelo, 1770 East 172nd Street, Bronx, N. Y.
 MacGregor, Grant, 5079 Lemon Grove Ave., Hollywood, Calif.
 Mackley Music Publishing Co., 3165 Grand River Ave., Detroit, Mich.
 McClaren (Everett F.), 401 Florence Avenue, New Castle, Pa.
 McClure Music Co., 6047½ Hollywood Blvd., Hollywood, Calif.
 McDaniel (Joe) Music Co., Box 169, Elizabeth City, No. Car.
 Madison Music Co., 1674 Broadway, New York City.
 Maestro Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
 Magna Music Publications, 1674 Broadway, New York City.
 Magnolia Music Corp., 1619 Broadway, New York City.
 M & F Music Publishers, 40 East Oak St., Chicago, Ill.
 Majestic Music Co., 48 West 48th St., New York City.
 Major Music, Inc., 2085 Valentine Avenue, New York City.
 Mammoth Music Corp., 1658 Broadway, New York City.
 Manhattan Publications, 799 Seventh Avenue, New York City.
 Mann Music Publishing Co., 1585 Broadway, New York City.
 Mansfield (Frank) Music Pub. Co., 1585 Broadway, New York City.
 Marchant (J. C.) Co., 416 West 33rd Street, New York City.
 Marks, Edward B., Music Corp., 1250 Sixth Avenue, New York City.
 Marlo Music Corp., 1270 Sixth Ave., New York City.
 Marsales (Frank), 1204 West 22nd Street, Los Angeles, Calif.
 Martin's Studio of Gospel Music, 69 East 43rd Street, Chicago, Ill.
 Master Music Publishers, 1674 Broadway, New York City.
 Mathews (James), 700 East Broadway, Hopewell, Virginia.
 Mathieson (Hugh), 454 Court Street, Brooklyn, N. Y.
 Maurice, Inc., Peter, 1270 Sixth Avenue, New York City.
 Mayfair Music Co., 1619 Broadway, New York City.
 Mayo Music Corp., 1619 Broadway, New York City.
 Maytone Music Publishers, 1585 Broadway, New York City.
 McFarlane, Thomas M., 40 Court Street, Boston, Mass.
 McLaughlin & Reilly Co., 100 Baylston Street, Boston, Mass.
 McLean Music Co. (Gene), Dayton, Ohio.
 Med-Rik Music Pub. Co., 156 West 44th Street, New York City.

• • • **MUSIC PUBLISHERS** • • •

Mellow Music Pub. Co., 1695 Broadway, New York City.
 Melo-Art Music Publishers, 1674 Broadway, New York City.
 Melody Lane, Inc., 1509 N. Vine Street, Hollywood, Calif.
 Melody Moderne, Inc., 1345 Francisco Street, Berkeley, Calif.
 Melody Publishing Co., 36 East 23rd Street, New York City.
 Melrose Music Corp., 1619 Broadway, New York City.
 Mendelsohn, Jack, 1333 Fifth-first Street, Brooklyn, N. Y.
 Menges Music Pub. Co., 10115 Floro Avenue, Cleveland, Ohio.
 Mercury Music Co., 231 West 40th Street, New York City.
 Merit Music Publishing Co., 701 Seventh Ave., New York City.
 Merrell-Schwarz, 36 East 5th Street, Cincinnati, O.
 Merrywood Publishers, 6425 Hollywood Blvd., Hollywood, Calif.
 Metro Music Co., 64 Second Avenue, New York City.
 Metropolitan Music Co., 222 Fourth Ave., New York City.
 Metropolitan Music Publishers, The Strathmore, West Alexandrine, Detroit, Mich.
 Metropolitan Music Co., 207 East 23rd Street, Houston, Texas.
 Metropolitan Music Publishers, The Strathmore, W. Alexandrine, Detroit, Mich.
 Mike-Tunes, 4041 Ellis Avenue, Chicago, Ill.
 Milburn Music Publishers, 74 West 50th Street, New York City.
 Miller, Bob, Inc., 1619 Broadway, New York City.
 Miller-Grau, 402 South Oakland Ave., Pasadena, Calif.
 Miller Music, Inc., 1629 Broadway, New York City.
 Mills Music, Inc., 1619 Broadway, New York City.
 Miracle Music Co., 1011 Chestnut Street, Philadelphia, Pa.
 Missud, Jean M., 580 Fifth Avenue, New York City.
 Modern Melodies Publishing Co., 1587 Broadway, New York City.
 Modern Standard Music Co., 54 West Randolph Street, Chicago, Ill.
 Monarch Music Co., 1270 Sixth Avenue, New York City.
 Monarch Music Pub. Co., P. O. Box 414, North Hollywood, Calif.
 Monroe Publications, 937 H Street, N. W., Washington, D. C.
 Moon Ray Publishers, 2368 First Avenue, New York City.
 Moore (William H.) Jr., 75 Hamilton Terrace, New York City.
 Morris (Edwin H.) & Co., Inc., 1619 Broadway, New York City.
 Morris Music Pub. Co., 1023 Arch Street, Philadelphia, Pa.
 Motley-Bryson-Johnson, 6569 Stanford Street, Detroit, Mich.
 Motor City Music Publishers, 6915 Mack Avenue, Detroit, Mich.
 Mountain Music Co., 1776 Broadway, New York City.
 Movietone Music Corp., 1250 Sixth Avenue, New York City.
 Mumil Publishing Co., 1140 Broadway, New York City.
 Murray (Grace M.), 4118 Fernhill Avenue, Baltimore, Md.
 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 Mart, 532 Sixteenth Street, Oakland, Calif.
 Music Press, Inc., 113 West 57th Street, New York City.
 Musicana, Inc., 25 West 54th Street, New York City.
 Musicnote Music Co., 225 West 46th Street, New York City.
 Musico, 1811 North Whitley 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 —

N. K. Music Company, Box 1803, Hollywood, Calif.
 Nankivell (Louise), 900 North Karlov Avenue, Chicago, Ill.
 National Association Blind Composers, Inc., Winnebago, Ill.
 National Grange Monthly, Springfield, Mass.
 National Music Co., Fort Worth, Tex.
 National Music Co., 306 South Wabash Avenue, Chicago, Ill.
 The Nationwide Songs, 366 Madison Ave., New York City.
 Nattnass-Schenck, Inc., 145 West 45th Street, New York City.
 Nazarene Publishing House, 2923 Troost Avenue, Kansas City, Mo.
 Nelrod-Music Publishers, 1376 Pearl Street, Denver, Colo.
 Newort Song Publications, 1207 Carbon Street, Syracuse, N. Y.
 New Era Music Corp., 17 East 49th Street, New York City.
 New World Music Corp., 1250 Sixth Avenue, New York City.
 New York Music Publishing Co., 366 Madison Avenue, New York City.
 Nicomede Music Co., Altoona, Pa.
 Niehoff (Mrs. Dalarosa), R. R. No. 8, Greensburg, Ind.
 Niksch (Donald E.), Lincoln Highway, Habart, Ind.
 Noble Music Co., Inc., 1619 Broadway, New York City.
 Noel (M.), 1547 Broadway, New York City.
 Nolo Music Publications, 1619 Broadway, New York City.

— O —

Oahu Publishing Co., 2108 Payne Avenue, Cleveland, Ohio.
 O'Flynn (Charles) Publications, 113 West 57th Street, New York City.
 Olman Music Corp., 1619 Broadway, New York City.
 Orange Music Publishers, 1619 Broadway, New York City.
 Offen & Kemp, 847 Whitelock Street, Baltimore, Md.
 Owens (Harry), 3502 Larga Avenue, Los Angeles, Calif.
 Owens-Kemp, 6425 Hollywood Blvd., Hollywood, Calif.

— P —

O. Pagani & Bro., 289 Bleecker Street, New York City.
 Palma (Frank) Music Publisher, 509 South Wabash Avenue, Chicago, Ill.
 Palmer Music Co., 2000 North Highland Avenue, Hollywood, Calif.
 Palomar Music Co., 1674 Broadway, New York City.

MUSIC PUBLISHERS

- Pampa Music Publishing Assn., Inc., 1619 Broadway, New York City.
- Pan-American Music Co., Inc., 1270 Sixth Avenue, New York City.
- Panella, Frank A., 273 Clearview Avenue, Pittsburgh, Pa.
- Paragon Music Pub. Co., 1674 Broadway, New York City.
- 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.
- Penn (Richard T.), Danville, Va.
- Pennino (Frank), 1595 Broadway, New York City.
- Petrie (Eddie), 54 West Randolph Street, Chicago, Ill.
- 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., 1650 Broadway, New York City.
- Pilgrim Music Co., 383 Madison Avenue, New York City.
- Pilgrim Press, 14 Beacon Street, Boston, Mass.
- Pinkard Publications, 1650 Broadway, New York City.
- Plymouth Music Co., 1619 Broadway, New York City.
- Pond & Co., William, 15 Euclid Avenue, Ridgefield, N. J.
- Pond (Frank) Music Co., Mountain View, N. Y.
- Porgie, Debin & Friedman, Inc., 1619 Broadway, New York City.
- Portland Music Co., 353 Stevens Avenue, Portland, Me.
- Presser, Theodore, Co., 1712 Chestnut Street, Philadelphia, Pa.
- Pro-Art Publications, 36 West 24th Street, New York City.
- Pro Musica Publishing Co., 6351 Selma Avenue, Hollywood, Calif.
- Prosser Music Publishing Co., 1587 Broadway, New York City.
- Process Music Publications, 30 West Washington St., Chicago, Ill.
- 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.
- Reynolds-Bickel, P. O. Box 563, South Bend, Ind.
- Rhodes (David W.), Box 697 Wausau, Wisconsin.
- Rialto Music Publishing Corp., 1674 Broadway, New York City.
- Rich Publications, 40 North Garfield Avenue, Alhambra, Calif.
- Ricordi, G., & Co., 12 West 45th Street, New York City.
- Ringle, Dave, 1607 Broadway, New York City.
- Rinker (Charles) Music Pub. Co., 1619 Broadway, New York City.
- Robbins Music Corp., 799 Seventh Avenue, New York City.
- Robison (Carson J.), 175 West 72nd Street, New York City.
- Rocky (Albert) Co., 166 West 48th Street, New York City.
- Rodeheaver Co., The, Winona Lake, Ind.
- Roe-Krippene Music Publishers, Inc., 1650 Broadway, New York City.
- Rork (Ernest A.) & Son, Memphis, Tenn.
- Rosche (George F.) & Company, 337 West Madison Street, Chicago, Ill.
- Rose Music Pub. Co., 2606 Burbank Bldg., Burbank, Calif.
- 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., 250 West 24th Street, New York City.
- Row, R. D., Music Co., 725 Boylston Street, Boston, Mass.
- Roy Music Co., 1619 Broadway, New York City.
- Royal Hawaiian Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
- Royal Music Pub. Co., 370 West 52nd Street, 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., 155 Second Avenue, New York City.
- Rusthoi, Reverend Howard & Esther, P. O. Box 26, Long Beach, Calif.
- Rytvoc, Inc., 1585 Broadway, New York City.

— R —

- Radio City Guitar Studio, 4403 Queens Blvd., Sunnyside, L. I., N. Y.
- Radio Music Publishers, 117 W. Harrison Street, Chicago, Ill.
- Radiotunes, Inc., 1 West 47th Street, New York City.
- Rainbow Melodies, 1658 Broadway, New York City.
- Rainbow Music Publishers, 17 West 60th Street, New York City.
- Ramsey, Will M., Little Rock, Ark.
- Ray Music Publishers Co., 1467 First Avenue, New York City.
- Record Music Publishing Co., 1674 Broadway, New York City.
- Redskin Publishing Co., 113 West 57th Street, New York City.
- Reed-Singer Corp., 1674 Broadway, New York City.
- Rees Music Publishers (H. E.), 1658 Broadway, New York City.
- Regent Music Co., 1619 Broadway, New York City.
- Reis & Taylor Co., 1619 Broadway, New York City.
- Remarque Music Publishing Co., 580 Fifth Avenue, New York City.

— S —

- S. T. A. Music Publishing Co., P. O. Box 443, Friend, Nebraska.
- Saint Gregory Guild, 1705 Rittenhouse Sq., Philadelphia, Pa.
- St. John (Stephen) Pub. Co., 638 Hamilton Street, Schenectady, N. Y.
- Sajewski, W. H., 1017 North Milwaukee, Chicago, Ill.
- Salamanca Music Publishers, Salamanca, N. Y.
- Santly-Joy, Inc., 1619 Broadway, New York City.
- Saunders Publications, 6425 Hollywood Blvd., Hollywood, Calif.
- Scheurle Bros. Music Publishers, Box 444, Manor, Pa.
- Scholl Publishing Co., 3503 Crittendon Street, St. Louis, Mo.
- Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.
- Schirmer, G., Inc., 3 East 43rd Street, New York City.

• • • **MUSIC PUBLISHERS** • • •

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 (D. L.), 155-01 Sanford Avenue, Flushing, L. I., N. Y.
 Schroeder & Gunther, Inc., Inc., 6 East 45th Street, New York City.
 Schuberth, Edward, & Co., 11 East 22nd Street, New York City.
 Schuler (George S.), 843 North Wells Street, Chicago, Ill.
 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.
 Shapiro, Bernstein & Co., Inc., 1270 Sixth Avenue, New York City.
 Shelby Music Pub. Co., 1205 Griswold Street, Detroit, Mich.
 Sheldon-Mitchell Publishing Corp., 200 West 34th Street, New York City.
 Shelhamer (Ben) Jr., 1704 Hanover Acres, Allentown, Pa.
 Shilkret (Nathaniel) Music Co., Inc., 48 West 48th Street, New York City.
 Shisler-Benkhardt Publications, 4233 Osage Avenue, Philadelphia, Pa.
 Showalter (J. A.) Co., The, Dalton, Ga.
 Shubert Music Publishing Corp., 1250 Sixth Avenue, New York City.
 Sildac Music Co., 145 West 45th Street, New York City.
 Silver (Frank), 145 West 45th Street, New York City.
 Simon, Frank, Box 368, Middletown, Ohio.
 Singer Music Pub. Co., Murray, 1674 Broadway, New York City.
 Sisk Music Co., The, Toccoo, Ga.
 Skidmore Music Co., Inc., 1270 Sixth Avenue, New York City.
 Skokie Music Co., 3322 Merchandise Mart, Chicago, Ill.
 Skylark Songs, 518 East 22nd Street, Brooklyn, N. Y.
 Slater, Arthur, 1100 Glendale Blvd., Los Angeles, Calif.
 Slater (Will W.), Henryetta, Oklahoma.
 Smith (Robert Elmer), 1725 46th Ave., S. W., Seattle, Wash.
 Smith, William J., Music Co., 254 West 31st Street, New York City.
 Sobeck, Rosina, Bank of America Bldg., Huntington Park, Calif.
 Sobie (Carl), 1509 Broadway, Detroit, Mich.
 Society of Jewish Composers, Publishers & Songwriters, 80 Broad Street, New York City.
 Song of the Month Associates, 1619 Broadway, New York City.
 Song Shop, The, 173 W. Madison 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 Wyona Street, Brooklyn, N. Y.
 Stark Music Printing Co., 3802 Laclede Avenue, St. Louis, Mo.
 State Street Music Co., 22-24 West Hubbard St., Chicago, Ill.
 Stasny Music Corp., 1619 Broadway, New York City.
 Steele (Ted) Publishing Co., 25 East 83rd Street, New York City.
 Stevens Music Co., 54 West Randolph Street, Chicago, Ill.
 Stewart (Larry), 6500 Yucca, Hollywood, Calif.
 Stirling Music Pub. Co., 117 West 48th Street, New York City.
 Stover Music Co., 6238 De Longpre, Hollywood, Calif.
 Stratton, A. D., Music Co., 4430 Canal Street, Houston, Texas.
 Stromire (Anne), Cloy Center, Kansas.
 Sudlik & Siegel, 1650 Broadway, New York City.
 Summy, Clayton F., Co., 321 South Wabash Avenue, Chicago, Ill.
 Sun Music Co., c/o Jack Kapp, 50 West 57th Street, New York City.
 Sun Ray Music Publishers, 1650 Broadway, New York City.
 Sunshine Music Co., 6351 Selma Avenue, Hollywood, Calif.
 Superior Music, Inc., 42 Broadway, New York City.
 Sweet Music Publications, 119 West 57th Street, New York City.
 Symbolic Music Publishing Co., 240 East 175th Street, New York City.
 Syndicate Music Publishers, Inc., 6560 Hollywood Blvd., Hollywood, Calif.



Tele-Mus Publishing Co., Inc., 6425 Hollywood Blvd., Hollywood, Calif.
 Telewise Music Co., 54 W. Randolph Street, Chicago, Ill.
 Tempo Music, Inc., 1775 Broadway, New York City.
 Tennessee Music Printing Co., Cleveland, Tenn.
 Tenney, Harry, Inc., 1619 Broadway, New York City.
 Tesio, P., & Sons, 353 Eighth Avenue, New York City.
 This Is The Army, Inc., 799 Seventh Avenue, New York City.
 Thomas (Houston L.), Box 75, Northport, Alabama.
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Tullar-Meredith Co., 91 Seventh Avenue, New York City.

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— U —

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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.

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— W —

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Wick Music Publishing Co., 84 Spruce Place, Minneapolis, Minn.

Wick Music Pub. Co., 84 Spruce Place, Minneapolis, Minn.

Williams, Clarence, Music Publishing Co., Inc., 145 West 45th Street, New York City.

Williams & Williams, Yemassee, S. Carolina.

Willis Music Co., 3 East 43rd Street, New York City.

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Wilson Music Publishing Co., 444 Madison Avenue, New York City.

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Winsett, R. E., Dayton, Tenn.

Witmark, M., & Sons, 1250 Sixth Avenue, New York City.

Witt (Claude H.), R. F. D. No. 4, Everett, Washington.

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Yankee Music Pub. Co., 1619 Broadway, New York City.

York Music Co., 67 West 44th Street, New York City.

— Z —

Zalewski, B. J., 1505 W. Thomas, Chicago, Ill.

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INSTRUMENTALISTS

ORCHESTRA LEADERS

NEWS COMMENTATORS

MOVIE COMMENTATORS

PRODUCTION PERSONNEL

SPORTS COMMENTATORS

FOR 1942



OWI RADIO WRITERS' DIGEST





*Microphonically
Yours,*

RUDY VALLEE



Betty Garde

RADIO ARTISTS

AND THEIR WORK

DURING 1942



— A —

ABBOTT, BUD

NBC. Chase and Sanborn Program, Abbott and Costello.

ACE, GOODMAN

Blue-CBS. Easy Aces.

ACE, JANE

Blue-CBS. Easy Aces.

ADAMS, FRANKLIN

First-Nighter MBS-CBS. Farm and Home Hour NBC.

ADAMS, FRANKLIN P.

NBC. Information Please.

ADAMS, INGE

NBC. Light of the World. We The Abbotts.

ADAMSON, NORAH

WHYN. Holyoke, Mass. Breadbox Revue.

ALBRIGHT, CARMEN

KLX. Oakland, Calif. Books and Authors.

ALEXANDER, A. L.

MBS. A. L. Alexander's Mediation Board.

ALEXANDER, BEN

Point Sublime NBC. Little Ol' Hollywood Blue. Whodunit NBC.

ALEY, ALBERT

NBC. Stella Dallas.

ALIKI, KYVELI

NBC. Portia Faces Life

ALLEN, CHARME

David Harum CBS-NBC. Besse Johnson NBC. When a Girl Marries NBC. Maudie's Diary CBS.

ALLEN, FRED

CBS. Texaco Star Theatre.

ALLEN, GRACIE

CBS-NBC. Burns and Allen.

ALLEN, HERB

Blue. Dear John.

ALLENBY, PEGGY

David Harum CBS-NBC. Easy Aces Blue-CBS. Story of Mary Marlin CBS-NBC. Against the Storm NBC. Camel Caravan, CBS.

ALLISON, JONE

The Parker Family Blue. Orphans of Divorce Blue. Aldrich Family NBC. Aunt Jenny's Real Life Stories CBS. Stella Dallas NBC. Front Page Farrell MBS-NBC.

AMECHE, DON

NBC. Chase and Sanborn Program.

AMECHE, JIM

Blue. Manhattan Story.

AMES, ADRIENNE

WHN. New York, N. Y. Kitchen Kapers. Adrienne Ames Interviews Names.

ANDERSON, (ROCHESTER), EDDIE

NBC. Grape Nuts Show.

ANDERSON, MARJORIE

MBS. The Shadow.

ANTHONY, JOHN J.

Blue. Good Will Hour.

APPEL, ANNA

NBC. Abie's Irish Rose.

ARNOLD, BETTY

CBS-NBC. Ma Perkins.

ARNOLD, LEE

CBS. Lux Radio Theatre. Junior Miss. Silver Theatre.

ARRES, DON

WOR. New York, N. Y. South American Serenade.

ARTHUR, LOUISE

CBS. Kate Smith Hour. Screen Guild Theatre.

ASCOT, RITA

Ma Perkins CBS-NBC. Authors' Playhouse NBC. Guiding Light NBC. Road of Life CBS-NBC. National Barn Dance NBC.

AUDLEY, ELEANOR

Easy Aces Blue-CBS. Joe and Mabel NBC. Aldrich Family NBC. Parker Family Blue. Hop Harrigan Blue.

AUER, MISCHA

CBS. Mischa the Magnificent.

AUSTIN, LOIS

Death Valley Days CBS. Stella Dallas NBC.

AUTRY, GENE

CBS. Melody Ranch. Sergeant Gene Autry.

AYERS, JACKIE

Young Dr. Malone CBS-NBC. Mr. Keen Blue-CBS. Columbia Workshop CBS. David Harum CBS-NBC. Amanda of Honey-moon Hill CBS-Blue.

— B —

BACCHUS, JAMES

NBC. Stella Dallas.

BACKUS, JIM

Jim Backus Show CBS. This Nation at War Blue.

BAILEY, BOB

That Brewster Boy CBS. Knickerbocker Theatre NBC.

BAIN, DONALD

John Presents NBC. Grand Central Station NBC. Kate Hopkins CBS.

BAKER, ART

NBC. People Are Funny.

BAKER, JACK

Blue. Breakfast Club.

BAKER, PHIL

CBS. Take It Or Leave It.

BALDI, DIANA

WQV. New York, N. Y. Between You and Me. Diana Baldi Advises.

BARCLAY, LOUISE

NBC. The O'Neills.

BARNEY, MARION

NBC. Pepper Young's Family.

BARNES, PAT

Blue. Those Good Old Days.

• • • **RADIO ARTISTS** • • •

BARNETTE, GRIFF

The Remarkable Miss Tuttle
NBC, Lux Radio Theatre CBS.
Date With Judy NBC, Blondie
CBS.

BARR, FRED

WWRL, Woodside, N. Y. 1600
Club.

BARRON, FRED

Ma Perkins CBS-NBC, Step-
mother CBS, Authors' Play-
house NBC, Right To Hap-
piness NBC.

BARRYMORE, LIONEL

Mayor of the Town CBS,
Sealtest Rudy Vallee Program
NBC.

BARTON, WILLIAM H.

CBS, Exploring Space.

BATES, JEANNE

Whodunit NBC, Hedda Hop-
per's Hollywood CBS, Date
With Judy, NBC.

BAUER, CHARITA

Blue, Little Blue Playhouse.

BEAN, GLORIA

Stella Dallas NBC, We The
People CBS.

BEASLEY, IRENE

Ivory Flakes Program CBS-
NBC, What's Cookin' CBS-
NBC, Savarin Coffee ETs,
Connecticut Bus Co. ETs,
Tote Your Own ETs.

BECK, JACKSON

Man Behind the Gun CBS, Joe
and Ethel Turp CBS, The Cisco
Kid, MBS, Tod Grant ETs.

BECKER, BOB

NBC, Bob Becker's Chats
About Dogs.

BEILBY, VANGIE

Lux Radio Theatre CBS, Silver
Theatre CBS, Aldrich Family
NBC.

BENDER, DAWN

NBC, One Man's Family.

BENNY, JACK

NBC, Grape Nuts Show.

BERLE, MILTON

Three Ring Time Blue, Camp-
bell Soup Program CBS.

BERG, GERTRUDE

CBS, The Goldbergs.

BERG, VELMA

CBS, Lux Radio Theatre, Big
Town, Dr. Christian, Second
Mrs. Burton.

BERGEN, EDGAR

NBC, Chase and Sanborn Pro-
gram.

BERNER, SARAH

Fibber McGee and Molly NBC,
Date With Judy NBC, Blondie
CBS.

BERWICK, VIOLA

CBS-NBC, Road of Life.

BERWIN, BERNICE

NBC, One Man's Family

BINGE, RALPH

CKLW, Windsor, Ont., Early
Morning Frolic.

My Deepest Gratitude . . .



to—

All of you in Radio who have been
kind to me . . .

and—

Thanks to Radio Daily for the many
nice things said of me . . .

Lurene Tuttle

• • • **RADIO ARTISTS** • • •

BINYON, CONRAD

One Man's Family NBC, Major Hoople Blue, Dr. Christian CBS.

BIVANS, JACK

CBS-NBC, Road of Life, Ma Perkins.

BLAKE, JUDY

NBC, Story of Mary Marlin.

BLANC, MEL

Burns and Allen CBS, The Great Gildersleeve NBC, Major Hoople Blue, Point Sublime NBC, Abbott and Costello NBC, Tommy Riggs and Betty Lou NBC, Maxwell House Coffee Time NBC.

BLOCK, MARTIN

WNEW, New York, N. Y. Make Believe Ballroom.

BLOCK, RAY

CBS, Al Jolson Show.

BLONDELL, GLORIA

Lux Radio Theatre CBS, I Love a Mystery Blue.

BOLES, JIM

March of Time NBC, Kate Smith CBS, The O'Neills CBS, Gene Autry's Melody Ranch CBS, Manhattan at Midnight Blue, Ellery Queen NBC, Stories America Loves CBS.

BOOTH, SHIRLEY

Blue-CBS, Duffy's Tavern.

BOULTON, MILO

CBS, We The People.

BOURNEUS, PHILIP

NBC, Light of the World.

BOWER, ROGER

NBC-WOR, Can You Top This.

BOWES, MAJOR EDWARD

CBS, Major Bowes' Amateurs.

BRADLEY, CURLEY

Blue, Club Matinee.

BRADLEY, HALL

CBS, Hedda Hopper's Hollywood, Screen Guild Theatre.

BRADY, BEN

WMCA, New York, N. Y. Brooding with Brady

BRAYTON, MARGARET

Mayor of the Town CBS, Tommy Riggs and Betty Lou CBS-NBC, Point Sublime NBC, Dr. Christian CBS.

BREMNER, MURIEL MONSELL

Road of Life CBS-NBC, Right to Happiness NBC.

BRENEMAN, TOM

Blue, Breakfast at Sardi's

BRICE, FANNY

NBC, Maxwell House Coffee Time.

BRICKERT, CARLETON

NBC, Story of Mary Marlin.

BRINKLEY, JACK

CBS-NBC, Ma Perkins.

BROWN, BEVERLEY

CBS, Dr. Christian, Big Town, Junior Miss, Blondie.

BROWN, EILEEN

KLX, Oakland, Calif.

BROWN, JOHN

NBC, Lorenzo Jones.

BROWN, JOSEPHINE

NBC, Young Dr. Malone.

BROWN, NINETTE

WHBF, Rock Island, Ill. Cousin Peggy's Sunshine Club.

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BURNS**

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"Hitler is learning about animal life. He knows now that the Russian Bear is one bear that doesn't hibernate in the winter."

—Bob Burns.

Coast-to-Coast Every Thursday
NBC Night



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BROWNING, DOUGLAS
NBC. Bachelor's Children.

BROWNING, ETHEL
NBC. Story of Mary Marlin.

BRUCE, JR., ROBERT C.
CBS. Screen Guild Theatre.
Melody Ranch.

BRYAN, ARTHUR Q.
Blue. Major Hoople.

BRYSON, LYMAN
CBS. The People's Platform.

BUCKLEY, FLOYD
CBS. Aunt Jenny's Real Life
Stories.

BUFFUM, JESSE
WEEL. Boston, Mass. The
Farmer's Almanac of the Air.

BUNCE, ALAN
Young Dr. Malone CBS-NBC.
Gangbusters Blue.

BURDICK, CORNELIA
NBC. Dr. Kate.

BURDICK, HAL
NBC. Dr. Kate, Night Editor.

BURNS, BOB
NBC. The Arkansas Traveller.

BURNS, GEORGE
NBC-CBS. Burns and Allen.

BURTON, SARAH
NBC. Against the Storm.

BUSHMAN, FRANCIS X.
CBS. Those We Love.

BUTTERFIELD, HERB
Blue-MBS. Jack Armstrong.

BUTTERWORTH, WALLY
CBS. Vox Pop.

— C —

CAEN, HERB
KPO. San Francisco, Calif.
Regal Ramblings.

CAESAR, IRVING
MBS. Sing a Song of Safety
Club.

CARD, KATHRYN
Blue. Danny Thomas Show.

CALVERT, MARGE
Easy Aces Blue-CBS. Romance
of Helen Trent CBS.

CAMPBELL, NAOMI
NBC. Story of Mary Marlin.

CANTOR, EDDIE
NBC. Time to Smile.

CANTOR, CHARLIE
Blue-CBS. Duffy's Tavern.

CARLIN, FRANCES
NBC. Story of Mary Marlin.

CARLON, FRANCES
NBC. Young Widder Brown.

CARLON, LINDA
The Parker Family Blue. The
O'Neills CBS-NBC. Death Val-
ley Days CBS.

CARROLL, MADELEINE
CBS. Madeline Carroll Reads.

CARMARGO, RALPH
Jack Armstrong Blue-MBS. Ma
Perkins CBS-NBC. Authors'
Playhouse NBC.



Red Skelton

Metro-Goldwyn-Mayer

and

"Raleigh" Program—NBC

• • •

RADIO ARTISTS

• • •

CASHMAN, BETTY

Mr. District Attorney NBC,
Aunt Jenny's Real Life Stories
CBS, We the Abbotts NBC.

CHALMERS, THOMAS

NBC, Pepper Young's Family.

CHANEY, FRANCES

NBC, Mr. District Attorney,
Grand Central Station.

CHANG, DR. H. H.

NBC, ABCD Roundtable.

CHAPPELL, ERNEST

CBS, Are You a Genius.

CHARMLEY, GLORIA

Big Town CBS, Screen Guild
Theatre, CBS, Remarkable
Miss Crandall NBC.

CHERNE, LEO

MBS, Impact.

CHIMES, MICHAEL

March Of Time NBC, Columbia
Workshop CBS, The Goldbergs
CBS, Truth Or Consequences
NBC, Thesaurus ETs, Ivory
Soap ETs, Radio Readers'
Digest CBS.

CLARK, FRED

Blue, Wake Up America.

CLARK, LON

We The People CBS, Scramble
Blue, Bulldog Drummond MBS,
The Shadow MBS, Valiant
Lady CBS, Story Of Mary
Marlin NBC.

CLARK, VIRGINIA

CBS, Romance of Helen Trent.

CLARKE, EVERETT

CBS, The First Line, Thus
We Live.

CLEARY, LEO

Lux Radio Theatre CBS, The
Great Gildersleeve NBC, Hedda
Hopper's Hollywood CBS.

COATES, SHIRLEY

CBS, Lux Radio Theatre, Sec-
ond Mrs. Burton.

COLBY, ETHEL

WMCA, New York, N. Y., Mr.
and Mrs. Goes to the Theatre.

COLBY, JULIUS

WMCA, New York, N. Y., Mr.
and Mrs. Goes to the Theatre.

COLLIER, LOIS

Dear John CBS-Blue, Lux
Radio Theatre CBS, Blondie
CBS, Big Town CBS.

COLLINS, TED

CBS, Kate Smith Hour.

COLLINS, TOM

Dear John Blue-CBS, Date
With Judy NBC, Dr. Christian
CBS, Big Town CBS.

COLONNA, JERRY

NBC, Bob Hope Show.

COLTON, KINGSLEY

NBC, Story of Mary Marlin.

COMPTON, WALTER

MBS, Double or Nothing.

CONGSON, LESLIE

Second Mrs. Burton CBS, Point
Sublime NBC, Those We Love
CBS, Silver Theatre CBS.

CONKLIN, PEGGY

CBS, Tillie the Toiler.

CONTEE, JOHN

NBC, Maxwell House Coffee
Time.

COOGAN, DICK

NBC, Abie's Irish Rose.

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COOK, TOMMY
Red Ryder Blue, Cavalcade of America NBC, Silver Theatre CBS, Big Town CBS.

COONS, JOHNNY
Thus We Live CBS, Ma Perkins CBS-NBC.

COOPER, RALPH
WMCA, New York, N. Y. Jumpin, Jive.

CORRELL, CHARLES J.
CBS. Amos 'n' Andy.

CORUM, BILL
MBS. Boxing Broadcasts.

COSTELLO, LOU
NBC. Chase and Sanborn Program, Abbott & Costello.

COULEHAN, PEG
WTBO, Cumberland, Md. Eleventh Hour, Community Hostess.

COURTNEY, ALAN
WOV, New York, N. Y. 1280 Club.

COTT, TED
CBS. Pause That Refreshes on the Air.

CRAGEN, CATHRYN
Cavalcade of America NBC, Hedda Hopper's Hollywood CBS.

CRAIG, NANCY B.
WJZ, New York, N. Y. Woman of Tomorrow.

CRENNA, DICK
Blue-CBS. Dear John.

CREORE, JEANNE PHYLLIS
NBC. Canteen Girl.

CROFT, MARY JANE
CBS. Blondie, Screen Guild Theatre, Dr. Christian, Mischa the Magnificent.

CROSBY, BING
NBC. Kraft Music Hall.

CROSS, MILTON
Blue. Basin Street Chamber Music Society, Metropolitan Opera, Metropolitan Opera Auditions.

CRUMIT, FRANK
CBS. Crumit and Sanderson.

CURRIE, DONELDA
Blue. Danny Thomas Show.

— D —

DAIGNEAU, KENNETH
Blue. Sea Hound.

DAMON, LES
NBC. Right to Happiness.

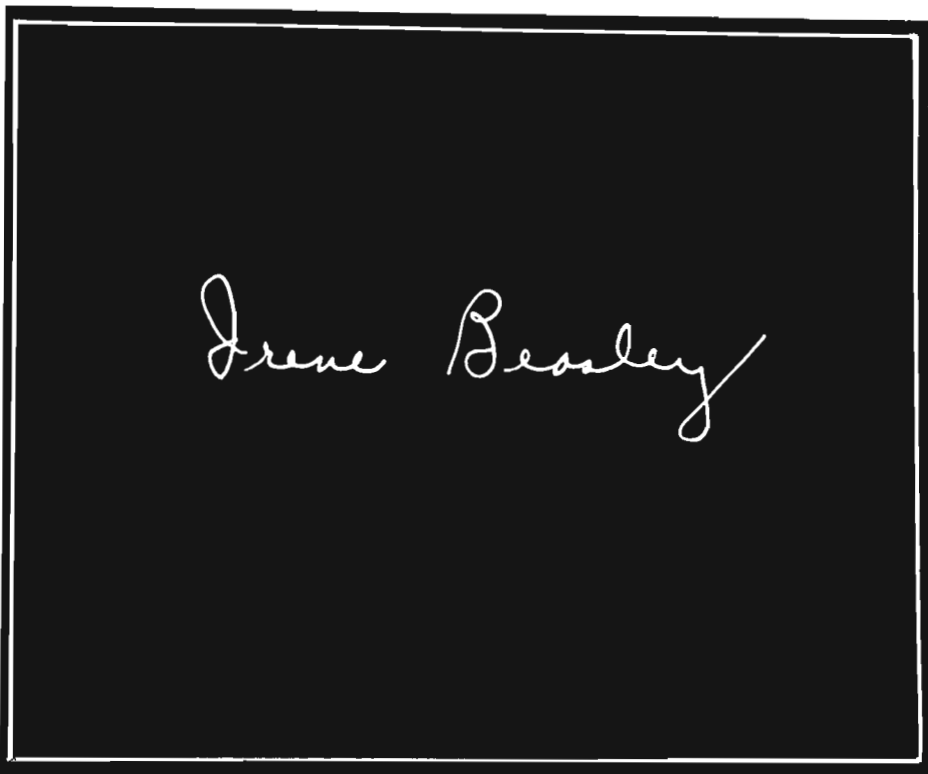
DANDRIDGE, RUBY
CBS. Lux Radio Theatre, Junior Miss, Screen Guild Theatre.

DANE, FRANK
Blue-MBS. Jack Armstrong.

DANIELS, BEBE
MBS. The Stars and Stripes in Britain.

DARROW, GERARD
Blue. Quiz Kids.

DAVIES, MARJORIE
Mayor of the Town CBS, Second Mrs. Burton CBS, Maudie's Diary CBS, Front Page Farrell NBC.



RADIO ARTISTS

DAVIS, DIX

Maxwell House Coffee Time NBC, One Man's Family NBC, Blondie CBS, Date With Judy NBC, I Love a Mystery Blue.

DAVIS, JOAN

NBC, Sealtest Rudy Vallee Program.

DAVIS, WATSON

CBS, Adventures in Science.

DAWSON, RONALD

Romance of Helen Trent CBS, Thus We Live CBS, First Line CBS, Authors' Playhouse NBC, Bachelor's Children NBC, Captain Midnight Blue-MBS.

DAY, DENNIS

NBC, Grape Nuts Show.

DeCORSLA, TED

Ellery Queen NBC, 26 by Corwin CBS, Gangbusters Blue, Cavalcade of America NBC, The O'Neills CBS-NBC.

DEERING, OLIVE

Against the Storm NBC, Columbia Workshop CBS.

DEIGHTON, MARGA ANN

CBS, Lux Radio Theatre, Silver Theatre, Dr. Christian.

DeKOVEN, ROGER

Against the Storm NBC, Famous Jury Trials Blue.

DELANO, GWEN

Junior Miss CBS, Sealtest Rudy Vallee Program NBC.

DELMAR, KEN

NBC, Cavalcade of America.

DeMILLE, CECIL B.

CBS, Lux Radio Theatre.

DENNY, JR., GEORGE V.

Blue, America's Town Meeting of the Air, Victory Hour.

DeSANTIS, JOE

March of Time NBC, Mr. District Attorney NBC, Columbia Workshop CBS, Pepper Young's Family CBS, Second Husband CBS-Blue, Young Dr. Malone CBS-NBC.

DEVITT, ALAN

Blue, Sea Hound.

DESSERT, JOANNE

Red Skelton Show NBC, Junior Miss CBS.

DEWIT, JACQUELINE

Big Town CBS, Lux Radio Theatre CBS, Aldrich Family NBC, Dr. Christian CBS, Junior Miss CBS.

DILLON, JANE

WTIC, Hartford, Conn. The Story Club.

DOLPHE, MARTIN

WEEL, Boston, Mass. Youth on Parade.

DOMBAUGH, GRISELDA DAVIS

WMRN, Marion, Ohio, Marion Entertains.

DONALD, PETER

Can You Top This NBC-WOR, Radio Readers' Digest CBS, Story of Mary Marlin CBS-NBC.

DONALDSON, TED

The O'Neills CBS-NBC, Against the Storm NBC, Life Can Be Beautiful CBS.

DOUGLAS, DON

American School of the Air CBS, They Live Forever CBS, Report to the Nation CBS, March of Time NBC, Prescott

THE FITZGERALDS...WOR



Edward



Peggy

RADIO ARTISTS

Presents Blue, The Commandos CBS, Don't You Believe It CBS, Five Star Final WMCA, Three Little Saxes WMCA, Our Secret Enemy CBS, Lincoln Highway NBC, Grand Central Station NBC.

DOPPELHEIDE, HAZEL

NBC-CBS, Ma Perkins.

DOWNES, OLIN

Blue, Metropolitan Opera.

DOYLE, LEN

NBC, Mr. District Attorney.

DOUGLAS, MARGARET

CBS, Mayor of the Town.

DOUGLAS, SHARON

CBS, Second Mrs. Burton, Silver Theatre, Screen Guild Theatre.

DRAKE, PAULINE

Big Town CBS, The Great Gildersleeve NBC, Sealtest-Rudy Vallee Program NBC.

DRUM, DEWEY

WSOC, Charlotte, N. C. Early Risers Club.

DUNLAP, PATRICIA

NBC, Bachelor's Children.

DUSKIN, RUTH

Blue, Quiz Kids.

DuVAL, JOE

Cavalcade of America NBC, Silver Theatre CBS, Point Sublime NBC.

DVORAK, JACKIE

CBS, The First Line, Thus We Live.

DWYER, VIRGINIA

MBS-NBC, Front Page Farrell.

DYKRENFORTH, ROBERT

CBS-NBC, Ma Perkins.

— E —

EAGLES, JIMMY

The Great Gildersleeve NBC, Lux Radio Theatre CBS, Chase and Sanborn Program NBC, Melody Ranch CBS.

EARL, DONNA

Young Dr. Malone CBS-NBC, Portia Faces Life NBC, When a Girl Marries NBC, Stories America Loves CBS.

EAST, ED

Breakfast in Bedlam WJZ, Kitchen Quiz Blue, Sing for Dough WJZ.

EAST, POLLY

Breakfast in Bedlam WJZ, Kitchen Quiz Blue.

EASTMAN, CARL

Life Can Be Beautiful CBS, Abie's Irish Rose NBC, Manhattan at Midnight Blue, Mr. District Attorney NBC, Young Widder Brown NBC, Famous Jury Trials Blue, Scramble Blue.

EDDY, NELSON

CBS, The New Old Gold Show.

EDEN, ANN

Lincoln Highway NBC, Aunt Junny's Real Life Stories CBS, Manhattan at Midnight Blue, Maudie's Diary CBS, Portia Faces Life NBC, Bright Horizon CBS.

EDISON, JOE

WKBN, Youngstown, Ohio, Joe's Scrapbook.

EDWARDS, CASEY

WFVA, Fredericksburg, Va., Hollywood Parade.

EDWARDS, DEVVY

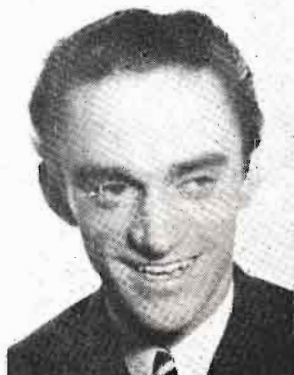
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ATHENA LORDE

"Hearts in Harmony"
World

"Young Widder Brown"
NBC

Comedy & Dialects



JIM BOLES

U. S. Army Air Corps



RADIO ARTISTS

EDWARDS, FLORIDA
NBC, Hawthorne House.

EDWARDS, JR., JACK
One Man's Family NBC, I Love a Mystery Blue, Dear John Blue-CBS, Big Town CBS.

EDWARDS, RALPH
NBC, Truth Or Consequences.

EDWARDS, WEBLEY
CBS, Hello From Hawaii.

EILER, BARBARA
CBS, Junior Miss, Screen Guild Theatre, Second Mrs. Burton.

ELKINS, JEANNE
Dr. Christian CBS, Kate Smith Hour CBS, The Goldbergs CBS, The O'Neills CBS-NBC, Pepper Young's Family CBS-NBC, Aldrich Family NBC.

ELEN, MINETTA
NBC, One Man's Family.

ELLIS, DELLIE
Dear John Blue-CBS, Date With Judy NBC, Hollywood Showcase CBS.

ELLSTROM, SIDNEY
Captain Midnight MBS, Danny Thomas Show Blue.

ELLYN, JEAN
Valiant Lady CBS-NBC, Orphans of Divorce Blue, Famous Jury Trials Blue, Manhattan at Midnight Blue.

ELMAN, DAVE
CBS, Hobby Lobby.

ELESTNER, ANNE
NBC, Stella Dallas.

EMERY, BOB
MBS, Rainbow House.

ERICKSON, LOUISE
Date With Judy NBC, Dr. Christian CBS, Cavaleade of America NBC, Second Mrs. Burton CBS.

ERWIN, VIRGINIA
WGPC, Albany, Ga. Women in the News.

EVANS, NANCY
Silver Theatre CBS, Dr. Christian CBS, Junior Miss CBS.

Sealtest-Rudy Vallee Program NBC.

EVANSON, EDITH
CBS, Bob Burns Program, Screen Guild Theatre.

— F —

FADIMAN, CLIFTON
NBC, Information Please.

FAIRFIELD, BETTY
Blue-MBS, Jack Armstrong.

FARRAR, STANLEY
CBS, Lux Radio Theatre, Melody Ranch, Big Town, Second Mrs. Burton.

FAUCIT, URSULA
KROW, Oakland, Calif. Faucit Players.

FELTON, VERA
NBC, Sealtest-Rudy Vallee Program.

FENNELLY, PARKER
NBC, Neighborhood Call.

FERN, JAMES
WDAF, Kansas City, Mo.

FERNANDEZ, PETER
Blue, Little Blue Playhouse.

RING "CHIMES"
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ALSO OCARINA, UKELELE
NOVELTY SOLOS, THEMES, BACKGROUNDS

MICHAEL CHIMES appeared on:

March of Time, Woman of Courage, Columbia Workshop, American School of the Air, Goldbergs, Raymond Scott's Jazz Laboratory, Radio Reader's Digest, Truth or Consequences, Bond Wagon, Aunt Jenny, Man Behind The Gun, Television and Soundies.

TRANSCRIPTIONS: NBC Thesaurus, Duz, Ivory Soap, Life Buoy, Kreml, Muzak, Saturday Evening Post.

13th YEAR ON RADIO, SCREEN AND STAGE
ALSO RECORDINGS



• • • **RADIO ARTISTS** • • •

FIDLER, JIMMY
Blue. Jimmy Fidler From
Hollywood.

FIELDS, GRACIE
Blue. Gracie Fields Program.

FISCHMAN, HARVE
Blue. Quiz Kids.

FISHER, GEORGE
MBS. Hollywood Reporter.

FITCH, LOUISE
NBC. Road of Life.

FITZGERALD, FRANCIS
WSOC, Charlotte, N. C. Bond-
wagon.

FITZGERALD, ED
MBS-WOR, New York, N. Y.

FITZGERALD, PEGEEN
MBS. Strictly Personal.

FLEMING, HAROLD
NBC. The People's War.

FLINT, LARRY
WFMJ, Youngstown, Ohio. Old
Family Almanac.

FLYNN, CHARLES
Jack Armstrong MBS-Blue.
Bachelor's Children NBC.

FOBBES, MURRAY
Ma Perkins CBS-NBC. Story
of Mary Marlin CBS-NBC.
Guiding Light NBC.

FORD, JUDY
I Love a Mystery Blue. Those
We Love CBS, Melody Ranch
CBS, Screen Guild Theatre
CBS.

FORD, MARIE
WMIN, St. Paul-Minneapolis.
Minn.

FORD, SENATOR
NBC-WOR. Can You Top This.

FORTE, JOE
Blondie CBS, Dear John CBS.
Blue, Dr. Christian CBS, Ab-
bott & Costello NBC.

FORTESCUE, PRISCILLA
WEEL Boston, Mass. Good
Morning, Ladies, Hollywood
Snapshots.

FRANCES, JUNE
CBS. Orson Welles.

FRANCIS, ARLENE
NBC. What's My Name, Help-
mate.

FRANKLIN, TOMMY
Blue. Quiz Kids.

FREDERICKS, CARLTON
WMCA, New York, N. Y.
Living Should Be Fun.

FREDERICK, JOHN T.
CBS. Of Men and Books.

FREEMAN, FLORENCE.
NBC. Story of Mary Marlin.

FRIDELL, VIVIAN
NBC. Backstage Wife.

FULLER, BARBARA
CBS. Stepmother, Scattergood
Baines.

FULLER, DR. CHARLES
MBS. Old Fashioned Revival
Hour.

FULLER, MARGARET
NBC. Story of Mary Marlin

— G —

GAMBLING, JOHN B.
WOR, New York, N. Y. Gam-
bling's Musical Clock.

GAMMILL, NOREEN
Dear John CBS-Blue, Junior
Miss CBS, Melody Ranch CBS,
Dr. Christian CBS, Big Town
CBS.

Have You Met The Voices
of
GILBERT MACK
?

LEXINGTON 2-1100

• • • **RADIO ARTISTS** • • •

GANNON, JOHN
MBS-Blue. Jack Armstrong.

GARBELL, ROSEMARY
The Bartons NBC. Guiding Light NBC. Story of Mary Marlin CBS-NBC. Arnold Grimms Daughter NBC.

GARDE, BETTY
NBC. Cavalcade of America. Front Page Farrell. The O'Neills, Mr. District Attorney.

GARDNER, ED
Blue-CBS. Duffy's Tavern.

GARLAND, CHARLES
KMPC, Beverly Hills, Calif. Hollywood on Parade. Voice of Filmland.

GEER, WILL
NBC. Cavalcade of America.

GENTILE, JOE
CKLW, Windsor, Ont. Early Morning Frolic.

GERARD, IAL
Seafest-Rudy Vallee Program NBC. Those We Love CBS. Melody Ranch CBS. Dear John CBS-Blue. The Great Gildersleeve NBC.

GETHARD, DAVID
NBC. Light of the World.

GIBSON, JOHN
NBC. Story of Mary Marlin.

GILBERT, DICK
WHN, New York, N. Y. Dick Gilbert Presents.

GILBERT, JANICE
NBC. The O'Neills.

GILLEN, DOLORES
When a Girl Marries NBC. Amanda of Honeymoon Hill CBS-Blue. We Love and Learn CBS.

GODFREY, ARTHUR
CBS-WABC, New York, N. Y. and WJSV, Washington, D. C.

GOFF, NORRIS
Blue. Lum and Abner.

GOODKIN, ALICE SHERRIE
Kitty Foyle CBS. Bachelor's Children CBS. Adventures of Thin Man. NBC. Easy Aces CBS-Blue. Light of the World NBC.

GORDON, BERT
NBC. Time to Smile.

GOSDEN, FREEMAN F.
CBS. Amos 'n' Andy.

GOSS, JAMES
Jack Armstrong MBS-Blue. Backstage Wife NBC.

GOTHARD, DAVID
NBC. The O'Neills.

GOTTSCHALK, NORMAN
Backstage Wife NBC. Captain Midnight MBS-Blue. Jack Armstrong MBS-Blue.

GOULD, MITZI
Parker Family Blue. Bess Johnson NBC. Young Dr. Malone NBC.

GRAHAM, MELVA
WCHS, Charleston, W. Va. 580 Club.

GRANIK, S. THEODORE
MBS. American Forum of the Air.

GRANVILLE, DICK
WMCS, Memphis, Tenn. Musical Merry-Go-Round.



MARY MARGARET McBRIDE



RADIO ARTISTS

GRAYSON, MADELON

Backstage Wife NBC, Step-mother CBS, Wings of Destiny NBC.

GREAZA, WALTER

NBC, Stella Dallas.

GREEN, ART

WMCA, New York, N. Y. The Magic Carpet.

GREEN, DOROTHY

Mid-Day Serenade CBS, Tea Time Tales NBC.

GREEN, EDDIE

CBS-Blue, Duffy's Tavern.

GREGG, VIRGINIA

Dr. Christian CBS, Screen Guild Theatre CBS, Lum and Abner Blue.

GREY, NAN

CBS, Those We Love

GRIFFIN, BOB

NBC, Story of Mary Marlin.

GRIFFIN, KEN

Road of Life CBS-NBC, Backstage Wife NBC, Guiding Light NBC.

GRIGGS, JOHN

NBC, All Out for Victory.

GULLICKSON, CHARLES

WOOD, Chattanooga, Tenn.

GULLICKSON, FLORENCE

WOOD, Chattanooga, Tenn., Nancie & Charlie.

— H —

HAAG, ROBERT

When a Girl Marries NBC, Young Dr. Malone CBS-NBC, Aunt Jenny's Real Life Stories CBS.

HADLEY, REED

Blue, Red Ryder.

HAFFORD, STANLEY

NBC, Maxwell House Coffee Time.

HAGEN, DR. HARRY

Blue, True or False.

HAINES, LARRY

CBS, Crime Doctor, Philip Morris Playhouse, Aunt Jenny, Meet Mr. Meek.

HALEY, BILL

WIBC, Indianapolis, Ind. Sunshine Special, WIBC Jamboree.

HAMBLEY, STUART

KFUD, Los Angeles, Calif. Covered Wagon Jubilee.

HAMPDEN, BURFORD

Blue, African Trek.

HANNA, BETTY

Lone Journey CBS-NBC, Romance of Helen Trent CBS.

HARDING, HARVEY

Story of Mary Marlin NBC, PON Beer, One Man Show WNBT.

HARPER, ANNETTE

CBS, Junior Miss, Screen Guild Theatre.

HARRINGTON, MARY LOU

One Man's Family NBC, I Love a Mystery Blue, The Great Gildersleeve NBC, Those We Love CBS.

HARRIS, HARRIET

WOW, Omaha, Nebr. What's What Today.

HAST, WALTER

KGR, San Diego, Calif. Presenting Norman Tree.

HASTINGS, BOBBY

Blue, Little Blue Playhouse, Sea Hound.

HATHAWAY, JOY

Amanda of Honeymoon Lane CBS-Blue, Stella Dallas NBC, John's Other Wife Blue, Second Husband CBS-Blue.

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most popular and outstanding personalities.**



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- Ivel Furs—FIFTH AVE. FURRIERS
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Diana Baldi

"Her Magnetic Voice Sells"

RADIO ARTISTS

HAUSNER, JERRY
CBS. Mayor of the Town.
Blondie, Screen Guild Theatre.

HAWK, BOB
CBS. The Bob Hawk Quiz,
Thanks to the Yanks.

HAY, BILL
MBS. Bill Hay Reads the
Bible.

HAYS, HARVEY
Blue. Uncle Sam's Forest
Rangers, National Farm and
Home Hour.

HECTOR, LOUIS
NBC. Lorenzo Jones.

HEEN, GLADYS
NBC. Road of Life. Guiding
Light.

HEISTAND, JOHN
Blue. Homicide O'Kane.

HENRY, FRANCES
WSGN, Birmingham, Ala. Miss
Ann's Comic Club.

HERMAN, MILTON C.
Death Valley Days CBS. Gang-
busters Blue, Mr. District At-

torney NBC, The Shadow MBS.
Women of Courage CBS.

HERNANDEZ, JUAN
Blue. African Trek.

HERSHFIELD, HARRY
NBC-WOR. Can Yop Top This.

HERSHOLT, JEAN
CBS. Dr. Christian.

HERSKIND, ELMER
WEEL, Boston, Mass. Uncle
Elmer's Song Circle, Uncle
Elmer's Pleasantville.

HEWITT, ALAN
NBC. The O'Neills.

HEWSON, ISABEL MANNING
Blue. Morning Market Basket.

HILL, ALICE
CBS. Bachelor's Children.

HILLIARD, HARRIET
NBC. Red Skelton and Com-
pany.

HILTON, PAUL
CBS. Silver Theatre. Lux
Radio Theatre. Second Mrs.
Burton, Dr. Christian.

HODSON, MARIE
KMPC, Beverly Hills, Calif.
Story Lady.

HOFFA, PORTLAND
CBS. Texaco Star Theatre.

HOIER, TOM
NBC. The O'Neills.

HOLE, JONATHAN
Ma Perkins CBS-NBC, Scatter-
Baines CBS.

HOLLAND, DICK
The Bartons NBC, Romance of
Helen Trent CBS, That Brew-
ster Boy CBS.

HOLT, DAVID
Junior Miss CBS. Date With
Judy NBC.

HOLT, VIVIAN
Valiant Lady CBS-NBC, Mr.
District Attorney NBC.

HOLTZ, LOU
CBS. Time Out for Laughs
With Lou Holtz.

HOMEIER, SKIPPY
Second Husband CBS-Blue.
Bess Johnson NBC. Young
Dr. Malone CBS-NBC, Colum-
bia Workshop CBS.

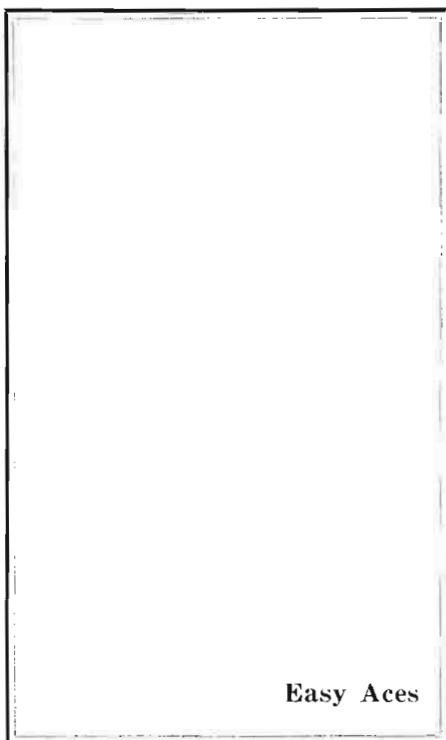


PETER DONALD

"Can You Top This"

NBC

MUTUAL



Easy Aces

• • • **RADIO ARTISTS** • • •

HOOD, JANICE
CBS. Second Mrs. Burton. Lux
Radio Theatre.

HOPE, BOB
NBC. The Pepsodent Show.

HOPPER, HEDDA
CBS. Hedda Hopper's Holly-
wood.

HOUSTON, JANE
NBC. Stella Dallas.

HOWARD, JEAN
CBS. Crime Doctor.

HOWARD, EUNICE
Pepper Young's Family CBS-
NBC. Story of Mary Marlin
CBS-NBC. Death Valley Days
CBS. Young Dr. Malone CBS-
NBC. Portia Faces Life NBC.

HOWARD, FRED
Ma Perkins CBS-NBC. Jack
Armstrong MBS-Blue.

HOWARD, JOE E.
CBS. Gay Nineties Revue

HOWARD, MEREDITH
Blue. Washington Luncheon.

HOWARD, TOM
WOR. New York, N. Y. It
Pays to be Ignorant.

HULL, WARREN
CBS. Vox Pop.

HUNTLEY, BETTY
WGY. Schenectady, N. Y.

HUNTLEY, CHARLES
WGY. Schenectady, N. Y. Your
Home Town.

HUGHES, ARTHUR
NBC. Just Plain Bill.

HUGHES, RUSH
KWK. St. Louis, Mo. Rush
Hughes Program.

HUGHES, TOMMY
CBS-NBC. Young Dr. Malone.

HULICK, BUDD
Here's Hulick WOR. What My
Name NBC.

HUSING, TED
CBS. Cheers From the Camps.

— I —

INTROPIDI, ETHEL
NBC. Stella Dallas.

IRVING, ADELAIDE
Lux Radio Theatre CBS. Who-
dunit NBC. Hedda Hopper's
Hollywood CBS.

IRVING, CHARLES
Backstage Wife NBC. First
Line CBS. Captain Midnight
Blue-MBS. Lone Journey CBS-
NBC.

IVES, RAYMOND
Blue. Manhattan at Midnight.

— J —

JAMESON, HOUSE
NBC. Aldrich Family.

JANIS, JO
NBC. March of Time.


JARVIS, AL
KFWB. Los Angeles, Calif.
Make Believe Ballroom.

JENSEN, KATHLEEN
KROW. Oakland, Calif. Calling
All Kitchens.

JEROME, ED
NBC. Cavalcade of America.



BOB HAWK
"Thanks To The Yanks"
for
CAMELS
CBS



ED EAST and POLLY
•
Management • Int. AC. New York

• • • **RADIO ARTISTS** • • •

JESS, JOHN D.
WLDS, Jacksonville, Ill. Chapel of the Air.

JEWITT, TED
NBC. Cavalcade of America.

JOHNSON, DOROTHY
KFIO, Spokane, Wash. Story Lady.

JOHNSON, PARKS
CBS. Vox Pop.

JOHNSON RAYMOND EDWARD
Story of Mary Marlin NBC. Inner Sanctum Mystery Blue.

JOHNSTONE, BILL
MBS. The Shadow.

JOLSON, AL
CBS. Al Jolson Show.

JORDAN, JIM
NBC. Fibber McGee and Molly.

JORDAN, MARION
NBC. Fibber McGee and Molly.

JOSTYN, JAY
Mr. District Attorney NBC. Second Husband CBS-Blue. The Parker Family Blue.

JUVELIER, JEANNE
Bess Johnson NBC. Manhattan at Midnight Blue. Portia Faces Life NBC. Against the Storm NBC.

— K —

KANE, BYRON
Arch Oboler Plays NBC. Lux Radio Theatre CBS. Screen Guild Theatre CBS. Orson Welles NBC. Hedda Hopper's Hollywood CBS. Dr. Christian CBS. Blondie CBS. Sealtest-Rudy Vallee Program. Dear John CBS. Columbia Workshop. CBS. '26 By Corwin CBS.

KAUFMAN, IRVING
WOR, New York, N. Y. Happy Jim Parsons, ETs.

KEARNS, JOE
Big Town CBS. Whodunit NBC. Dr. Christian CBS. Point Subline NBC.

KEATH, DONNA
CBS-NBC. Ma Perkins.

KEITH, MAXINE
From Me To You WOY-WINS. Follow The Leader WOY ETs. Melodic Musings WOY.

KEEGAN, ILKA DIEHL
Romance of Helen Trent CBS. Authors' Playhouse NBC.

KEEN, EARL
Lux Radio Theatre CBS. Silver Theatre CBS. Maxwell House Coffee Time NBC.

KELK, JACKIE
Aldrich Family NBC. Little Blue Playhouse Blue.

KELLY, JOE
National Barn Dance NBC. Quiz Kids Blue.



ANN THOMAS

Miss Thomas--"Easy Aces"
Casey--"Abie's Irish Rose"

Monologues

On Broadway

in
"Counsellor at Law"

★

BUY

UNITED
STATES
SAVINGS
BONDS
AND
STAMPS



Lawson Zerbe

• • • **RADIO ARTISTS** • • •

KEMP, JUANITA
WDOD. Chattanooga, Tenn.
Reveille With Sue.

KENYON, JAN
KLX, Oakland, Calif. Jan's
Journal.

KERMAN, DAVID
Story of Mary Marlin CBS-
NBC, Portia Faces Life NBC.
Aldrich Family NBC. Easy
Aces Blue-CBS.

KEYS, KATHRYN
Lux Radio Theatre CBS.
Junior Miss CBS. Dear John
CBS-Blue, Blondie CBS, Second
Husband CBS.

KIERAN, JOHN
NBC. Information Please.

KIKER, W. A.
WFIG. Sumter, S. C. Dinner
Bell Time, Smokey Mountain
Melodies.

KILGALLEN, DOROTHY
CBS. Voice of Broadway.

KING, JOHN REED
MBS. Double Or Nothing.

KINSELLA, WALTER
NBC. Abie's Irish Rose, Stella
Dallas.

KIRBY, DURWOOD
Blue. Club Matinee.

KIRKWOOD, JACK
KFRC, San Francisco, Calif.
Don Lee Breakfast Club.

KITCHELL, ALMA
Blue. Meet Your Neighbor.

KLEEB, HELEN
MBS. Dr. Kate.

KLEIN, ADELAIDE
Cavalcade of America, NBC.
Big Sister CBS, Bright Hor-
izon CBS, Meet Mr. Meck CBS,
Bess Johnson NBC, Grand Cen-
tral Station NBC.

KOHL, ART
Blue. Danny Thomas Show.

KOLLMAR, RICHARD
CBS. Bright Horizon.

KOPF, REV. CARL HEATH
WEEI, Boston, Mass. From a
Window on Beacon Street.

KORDICK, MARILYN
Arnold Grimm's Daughter NBC.
Jack Armstrong Blue-MBS.

KORFF, ARNOLD
CBS-NBC. Story of Mary Mar-
lin, Young Dr. Malone.

KRAATZ, DONALD
The Bartons NBC, Road of
Life CBS-NBC.

KRAMER, MANDEL
Gangbusters Blue, Kate Smith
Hour CBS, Manhattan at Mid-
night Blue, Famous Jury
Trials Blue.

KRUGER, ALMA
CBS. Those We Love.

KRUGER, OTTO
CBS. Lux Radio Theatre.

KRUGMAN, LOU
Gangbusters Blue, Ma Per-
kins CBS-NBC, Columbia Work-
shop CBS, Lone Journey CBS-
NBC, Authors' Playhouse NBC.

KUMMER, ELOISE
Right to Happiness NBC, Guid-
ing Light NBC, Woman in
White CBS, The Bartons NBC,
Arnold Grimm's Daughter NBC,
Romance of Helen Trent CBS,
Scattergood Baines CBS.

KUPPER, KURT
Blue-MBS. Captain Midnight.

KUPPERMAN, JOEL
Blue. Quiz Kids.

KVALDEN, GRETA
CBS-NBC. Pepper Young's
Family.



"HAPPY JIM PARSONS"

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Most Versatile Personality*



CHARLOTTE MANSON

RADIO ARTISTS

KYSER, KAY

NBC. Kay Kysor's College of Musical Knowledge.

— **L** —

LABBITT, MYRTLE

CKLW. Windsor, Ont. Home Chats, Women's Page.

LA BELLE, RUBERT

CBS-NBC. Story of Mary Martin.

LAKE, ARTHUR

CBS. Blondie.

LAMB, GIL

NBC. Sealtest-Rudy Vallee Program.

LANE, TOMMY

Lux Radio Theatre CBS. Dr. Christian CBS. I Love a Mystery Blue.

LANG, HARRY

Dr. Christian CBS. Sealtest-Rudy Vallee Program NBC. Abbott and Costello NBC. Sergeant Gene Aulry CBS. Maxwell House Coffee Time NBC. Screen Guild Theatre CBS. Arch Oboler's Plays NBC. Red Ryder NBC.

LARGAY, RAY

Gangbusters Blue, Parker Family Blue, We Love and Learn CBS, John's Other Wife Blue.

LARSON, BOBBY

CBS. Kitty Foyle, Lux Radio Theatre.

LATIMER, ED

Adventures of the Thin Man NBC, Lincoln Highway NBC. Bright Horizons CBS, Famous Jury Trials Blue.

LAUREN, JANE

Mr. District Attorney NBC. Big Town CBS.

LAURIE, JR., JOE

NBC-WOR. New York, N. Y. Can You Top This.

LAYNE, ZELLA

KGO, San Francisco, Calif. Santa Claus Time, Meyenberg Milk Program.

LAWRENCE, JERRY

WOR, New York, N. Y. Moonlight Sailing Time, Mutual Matinee, Wax Museum, Battle of the Boroughs, Red Barber Show.

LAWRENCE, RAYMOND

Adventures of Sherlock Holmes NBC. Melody Ranch CBS. Big Town CBS.

LAWRENCE, ROBERT

Blue. Metropolitan Opera.

LAWTON, FLEETWOOD

ABCD Roundtable NBC, McMahon's Furniture Program KFI-KECA.

LEACH, NANCY

Stars Over Hollywood CBS. Signal Carnival NBC, Shakespearean Series NBC.

LEE, DONA

WTMV. East St. Louis, Ill. Bonds For Bullets.

LEGRAND, RICHARD

Blue. Homicide O'Kane.

LeGALLIENNE, EVA

Blue. Horror, Inc.

LEE, IRVIN

CBS. Big Town, Dr. Christian, Melody Ranch, Blondie.

LEMKE, IRMA

WGY, Schenectady, N. Y. Market Basket.



JAY JOSTYN

"MR. DISTRICT ATTORNEY"



EUNICE HOWARD

Ingenue, Character Ingenue
Character Leads Straight

Linda Benton in "Pepper Young's Family"
Camel Caravan, Treasury Star Parade, Death Valley Days, and Others.
LEX. 2-1100

• • • **RADIO ARTISTS** • • •

LENARD, GRACE

Stars Over Hollywood CBS.
Melody Ranch CBS. Adventures
of Sherlock Holmes NBC.
Dr. Christian CBS.

LEDOUX, LEONE

Blondie CBS. The Remarkable
Miss Crandall NBC. Lux Radio
Theatre CBS. Scalfest - Rudy
Vallee Program NBC.

LEVANT, OSCAR

Information Please NBC. Cres-
ta Blanca Carnival MBS.

LEWIS, CATHERINE

CBS. Big Town, Lux Radio
Theatre.

LEWIS, FORREST

Tom Mix Straight-shooters
Blue, Ma Perkins CBS-NBC.
First Nighter MBS-CBS.

LEWIS, JEAN

NBC. Stella Dallas.

LINKLETTER, ART

Are You a Genius Blue, Who's
Dancing Tonight NBC, What
Do You Think MBS.

LIPTON, BILL

CBS-NBC. Story of Mary Mar-
tin.

LISS, RONNY

Bright Horizon CBS, Bea
Johnson NBC. Cavalcade of
America NBC. Little Blue
Playhouse Blue.

LIVINGSTONE, MARY

NBC. Grape Nuts Show.

LOGAN, JANET

Kraft Music Hall NBC. Dear
John Blue-CBS. Junior Miss
CBS.

LORDE, ATHENA

Young Widder Brown NBC.
Kate Smith Hour CBS, Mr.
Keen NBC, Dr. Christian CBS.
Second Husband CBS-Blue.

LORRE, PETER

Blue, Inner Sanctum Mystery.

LOVETT, DOROTHY

WFRN, Marion, Ohio. Musical
Moments.

LOVEJOY, FRANK

The O'Neills CBS-NBC, Man-
hattan at Midnight Blue, Joyee
Jordan CBS, Man Behind the
Guns CBS.

LUDDY, BARBARA

CBS-MBS. First Nighter.

LUXFORD, NOLA

The Anzac Hour NBC-WGED.

LYNCH, KEN

Blue, Hop Harrigan.

LYNCH, PEG

WTBO, Cumberland, Md. Van-
ity Fair, Ethel and Albert.

LYNN, BILLY

CBS. Tilly the Toiler.

LYNN, PATRICIA


NBC. Hawthorne House

LYON, BEN

MBS. Stars and Stripes in
Britain.

LYON, PRISCILLA

CBS. Junior Miss, Melody
Ranch, Dr. Christian, Those
We Love.



ALAN REED
"FALSTAFF OPENSHAW"
With Fred Allen, CBS
"SOLOMON LEVY"
on
"ABIE'S IRISH ROSE"
NBC
Title Role in the
Lunt & Fontanne Production
"THE PIRATE"
Marlin Beck Theatre

MILDRED MURRAY



Dramatic Artist, Singer, Commentator
LExington 2-1100

• • • **RADIO ARTISTS** • • •

LYTELL, BERT
CBS. Stage Door Canteen.

LYTELL, WILFRED
NBC. Just Plain Bill.

— **M** —

MacBRYDE, JACK
Death Valley Days CBS. Amanda of Honeymoon Hill Blue-CBS. Against the Storm NBC.

MacGREGOR, SHERMAN A.
Bright Horizon CBS. Manhattan at Midnight Blue. Gangbusters Blue. Aldrich Family NBC.

MACK, GILBERT
Kate Smith Hour CBS. Arch Oboler Plays CBS-NBC. Manhattan at Midnight Blue. Time to Smile NBC. Mr. and Mrs. North Blue. Adventures of the Thin Man NBC. We the People CBS. Inner Sanctum Mystery Blue. Bulldog Drummond MBS. Cresta Blanca Carnival MBS.

MacKAY, NORMAN
WQAM. Miami, Fla. Uncle Mac Reads the Funnies.

MacLAUGHLIN, DON
We Love and Learn CBS. Gangbusters Blue. Counterspy Blue.

MAHER, WALLY
CBS-NBC. Tommy Ricks and Betty Lou.

MAIER, DR. WALTER A.
MBS. Lutheran Hour.

MAITLAND, ARTHUR
NBC. David Harum. Stella Dallas.

MALONE, TED
Blue. Between the Bookends.

MANN, GLORIA
We the People CBS. Death Valley Days CBS. Bess Johnson NBC.

MANN, YVONNE
CBS. Aunt Jenny's Real Life Stories. We the People. Big Sister. Bright Horizon.

MANNING, JACK
Pepper Young's Family CBS. NBC. Maudie's Diary CBS.

Mr. District Attorney NBC. Manhattan at Midnight Blue.

MANNING, KNOX
CBS. Stars Over Hollywood.

MANSON, CHARLOTTE
NBC. Guiding Light.

MARAS, JOSEF
Blue. African Trek.

MARGETTS, MONTY
NBC. Dr. Kate.

MARKHAM, G. E.
WGY. Schenectady, N. Y. WGY Farm Paper of the Air. Science Forum, Farm Forum.

MARR, EDDIE
Lux Radio Theatre CBS. Kraft Music Hall NBC. Jack Benny Program NBC. Bob Hope Shows NBC.

MARSDEN, VICKI
CBS. Dr. Christian. Lux Radio Theatre.



ED LATIMER

Sincere thanks to the Agencies and members of the Radio Directors Guild who keep me busy.



MYRTLE VAIL

11 Consecutive Years on CBS

RADIO ARTISTS

MARSHALOV, BORIS
Stories America Loves CBS.
Against the Storm NBC.

MARTELLI, TONY
CBS, Lux Radio Theatre, Big
Town, Stars Over Hollywood.

MARTIN, BERNICE
CBS, Romance of Helen Trent,

MARTIN, FRANK
Silver Theatre CBS, Dr. Christ-
ian CBS, Dear John Blue-CBS,
Big Town CBS.

MARTIN, GALE
WMKC, Columbus, Ohio, Vic-
tory Corner.

MARTIN, IAN
Young Dr. Malone CBS-NBC,
When A Girl Marries NBC,
Life Can Be Beautiful CBS,
Easy Aces Blue-CBS.

MARTIN, SALLY
WGY, Schenectady, N. Y.

MASON, MARY
CBS, Maudie's Diary.

MASSEN, OSA
CBS, Dr. Christian, Screen
Guild Theatre.

MASSEY, MARY
NBC, Bess Johnson.

MAXFIELD, JEAN
KROW, Oakland, Calif. Story
Teller.

MAXWELL, BOBBY DEANE
CBS-NBC, Story of Mary Mar-
lin.

McBRIDE, DEWITT
First Line CBS, Ma Perkins
CBS-NBC, Road of Life CBS-
NBC, Backstage Wife NBC,
Famous Jury Trials Blue.

**McBRIDE, MARY
MARGARET**
NBC.

McCAMBRIDGE, MERCEDES
NBC, Abie's Irish Rose.

McCAMMON, BESS
Romance of Helen Trent CBS,
Lone Journey CBS-NBC.

McCARTHY, CLAIRE
WAOV, Vincennes, Ind. The
Children's Hour.

McCLAIN, JIMMY
NBC, Dr. I Q.

McCOMB, KATE
CBS-NBC, The O'Neills.

McCORD, MAY KENNEDE
KWK, St. Louis, Mo.

McDONALD, FLORETTA
I Love a Mystery Blue, Dear
John Blue-CBS, Shirley Temple
Time CBS.

McDONNELL, CRAIG
CBS-NBC, David Harum.

McCONNELL, LULU
WOR, New York, N. Y. It
Pays To Be Ignorant.

McGOVERN, JOHN
Kate Smith Hour CBS, Sec-
ond Husband Blue-CBS, The
Goldbergs CBS, Lorenzo Jones
NBC.

McKINNEY, BYRON
Aunt Jenny's Real Life Stories
CBS, Bess Johnson NBC.

McLENDON, LEE
KROW, Oakland, Calif, Trader
Fred.

McNAUGHTON, HARRY
WOR, New York, N. Y. It
Pays To Be Ignorant.



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ARNOLD STANG

• • • **RADIO ARTISTS** • • •

McNEILL, DON

Blue, Breakfast Club.

McVEY, TYLER

Melody Ranch CBS, Screen Guild Theatre CBS, Dear John Blue-CBS, Dr. Christian CBS.

MEHRA, LAL C.

I Love a Mystery Blue, Lux Radio Theatre CBS, Maxwell House Coffee Time NBC.

MENKEN, HELEN

CBS. Second Husband.

MEIGHAN, JAMES

NBC-Blue. Just Plain Bill.

MEREDITH, JUNE

CBS-NBC. Story of Mary Martin.

MERRICK, MARGARET

Blue. Quiz Kids.

MEYERS, DICKIE

CBS. Dr. Christian, Big Town, Junior Miss, Melody Ranch.

MEYERS, DR. J. A.

WIBG, Philadelphia, Pa. Unseen Advisor.

MILLER, FREDDIE

WTRY, Troy, N. Y. Time-keeper.

MILLER, SOPHIE

WKNY, Kingston, N. Y. Sophia and Joshua.

MILROD, SYLVIA

WINX, Washington, D. C. Victory Starts at Home.

MILSON, HOWARD

CKCL, Toronto, Ont. CKCL Workshop.

MITCHELL, ED

WGY, Schenectady, N. Y. Farm Paper of the Air, Science Forum, Farm Forum.

MITCHELL, EVERETT

Blue. Farm and Home Hour.

MITCHELL, SHIRLEY

NBC. The Great Gildersleeve, Scallst-Rudy Vallee Program, Story Editor, Eyes Aloft.

MOHN, MONTY

KGO, San Francisco, Calif. Santa Claus Time, Sonia's Party.

MONKS, JAMES

Light of the World NBC, Radio Readers' Digest CBS, Against the Storm NBC, Pepper Young's Family CBS-NBC.

MOORE, CARL

WEEI, Boston, Mass. Tip-Top O' the Morning, Carl Moore's Coffee Club.

MOORE, GARY

NBC. Everything Goes.

MOORE, TOM

WATT, Chicago, Ill. Howdy Ladies.

MORAN, PATSY

Major Hoople Blue, Junior Miss CBS.

MORGAN, CATHERINE

Bob Burns Program CBS, Screen Guild Theatre CBS, Scallst-Rudy Vallee Program NBC.

MORGAN, CLAUDIA

The Adventures of the Thin Man NBC, Against the Storm NBC, Light of the World NBC, We Love and Learn CBS, Right to Happiness NBC.



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and
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**FRANK
LOVEJOY**



MANHATTAN AT MIDNIGHT

JOYCE JORDAN

MAN BEHIND THE GUN

Lackawanna 4-1200

RADIO ARTISTS

— N —

MORGAN, ELIZABETH

Young Dr. Malone CBS-NBC.
When a Girl Marries NBC.
Stella Dallas NBC.

MORGAN, FRANK

NBC, Maxwell House Coffee
Time.

MORGAN, JANE

Point Sublime NBC, Dr. Chris-
tian CBS, One Man's Family
NBC.

MORGAN, MARY

CKLW, Windsor, Ont, Fashions
In the News.

MORIN, ALBERT

CBS, Big Town, Melody Ranch,
Screen Guild Theatre.

MORRISON, BRET

First Nighter MBS-SBS, Au-
thors' Playhouse NBC.

MORRISON, ETHEL

CBS-NBC, Young Dr. Malone.

MOSS, ARNOLD

This Is Our Enemy MBS.
Story of Mary Martin CBS-
NBC.

MOYLES, JACK

KGO, San Francisco, Calif.
Alias John Freedom.

MUELLER, MARVIN

Romance of Helen Trent CBS.
Right to Happiness NBC, Guid-
ing Light NBC, First Line
CBS, Backstage Wife NBC.

MUNIER, FERDINAND

Lux Radio Theatre CBS, I
Love a Mystery Blue, Dr.
Christian CBS, Big Town CBS.

MUNSON, ONA

CBS, Big Town.

MURRAY, MILDRED

Kate Smith Hour CBS, Terry
and the Pirates Blue, Elsa
Maxwell's Partyline Blue,
Fairy Soap Singing Commer-
cials CBS.

MURPHY, HORACE

CBS, Sergeant Gene Antry.

MYSTERY CHEF

Blue, Mystery Chef

NAGEL, CONRAD

CBS, Silver Theatre, Radio
Reader's Digest.

NASH, REG

WWSR, St. Albans, Vt. Hash
with Nash.

NEELY, HENRY M.

CBS, We Love and Learn.

NESSBITT, JOHN

NBC, Westinghouse Program.

NEUMAYER, MARILOU

Captain Midnight Blue-MBS,
Knickerbocker Playhouse NBC.

NIEMEN, CLARE


NBC, Light of the World,
Mr. District Attorney.

NOA, JULIAN

NBC, Right to Happiness.

NORELL, HENRY

Valiant Lady CBS-NBC, Ald-
rich Family NBC, Manhattan
at Midnight Blue, Crime Doc-
tor CBS.



JACKSON BECK
NARRATOR—CBS
"MAN BEHIND THE GUN"
JOE TURP
"JOE & ETHEL TURP"
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"André Kostelanetz Hour"

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• • • **RADIO ARTISTS** • • •

NORMAN, DON
MBS. Your Date.

NUSBAUM, MORT
WSAY, Rochester, N. Y. 1240
Club.

— **O** —

O'DAY, MICKEY
Blue, Little Blue, Playhouse,
The Parker Family.

O'HAIRE, EUGENE
WGY, Schenectady, N. Y.
Yankee Doodlers, Gene and
Syracuse.

O'KEEFE, WALTER
NBC. Battle of the Sexes.

O'KEEFE, WINSTON
NBC. Story of Mary Marlin.

OKUN, LILLIAN
WMCA, New York, N. Y.
Civilian Defense News.

OLIVER, SHERLING
The Man I Married CBS, Vali-
ant Lady CBS-NBC.

OLMSTEAD, NELSON
NBC. World's Greatest Stories,
Painted Dreams.

ORR, ANGELINE HEDRICK
Ma Perkins CBS-NBC, Step-
mother CBS, The First Line
CBS.

ORTEGA, SANTOS
Adventures of Ellery Queen
NBC, Adventures of Bulldog
Drummond MBS, Men, Ma-
chines and Victory Blue.

OSBORN, TED
Manhattan at Midnight Blue,
We the Abbotts NBC.

O'SHEA, PATSY
Story of Mary Marlin CBS,
NBC, Dr. Christian CBS,
Against the Storm NBC, Portra
Faces Life NBC.

— **P** —

PALMER, ELLEN
NBC. Lonely Women.

PARKER, FRANKLIN
CBS. Big Town, Dr. Christian,
Second Mrs. Burton, Melody
Ranch.

PARNELL, EVA
CBS. Romance of Helen Trent.

PAYNE, BRUCE
Blondie CBS, Dr. Christian
CBS, I Love a Mystery Blue,
Second Mrs. Burton CBS.

PAYNE, VIRGINIA
Ma Perkins CBS-NBC, Lonely
Women NBC.

PEABODY, EDDIE
NBC. National Barn Dance.

PEARCE, AL
NBC. Al Pearce and His Gang.

PEARSON, GE GE
Melody Ranch CBS, Silver The-
atre CBS, Scalliest-Rudy Vallee
Program NBC, Stars Over Hol-
lywood CBS.

PEARY, HAROLD
NBC. The Great Gildersleeve.

PECK, CHARLES
CBS. Lux Radio Theatre.

PENMAN, CHARLES
Uncle Walter's Doghouse NBC,
First Nighter MBS-CBS, That
Brewster Boy CBS-NBC.



BOB EMERY

Producer:
"Rainbow House"
WOR—MBS

Director:
"Battle of Boroughs"
WOR (for Noxema)
Master of Ceremonies:
"Did You Hear?"
WMCA

In Preparation:
"The Flying Commandos"
"The Helping Hand"



JERRY LAWRENCE

**Mutual Matinee
Wax Museum
Battle of the Boroughs
Red Barber Show**

W O R — M B S

• • • **RADIO ARTISTS** • • •

PENNARIO, JOEY

Lux Radio Theatre CBS, Screen Guild Theatre CBS, Point Sublime NBC.

PERSONS, FERN

NBC, The Bartons.

PETERSON, ARTHUR

NBC, Guiding Light.

PIERCE, MADELEINE

Pepper Young's Family CBS-NBC, Life Can Be Beautiful CBS, Second Husband CBS-Blue, Armstrong Theatre CBS, Just Plain Bill NBC.

PLATTS, ALMA

Road of Life CBS-NBC, Right to Happiness NBC, This Is Life MBS.

PRENTISS, ED

Blue-MBS, Capt. Midnight.

PRESCOTT, ALLEN

Blue, The Wife Saver, Prescott Presents.

PROFESSOR QUIZ

PRYOR, ROGER

CBS, Gulf Screen Guild Theatre.



QUESTAL, MAE

Blue, Basin Street Chamber Music Society.

QUIGLEY, JUANITA

CBS, Lux Radio Theatre.



RAEBURN, BRYNA

Maudie's Diary CBS, Cavalcade of America NBC, March of Time NBC.

RAHT, KATHARINE

NBC, Aldrich Family.

RAINEY, BUD

WTIC, Hartford, Conn., Day Dreams.

RANDOLPH, ISABEL

NBC, Fibber McGee & Molly.

RANDOLPH, LILLIAN

The Great Gildersleeve NBC.

The Remarkable Miss Tuttle NBC, Lux Radio Theatre CBS, Big Town CBS.

RANKIN, PETER

CBS, Dr. Christian.

RASKYN, SAM

Gay Nineties CBS, Duffy's Tavern CBS-Blue, Columbia Workshop CBS.

READICK, FRANK

NBC, Cavalcade of America.

READ, SUE

Man About Town WQXR, Great Moments in Music CBS, Valiant Lady CBS, Bright Horizon CBS, Big Sister CBS, Cisco Kid WOR, Ted Steele's Studio Party WEAF, Ellery Queen WEAF.

REDFIELD, BILLY

Blue, Little Blue Playhouse.

REED, ALAN

Fred Allen CBS, Able's Irish Rose NBC, The Shadow MBS, Easy Aces Blue, Philip Morris Playhouse CBS, Manhattan at Midnight NBC.



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• • • **RADIO ARTISTS** • • •

REED, TOBY

NBC. Fitch Bandwagon

REESE, ANNESE

CBS. Lux Radio Theatre, Silver Theatre.

REINHEART, ALICE

Life Can Be Beautiful CBS, Gangbusters Blue, Mr. District Attorney NBC.

RELLER, ELIZABETH

NBC. Young Dr. Malone.

REVELL, NELLIE

NBC. Nellie Revell Presents.

REYNOLDS AUDREY

CBS. Lux Radio Theatre.

RICE, FRANK

WGTM, Wilson, N. C. Mustard & Gravy.

RICH, IRENE

CBS. Dear John.

RICKABY, RUTH

Melody Ranch CBS, Screen Guild Theatre CBS, Dr. Christian CBS, Point Sublime NBC.

RIGGS, TOMMY

NBC-CBS Tommy Riggs and Betty Lou.

RIPLEY, BOB

Blue. Scramble.

RITTER, THELMA

NBC. Lorenzo Jones.

ROBBIN, JANE

Gangbusters Blue, Mr. District Attorney NBC, Philip Morris Playhouse CBS, Columbia Workshop CBS.

ROBERTSON, ARNOLD H.

The Bartons NBC, Scattergood Baines CBS, Captain Midnight Blue-MBS, Authors' Playhouse NBC, First Line CBS.

ROBERTSON, "TEXAS JIM"

Against the Storm NBC, Death Valley Days CBS, Stories American Loves CBS, WIS Barn Dance, WNBC Barn Dance.

ROBINSON, DOROTHY

Thus We Live CBS, Wings of Destiny NBC.

ROBINSON, EDWARD G.

CBS. Big Town.

ROESE, RAY

WBNS, Columbus, Ohio. Hired Hands.

ROESSLER, ELMURA

Romance of Helen Trent CBS, Right to Happiness NBC, Ma Perkins CBS-NBC, Woman in White CBS.

ROGERS, ROC

Gangbusters Blue, Big Sister CBS, Stories America Loves CBS, Ellery Queen NBC.

ROLFE, MARY

NBC. Aldrich Family.

ROOT, CONSTANCE

NBC. Right to Happiness, Arnold Grimm's Daughter.

ROSE, WILLIAM

Blue-MBS. Captain Midnight.

ROSS, COLBY

CBS. Dr. Christian

ROSS, EARLE

The Great Gildersleeve NBC, Point Sublime NBC, Eyes Aloft

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"LIGHTS OUT"—CBS
COUNT BASIE'S BAND
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• • • **RADIO ARTISTS** • • •

NBC, Lights Out CBS, Bob Burns CBS, Red Ryder NBC, Blondie CBS.

ROSS, LANNY

CBS, Comedy Caravan.

ROY, BILLY

CBS, Lux Radio Theatre, Mayor of the Town.

ROY, CECIL

The Goldbergs CBS, When a Girl Marries NBC, Don Winslow of the Navy Blue, Amanda of Honeymoon Hill CBS Blue.

ROYLE, SELENA

NBC, Right to Happiness.

REBESSA, GENE

WNEW, New York, N. Y. The Music Maker, Boys in the Back Room.

RUBIN, BENNY

CBS, Only Yesterday.

RUBIN, JACK

NBC, The O'Neills.

RUSSELL, JANET

CBS, Second Mrs. Burton, Lux Radio Theatre, Junior Miss, Dr. Christian.

RUSSELL, RUTH

NBC, Just Plain Bill.

— S —

SALE, VIRGINIA

Those We Love, Lux Radio Theatre CBS, Chase and Sanborn Program NBC, Silver Theater CBS.

SANDERSON, JULIA

CBS, Crumit and Sanderson.

SANFORD, FLORENCE

WGY, Schenectady, N. Y. Stars of Tomorrow.

SARGENT, NANNETTE

Ma Perkins CBS-NBC, Road of Life CBS-NBC, That Brewster Boy CBS-NBC, Lonely Women NBC.

SAUK, CHET

Blue, Lum and Abner.

SAXTON, DONNIE

WMBO, Auburn, N. Y.

SANTON, MARGIE

WMBO, Auburn, N. Y.

SCHNABEL, STEFAN

Story of Mary Marlin, CBS-NBC, Against the Storm NBC, Portia Faces Life NBC.

SCHROEDER, WALTER

WHBF, Rock Island, Ill, Starlet Theatre.

SCOTT, DOROTHY

Silver Theatre CBS, Big Town CBS, Maxwell House Coffee Time NBC, Cavalcade of America NBC.

SCOTT, FRANCES

WABC, New York, N. Y. It Takes a Woman.

SCRIBNER, JIMMIE

MBS, The Johnson Family.

SCULLY, FRANCES

Blue, Speaking of Glamour.

SEITZ, WALLY

Road of Life CBS-NBC, Right to Happiness NBC, Guiding Light NBC.

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RADIO ARTISTS

SELBY, SARAH

Blue, Homicide O'Kane.

SEYMOUR, ANN

CBS-NBC, Story of Mary Martin.

SHARPE, LESTER

Lux Radio Theatre CBS, Big Town CBS, Dr. Christian CBS, Remarkable Miss Tuttle NBC.

SHEA, JOAN

Against the Storm NBC, Aldrich Family NBC, Kate Smith Hour CBS, Big Sister CBS.

SHEEHAN, TESS

Young Dr. Malone CBS-NBC, Woman of Courage CBS.

SHELLEY, BILL

NBC, Front Page Farrell.

SHELTON, GEORGE

WOR, New York, N. Y. It Pays To Be Ignorant.

SHERIDAN, NANCY

Philip Morris Playhouse CBS, Amanda of Honeymoon Hill CBS-Blue, Lorenzo Jones NBC.

SHERWOOD, MILLARD

CBS, Melody Ranch.

SHELDON, HELEN

Kate Smith Hour CBS, Gangbusters Blue, Mr. District Attorney NBC, The O'Neills CBS, NBC.

SHIPP, MARY

Manhattan at Midnight Blue, We the People CBS, Cavalcade of America NBC.

SHOBAKEN, RUDIE

KASA, Elk City, Okla. Mythical Ballroom.

SHOCKLEY, MARIAN

NBC, Adventures of Ellery Queen.

SHOEMAKER, MRS. J. W.

WOAV, Vincennes, Ind. The Master Mind.

SHRINER, HERB

CBS, Comedy Caravan.

SIMMS, GINNY

CBS, Johnny Presents Ginny Simms.

SINGLETON, PENNY

CBS, Blondie.

SKARSTEDT, VANCE

KLX, Oakland, Calif. Star Shadow.

SKELTON, RED

NBC, Red Skelton & Company

SKULNICK, MENASHUA

NBC, Abie's Irish Rose.

SLATER, TOM

MBS, This Is Fort Dix, The Better Half.

SMILEY, RALPH

Columbia Workshop CBS, March of Time NBC, Cavalcade of America NBC.

SMITH, BETTY RUTH

Lone Journey CBS-NBC, Doctors at Work CBS.

SMITH, HOWARD

March of Time NBC, Cavalcade of America NBC, Mr. District Attorney NBC, Gangbusters Blue, Crime Doctor CBS.

SMITH, KATE

CBS, Kate Smith Hour, Kate Smith Speaks.

SMITH, SIDNEY

NBC, Light of the World.

SMOLEN, TOMMY HUGHES

Blue, Little Blue Playhouse.

SMOLEN, VIVIAN

Stella Dallas NBC, Gangbusters Blue, David Harum CBS-NBC, Little Blue Playhouse Blue.

SONDEGAARD, HESTER

Against the Storm NBC, Valiant Lady CBS-NBC, 26 By Corwin CBS.

SOREL, GEORGE

CBS, Big Town, Arkansa-Traveller, Melody Ranch.

SORIN, LOUIS

Cisco Kid WOR, This Is Our Enemy MBS, Manhattan at Midnight CBS, Radio Reader's Digest CBS, We the People CBS, The Goldbergs CBS.

SOTHERN, JEAN

NBC, Pepper Young's Family.

SOUBIER, CLIFF

CBS-NBC, Lone Journey.

SOULE, OLAN

NBC, Bachelor's Children.

SPAETH, DR. SIGMUND

Blue, Metropolitan Opera.

SPALDING, ALBERT

CBS, Pause That Refreshes on the Air.

SPRAGUE, VER LYNN

WAIT, Chicago, Ill. Soldiers in the Kitchen.

STANG, ARNOLD

The Goldbergs CBS, Johnny Presents NBC, Meet Mr. Meek CBS.

STEVENS, JULIE

Kitty Foyle CBS, Stories America Loves CBS, Abie's Irish Rose NBC, Grand Central Station NBC.

STEVENS, NAOMI

NBC, One Man's Family.

STEWART, ALLEN

WJZ, New York, N. Y. The Blue Bandstand.

STEWART, DIXON

WFBC, Greenville, S. C. Hi Neighbor.

STOKES, ERNEST

WGTM, Wilson N. C. Mustard & Gravy.

STONE, ANNE

Second Mrs. Burton CBS, Sealtest-Rudy Vallee Program NBC, Point Sublime NBC, I Love a Mystery Blue.

STOKEY, CHARLES

CBS, Columbia's Country Journal.

STOOPNAGLE, COL. LEMUEL Q.

Blue, The Lion's Roar.

STOUT, REX

CBS, Our Secret Weapon.

STRATTON, CHESER

Against the Storm NBC, The O'Neills CBS-NBC, Hap Harrigan Blue, Light of the World NBC.

STUDEBAKER, HUGH

Blue-MBS, Captain Midnight.

STYLES, HAL

KFWB, Los Angeles, Calif. Facing Facts.

SUBER, RAY

Ma Perkins NBC, Hot Copy Blue.

• • • **RADIO ARTISTS** • • •

SUMMERS, HOPE

Woman in White CBS, Guiding Light NBC, Road of Life CBS-NBC, Right to Happiness NBC, Ma Perkins CBS-NBC.

SWENSON, KARL

NBC, Lorenzo Jones, Cavalcade of America.

SWEET, MARION

NBC, Lincoln Highway.

— **T** —

TALLEY, JACKIE

WFBL, Syracuse, N. Y. Women's Page.

TANSEY, JIMMY

NBC, The O'Neills.

TANSWELL, BERTRAM

Commandos CBS, Stage-Door Canteen CBS, Second Husband CBS, Grand Central Station NBC, Young Dr. Malone CBS, Great Plays NBC.

TAYLOR, DEEMS

America Preferred MBS, N. Y. Symphony CBS, Family Hour CBS.

TAYLOR, ELEANOR

One Man's Family NBC, I Love a Mystery Blue, Screen Guild Theatre CBS, Sealtest-Rudy Vallee Program NBC.

TAYLOR, REESE

Road of Life CBS-NBC, Woman in White CBS, Backstage Wife NBC, Right to Happiness NBC, Romance of Helen Trent CBS.

TEDROW, IRENE

CBS, Dr. Christian, Second Mrs. Burton, Big Town.

TEMPLE, SHIRLEY

CBS, Junior Miss.

TERRISS, TOM

NBC, Vagabond Adventurer.

TETLEY, WALTER

The Great Gildersleeve NBC, Burns and Allen CBS.

THATCHER, LEORA

Story of Mary Marlin CBS-NBC, When a Girl Marries NBC, Right to Happiness NBC.

THOMAS, ANN

Easy Aces CBS-Blue, Meet Mr. Meek CBS, Able's Irish Rose NBC, Bess Johnson NBC.

THOMAS, DANNY

Blue, Danny Thomas Show.

THOMAS, ED

WBAX, Wilkes-Barre, Pa. Radio Poet.

THOMAS, JOHN

Stella Dallas NBC, Vahant Lady CBS-NBC, Manhattan at Midnight Blue.

THOMPSON, BILL

NBC, Fibber McGee and Molly.

THORNTON, WILLIAM

The Goldbergs CBS, Mr. District Attorney NBC, Easy Aces CBS-Blue, Young Dr. Malone CBS-NBC.

THORSON, RUSSELL

Story of Mary Marlin CBS-NBC, Tom Mix Blue.

TIERS, VAN DYKE

Blue, Quiz Kids.

TOBIN, ANN

CBS, Lux Radio Theatre, Screen Guild Theatre, Silver Theatre.

TOBIN, LU

KGO, San Francisco, Calif. Charlie Harper, Alias John Freedom.

TOKAR, NORMAN

NBC, Aldrich Family.

TOWNE, CLEVELAND

Uncle Walter's Doghouse NBC, Authors' Playhouse NBC, Jack Armstrong MBS-Blue, Romance of Helen Trent CBS, Lone Journey CBS-NBC.

TREMAINE, LES

CBS-MBS, First Nighter.

TRINLER, MIMI

WDDO, Chattanooga, Tenn. Pickett's Style Show of the Air.

TUTTLE, LURENE

The Great Gildersleeve NBC, Dr. Christian CBS.

TULLY, TOM

We the People CBS, Death Valley Days CBS, Manhattan at Midnight Blue, Mr. District Attorney NBC.

TYLER, BETTY JANE

We Love and Learn CBS, Dr. Christian CBS, The O'Neills CBS-NBC, Lincoln Highway NBC.

— **U** —

UNGER, STELLA

Blue, Your Hollywood News girl.

UTTAL, FRED

Blue, Army Navy Game.

— **V** —

VAGUE, VERA

NBC, Bob Hope Show.

VAIL, MYRT
CBS.**VALENTINE, GRACE**

NBC, Stella Dallas.

VALENTY, LILI

NBC, Story of Mary Marlin.

VALENZUELA, JESUS

KTMS, Santa Barbara, Calif. Hour of the Artists.

VALLE, FELIX

CBS, Lux Radio Theatre.

VALLEE, RUDY

NBC, Sealtest-Rudy Vallee Program.

VANDER PYL, JEAN

Cavalcade of America NBC, Screen Theatre CBS, Big Town CBS, Aldrich Family NBC.

VAN DOREN, MARK

CBS, Invitation to Learning.

VAN DYK, JAMES

Death Valley Days CBS, Prudential Family Hour CBS, Mr. District Attorney NBC.

VAN PATTAN, DICKIE

Manhattan at Midnight Blue, We the People CBS, Portia Faces Life NBC, David Harum CBS NBC.

RADIO ARTISTS

VAN ROOTEN, LUIS
MBS, Adventures of Bulldog
Drummond.

VAN TULL, HELEN MARR
Lone Journey CBS-NBC, Right
to Happiness NBC.

VAUGHAN, BERVIL
Ma Perkins CBS-NBC, Uncle
Walter's Doghouse NBC, Ro-
mance of Helen Trent CBS.

VOLA, VICKI
NBC, Mr. District Attorney.

VIGRAN, HERBERT
Those We Love CBS, Second
Mrs. Burton CBS, Dr. Chris-
tian CBS, Dear John CBS-
Blue.

VONN, VVOLA
Maxwell House Coffee Time
NBC, Silver Theatre CBS, Big
Town CBS.

— W —

WALDMAN, HERMAN
CBS, Lux Radio Theatre, Big
Town, Second Mrs. Burton,
Those We Love.

WALKER, BENNY
NBC, Tillamook Kitchen.

WALL, LUCILE
NBC, Lorenzo Jones.

WALLINGTON, JIMMY
CBS, Texaco Star Theatre.

WALSIL, JOHN J.
NBC, Backstage Wife.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARD, COLLEEN
Lorenzo Jones NBC, Manhattan
at Midnight Blue, Big Town
CBS.

WARD, GEORGE
Second Husband CBS-Blue,
Just Plain Bill NBC-Blue,
David Harum CBS-NBC.

WARE, MARY LOUISE
KFJZ, Fort Worth, Texas,
Women's Page of the Air.

WARING, FRED
CBS, Chesterfield Presents
Fred Waring in Pleasure Time.

WARNER, GERTRUDE
NBC, Light of the World.

WARREN, ELMER
WBT, Charlotte, N. C., The
Briarhoppers, Dixie Farm Club,
Dixie CBS Net Jamboree.

WATERS, BILL
WHEB, Portsmouth, N. H.,
Smilin' Bill Waters.

WATSON, DUKE
Stepmother CBS, Ma Perkins
CBS-NBC, Kuleckerbocker Play-
house NBC.

WEBBER, KARL
Lone Journey CBS-NBC, Wom-
an in White CBS, Romance of
Helen Trent CBS, Guiding
Light NBC, Road of Life NBC,
Captain Midnight MBS-Blue.

WEBSTER, CHARLES
NBC, Right to Happiness.

WEBSTER, MARGARET
CBS, The Radio Reader.

WEIST, DWIGHT
March of Time NBC, Gang-
busters Blue, Famous Jury
Trials Blue.

WELLES, ORSON
CBS, Ceiling Unlimited, Hello
Americans.

WELLS, BILL
WNEW, New York, N. Y.,
"Lazy" Bill Wells & His Gang.

WELLS, DICK
CBS-NBC, Ma Perkins.

WELLS, SARAJANE
Road of Life CBS-NBC, Guid-
ing Light NBC, Right to Hap-
piness NBC, Jack Armstrong
MBS-Blue.

WENTWORTH, MARTHA
Blue, Red Ryder.

WEST, JANE
NBC, The O'Neills.

WHITMAN, STANLEY
Blue, Scramble.

WESTCOTT, HELEN
CBS, Dr. Christian, Those We
Love.

WHITE, WALTER, JR.
Lux Radio Theatre CBS, Dear
John CBS-Blue, Silver Theatre
CBS.

WHITTED, NORFLEY
WDNC, Durham, N. C., South-
ern Plantation.

WIDMARK, DICK
NBC, Front Page Farrell.

WIDMER, HARRIETTE
NBC, Lonely Women.

WILEY, FLETCHER
CBS, Talks.

WILLARD, HOWARD
Major Hoopie Blue, Dr. Chris-
tian CBS, Blondie CBS, Big
Town CBS.

WILLIAMS, FLORENCE
MBS-NBC, Front Page Farrell.

WILLIAMS, MARGARET
KLX, Oakland, Calif., Hos-
pitality House Show.

WILLIAMS, RICHARD
Blue, Quiz Kids.

WILLIAMS, RHODA ELAINE
Dr. Christian CBS, Blondie
CBS, Kraft Music Hall NBC,
Chase and Sanborn Program
NBC.

WILLIAMS, TOM
CBS, The Garden Gate.

WILLIS, PATTI
Uncle Walter's Doghouse NBC,
Story of Mary Marlin CBS-
NBC, Arnold Grimm's Daugh-
ter NBC.

WILLS, JOE
KFJZ, Fort Worth, Tex. 5:30
Whistle.

WILSON, CLAIRE
WOR, New York, N. Y.,
Claire Wilson Reports.

• • • **RADIO ARTISTS** • • •

WILSON, ED

KWK, St. Louis, Mo. MJB Show.

WILSON, ETHEL

Second Husband CBS-Blue, David Harum CBS-NBC, Young Dr. Malone CBS-NBC.

WINCHELL, WALTER

Blue, Jergens Journal with Walter Winchell.

WINCHOLL, JOHN

Blue, Musical Steelmakers.

WINKLER, BETTY

NBC, The O'Neills.

WOLFE, WINIFRED

NBC, One Man's Family.

WOOD, HELEN

CBS, Those We Love.

WOODS, DONALD

CBS, Those We Love

WOODS, LESLEY

MBS, Adventures of Bulldog Drummond.

WOODWARD, FRANCES

CBS, Lux Radio Theatre.

WORTH, BETTY

We Love and Learn CBS, Famous Jury Trials Blue, The Man I Married CBS.

WRAGGE, BETTY

Pepper Young's Family CBS-NBC, Manhattan at Midnight Blue, Aldrich Family NBC, Gangbusters Blue.

WYBRANTS, KATHLEEN

WDAE, Tampa Fla. Kathleen Calling, Pardo's Market.

YOURMAN, ALICE

Bright Horizon CBS, The Man I Married CBS, Bess Johnson NBC, Young Dr. Malone CBS-NBC.

— Z —

ZARLEY, LOIS

CBS-NBC, Road of Life.

ZERBE, LAWSON

Pepper Young's Family NBC, Scramble Blue.

ZINKE, PEGGY

Aldrich Family NBC, Death Valley Days CBS, Aunt Jenny's Real Life Stories CBS, Big Town CBS, Big Sister CBS.

ZOLLER, JACK

Silver Theatre CBS, I Love a Mystery Blue, Dr. Christian CBS, Lum and Abner Blue.

ZOMAR, KARL

WKRC, Cincinnati, Ohio, Zomar's Scrapbook.

— Y —

YANOFSKY, MARIE

WHP, Harrisburg, Pa. Women at War.

YOUNG, ARTHUR, JR.

NBC, Right to Happiness.

YOUNG, CARLETON

NBC, The O'Neills, Story of Mary Marlin, Adventures of Ellery Queen.

YOUR HIT PARADE

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CBS Television

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Decca Records

•
Liberty Records



Joan Edwards

MCA ARTISTS, LTD.

VOCAL ARTISTS AND THEIR WORK DURING 1942



— A —

- ALFORD, ELIZABETH**
KEMD, Shreveport, La.
- ANDERSON, BETTY**
CFOS, Owen Sound, Ont.
- ANDERSON, CHESTER**
WAPO, Chattanooga, Tenn.
Kentucky Sweethearts.
- ANDREWS, AMY ANN**
KTUL, Tulsa, Okla. Some-
thing Old, Something New.

ANDREWS SISTERS

Network Guest Spots.

- "ANITA" (KURT)**
Tommy Riggs NBC, Lu Bring
Orchestra Blue.
- ANTOINE, JOSEPHINE**
NBC, Contented Hour.
- ARCHER, GENE**
WRC, Washington, D. C. Gene
Archer Entertains.
- ARRES, DON**
MBS-WOR, New York, N. Y.
Tropical Serenade.
- ASTON, BUZZ**
KDKA, Pittsburgh, Pa. Bernie
Presents. Buzz and Bill.
- AUTRY, GENE**
CBS, Melody Ranch. Sergeant
Gene Autry.
- AYERS, MARLENE**
KOY, Phoenix, Ariz.

— B —

- BABBITT, HARRY**
NBC, Kay Kyser's College of
Musical Knowledge.
- BAGGIORE, ATTILIO**
MBS, Chicago Theatre of the
Air.
- BAILEY, MILDRED**
CBS, Time Out for Laughs
with Lou Holtz.
- BAKER, DICK**
WLS, Chicago, Ill. WIND.
Gary, Ind.
- BAKER, GENE**
Blue, Song of a Dreamer.
- BAKER, JACK**
Blue, Club Matinee, Wilson
Milk Show.
- BAKER, JERRY**
WMCA, New York, N. Y.
- BAKER, KENNY**
CBS, Texaco Star Theatre.
- BARCLAY, MARILYN**
WHBF, Rock Island, Ill. Re-
fections.

- BARRES, FAYE**
WQAM, Miami, Fla. Echoes
from the Hills.
- BARTON, VERA**
CBS.
- BATES, LULU**
Blue, Those Good Old Days.
- BAUER, ELAINE**
WKCY, Cincinnati, Ohio, Din-
ner Celebrities, Pan Americans.

BEASLEY, IRENE

Ivory Flakes Program CBS-
NBC, What's Cookin' CBS-
NBC, Savarin Coffee ETS,
Connecticut Bus Co. ETS, Tote
Your Own ETS.

- BERNERT, NACE**
Blue, African Trek.
- BERQUIST, ANTOINETTE**
KGO, San Francisco, Calif.
The Great Melody.
- BOGGS, GLENN PERRY**
WTAR, Norfolk, Va. Betty
the Girl Friend.
- BOSWELL, CONNEE**
CBS, Camel Caravan.
- BOURQUE, ALINE**
CHLT, Sherbrooke, Que. Songs
by Aline.
- BOVETTE, ANDY**
WQAM, Miami, Fla. Echoes
from the Hills.
- BRADLEY, CURLEY**
Blue, Club Matinee.
- BREDESEN, PAUL**
KGFV, Kearney, Nebr. Gospel
Reveille.
- BRIAN SISTERS**
Blue.
- BRINEY, MARY MARTHA**
KDKA, Pittsburgh, Pa. Tap
Time, Bernie Presents.
- BROWN, GEORGE**
CJOC, Lethbridge, Alberta
- BRUCE, CAROL**
CBS, Al Jolson Show
- BRUN, HAROLD**
CFOS, Owen Sound, Ont.
- BUNN, OLLIE**
WGTM, Wilson, N. C. The
Bunn Brothers.
- BUNN, ROBERT**
WGTM, Wilson, N. C. The
Bunn Brothers.
- BURKE, PAT**
WKCY, Cincinnati, Ohio, Din-
ner Celebrities.
- BURNETT, CHESTER**
WMAZ, Macon Ga. Friendly
Voice.
- BUSH, DON**
WOWO, Fort Wayne, Ind.
- BUSH, HELEN**
WOWO, WGL, Fort Wayne,
Ind.

— C —

- CAESAR, IRVING**
MBS, Irving Caesar's Safety
Songs.
- CAMPBELL, CECIL**
WBT, Charlotte, N. C. Avalon
Time, Dixie CBS Not Jamboree,
The Briarhoppers.

CANTOR, EDDIE

NBC, Time to Smile.

- CAREY, STANLEY**
WGNY, Newburgh, N. Y. Song
Evangelist.
- CARLSON, HOWARD**
WIBC, Indianapolis, Ind.
Hymn-time, Friendly House.
- CARPENTER, BERT**
KSCB, Cedar City, Utah.
Familiar Melodies.
- CARROLL, NORM**
WOWO, WGL, Port Wayne,
Ind.
- CARSON, JACK**
WSOY, Denton, Ill. Smilin'
Jack Carson.
- CASEY, CLAUDE**
WBT, Charlotte, N. C. The
Briarhoppers, Avalon Time,
Dixie Farm Club, Dixie CBS
Not Jamboree.
- CASEY, RUTH**
WEEI, Boston, Mass. Youth
on Parade.
- CASIL, JIMMY**
CBS, Burns & Allen.
- CASSEL, PETE**
WAPO, Chattanooga, Tenn.
- CASSEL, WALTER**
CBS, Keep Working, Keep
Singing America.
- CHAMBERLAIN, CHARLES**
CFCY, Charloftetown, P. E. I.
- CHASE, LARRY**
Blue, Breakfast Club, Club
Matinee.
- CLAIRE, MARION**
MBS, Chicago Theatre of the
Air.
- CLARE, TED**
Blue, Breakfast Club, Club
Matinee, Danny Thomas Show.
- COLBERT, REGINA**
Blue, Musical Steel-makers.
- COLOMARIO, VICKI**
WGY, Schenectady, N. Y. De-
sign for Dancing.

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VOCALISTS

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CONLEY, EUGENE
MBS, Chicago Theatre of the Air.

CONNER, NADIN E
CBS, The New Old Gold Show.

COOK, ROBIN
KRGV, Weshco, Texas.

CORWIN, MARY RUTH
WBT, Charlotte, N. C. Avalon Time.

COTE, GERMAINE
CBV, Quebec, Can.

COURTNEY, DIANE
The Three R's WJZ-Blue.
Milton Berle-Campbell Program CBS.

COURY, ROSELLE
WCOF, Lewiston, Me. Songs by Roselle Coury.

COWLING, SAM T.
Blue, Breakfast Club, Club Mather.

CROOKS, RICHARD
NBC, Voice of Firestone.

CROSBY, BILL
WKNY, Kingston, N. Y.

CROSBY, BING
NBC, Kraft Music Hall.

CRUMPLER, DENVER
WBT, Charlotte, N. C. Vick's on the Air, Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

— D —

DALTON, IRENE
KGB, San Diego, Calif.

DALTON, JACK
WBZ-WBZA, Boston & Springfield, Mass.

DAVIS, JANETTE
NBC, Songs My Brother Taught Me, Whatcha Know Joe, Roy Shields & Co. Revue.

DAY, DENNIS
NBC, Grape Nuts Show.

DELLA CHIESA, VIVIAN
American Melody Hour CBS, American Album of Familiar Music NBC, American Opera Festival MBS.

DELLER, JEANNETTE
WIBX, Utica, N. Y. Midway Meanders.

DENNIS, CLARK
Blue, Duffy's.

DICKINSON, JEAN
NBC, American Album of Familiar Music.

DOLGLAS, RUTH
WLAC, Nashville, Tenn.

DOWD, MICHAEL
WKY, Oklahoma City, Okla.

Moods in Melody, Ivory and Velvet.

DOWNEY, MORTON
Blue, Songs by Morton Downey.

DRAGONETTE, JESSICA
CBS, Saturday Night Serenade.

DRISCOLL, MARILYN
KTBC, Shreveport, La. Marilyn Driscoll Sings.

DURDEN, JANE
WAIR, Winston-Salem, N. C.

DUTIEL, ULDENE
WPAY, Portsmouth, Ohio.

— E —

EBERLE, RAY
CBS, Glenn Miller and His Orchestra.

EDDY, NELSON
CBS, The New Old Gold Show.

EDMONSON, WILLIAM
Blue, Southernaires.

EDWARDS, JOAN
CBS, Your Hit Parade.

ELLIOTT, BILL
WEET, Boston, Mass. Song Shop.



DINAH SHORE

"DINAH SHORE IN PERSON"
BLUE NETWORK

•

My deepest appreciation to
THE RADIO EDITORS of AMERICA
for their kindness to me

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My greatest gratitude to
BRISTOL-MYERS
and
EDDIE CANTOR
without whom the editors would
not have known me.

• • •

VOCALISTS

• • •

ELLIOTT, LORRAINE

Blue.

ELLIS, "SHORTY"

WBTA, Batavia, N. Y. Sunset Trail.

ERWIN, TRUDY

NBC, Kay Kyser's College of Musical Knowledge.

EVANS, DALE

NBC, Chase & Sanborn Program.

EVANS, SARA

WDBJ, Roanoke, Va.

EVANS, WILBUR

Blue, Stars from the Blue.

FIFE, BEVERLY

CJOR, Vancouver, B. C.

FOGARTY, CHARLES

WJWC, Hammond, Ind.

FORREST, FRANK

MBS, Double or Nothing.

FORREST, AVIS LAVERNE

WMAN, Mansfield, Ohio, Little Miss Silvercrest.

FRANK, OSCAR

KHUB, Watsonville, Calif. Frank and Cullen.

FROHMAN, JANE

CBS, Texaco Star Theatre Summer Show.

GIBBS, GEORGIA

CBS, Comedy Caravan.

GILBERT, DICK

WHS, New York, N. Y. Dick Gilbert Presents.

GILBERT, ETHEL

Blue, Those Good Old Days.

GILBERT, MRS. EUGENE

KFPW, Fort Smith, Ark.

GRAHAM, HERBERT

WCBI, Columbus, Miss. Sweethearts of the Air.

GRAHAM, LOUISE

WAIM, Anderson, S. C.

GRAHAM, ROSS

NBC, Cities Service Concert.

GRAHAM, WILLADEEN

WCBI, Columbus, Miss. Sweethearts of the Air.

GRANT, ROY "WHITEY"

WBT, Charlotte, N. C. The Briarhoppers, Dixie CBS Net Jamboree.

GRANT, ROY

Blue, Club Matinee.

GRASHEL, BILL

WPAY, Portsmouth, Ohio.

GRAY, MAXINE

MBS, California Melodies.

GRAY, TED

CJOR, Vancouver, B. C.

GREEN, DORIS

KTHS, Hot Springs, Ark.

— F —

FAGAN, JEAN

WSPD, Toledo, Ohio. Yours.

FANNING, EDGAR

CFOS, Owen Sound, Ont.

FARRELL, EILEEN

CBS, Columbia Concert Orchestra.

FARRELL, WILLIAM

WGY, Schenectady, N. Y. Yankee Doodlers.

FERN, JAMES

WDAF, Kansas City, Mo.

FIELDS, GRACIE

Blue, Gracie Fields Program.

— G —

GANTTER, RAY

WFBL, Syracuse, N. Y. Syracuse Voices.

GAUTHIER, CHARLOTTE

CHLT, Sherbrooke, Que. The Dream Girl.

GAYLE, AL

KFI-KECA, Los Angeles, Calif.

GAYLEN, GUY

KOMA, Oklahoma City, Okla.

GAYLORD, CHET

WBZ-WBZA, Boston & Springfield, Mass.

GENTRY, FRED

WFBC, Greenville, S. C. Gospel Hymns.



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GREENE, MARIE

NBC, Your All-Time Hit Parade, Everything Goes.

— H —

HAEFNER, "ANGIE"

KYSM, Mankato, Minn. Mid-Day-Merry-Go-Round.

HAINES, CONNIE

Abbott and Costello NBC, Kid with a Stick, Blue, Your Blind Date, Blue, Willson-Nesbitt Summer Program NBC.

HALEY, BILL

WIBC, Indianapolis, Ind. Sunshine Spectal, WIBC Jamboree.

HALEY, PAT

KDKA, Pittsburgh, Pa. Tech Triplets.

HAND, VIRGINIA

WHEC, Rochester, N. Y.

HARTMAN, BETTY

WGY, Schenectady, N. Y. Electric City Abnamic.

HAYES, CLANCY

KGO, San Francisco, Calif. Clancy Calling, Sonja's Party.

HAYMES, DICK

NBC, Tommy Dorsey Show.

HIGUERA, FRANK

WOLS, Florence, S. C. Wings Over Carolina.

HILL, FRED

CJOR, Vancouver, B. C.

HILLIARD, HARRIET

NBC, Red Skelton & Company.

HODGES, JANE

WMAN, Mansfield, Ohio. In the Modern Manner by Jane.

HOLM, FLOYD

Blue, Breakfast Club, Club Matinee, Danny Thomas Show.

HON, DARREL

KFPW, Fort Smith, Ark.

HOOKEY, BOBBY

NBC, Olivio Santoro.

HOUSTON, JOSEPHINE

Blue, Stars From the Blue.

HOWARD, JIM

WHLS, Harlan, Ky. Blind Jim's Gospel Songs.

HOWARD, SHIRLEY

WCBI, Columbus, Miss. Shirley Howard Presents.

HUNTER, JACK

WIP, Philadelphia, Pa. Melody Matinee.

HUNTER, PETE

KHMO, Hannibal Mo. Pete Hunter and His Guitar.

HUNTLEY, BETTY

WGY, Schenectady, N. Y.

HURBERT, GLEN

KGO, San Francisco, Calif. It's Glen Again, KGO Calling, Search for a Genius.

HUTTON, MARION

CBS, Glenn Miller and His Orchestra.

HYLES, ARNOLD

WBT, Charlotte, N. C. Vick's on the Air, Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

HYLES, VERNON

WBT, Charlotte, N. C. Vick's on the Air, Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

HYLON, BILLY

WMAN, Mansfield, Ohio. Songs by Billy Hylon.

— I —

IVERS, KAY

WBZ-WBZA, Boston & Springfield, Mass.

IVES, BURL

CBS, God's Country.

— J —

JACKSON, MYRTLE

WIND, Gary, Ind.



Mr. Jimmy Dorsey
Hotel Pennsylvania
New York, N. Y.

Dear Jimmy,

Please accept my sincere thanks for your excellent schooling, assistance and promotion during the four years I was with your organization.

My very best always,

Gratefully,

Helen O'Connell

Personal Mgt.
Bill Burton
c/o General Amusement Corp.

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JAMES, JOSEPH
KGO, San Francisco, Calif.

JENSEN, ELIZABETH
WAIR, Winston-Salem, N. C.
Out of the Dusk.

JESKE, FRED L.
WSYR, Syracuse, N. Y., Time-
keeper, Dinner Bell Program.

JOHNSON, CURTIS
KYSM, Mankato, Minn.

JOHNSTON, JOHNNIE
Blue.

JORDAN, JOHN
Blue, Club Matinee.

JUDGE, RALPH
CHAB, Moose Jaw, Sask. On
Wings of Song.

— **K** —

KAY, BEATRICE
CBS, Gay Nineties Revue.

KAY, RAMONA
KMO, Tacoma, Wash. Melody
the Kay Way.

KENNEDY, SHIRLEY JEAN
WHBF, Rock Island, Ill. Star-
let Theatre.

KIRKHAM, JOE
KOYL, Salt Lake City, Utah.
Music by Ray Mace.

KLINE, HAROLD
WJAG, Norfolk, Nebr.

KNIGHT, EVELYN
WRC, Washington, D. C. String-
time.

KREIE, MARY
WSOY, Decatur, Ill. There's
Always Time for Music.

— **L** —

LABBE, GILBERTE
CHLT, Sherbrooke, Que. Songs
by Gilberte.

LANE, DAVE
CBS.

LANGFORD, FRANCES
NBC, Bob Hope Show.

LA RAE, VIRGINIA
WOAI, San Antonio, Texas.

LARSEN, MURIEL
WRJN, Racine, Wise.

LAWSON, KATHRYN
WAIM, Anderson, S. C.

LAYNE, ZELLA
KGO, San Francisco, Calif.
Santa Claus Time, Meyenberg
Milk Program.

LEE, TEX
KFJZ, Fort Worth, Texas.

LEGATE, RUPERT
CFOS, Owen Sound, Ont.

LeTOURNEAU, PAUL
CBV, Quebec, Can.

LEVRETTE, WALTER
WBT, Charlotte, N. C. Vick's
on the Air, Twilight in Dixie,
Sunday Farm Club, CBS Dixie
Net Jamboree.

LEWS, HERB
WBZ-WBZA, Boston & Spring-
field, Mass.

LEWIS, WALTER
WTNJ, Trenton, N. J. Con-
cert Echoes.

LINDSTROM, ED
Blue, African Trek.

LORRAINE, KAY
NBC-Blue.

LOVERIDGE, MARIAN
NBC, Olivio Santoro.

LUNCH, JUANITA
WAPO, Chattanooga, Tenn.
Kentucky Sweethearts.

LYNN, EVELYN
KVOO, Tulsa, Okla.

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VOCALISTS

— M —

- MacGREGOR, EVELYN**
NBC, Waltz Time.
- MacMANUS, MARION**
NBC, Manhattan Merry-Go-Round.
- MAHR, BEVERLY**
NBC, Paul Laval Presents.
- MANN, MARION**
Blue, Breakfast Club, Club Matinee.
- MANNERS, LUCILLE**
NBC, Cities Service Concert.
- MANNING, ROBERT**
KERN, Bakersfield, Calif. Nevada Slim.
- MANSFIELD, ANDY**
Blue, Andy and Virginia.
- MANSFIELD, VIRGINIA**
Blue, Andy and Virginia.
- MARGOLAIN, SHIRLEY**
CJLS, Yarmouth, Can. Song Recital.
- MARTIN, NANCY**
Blue, Club Matinee, Breakfast Club.
- MASON, SULLY**
NBC, Kay Kyser's College of Musical Knowledge.
- MATTHEWS, LOUISE**
KOMA, Oklahoma City, Okla.

- McBETH, BERNICE**
CJCA, Edmonton, Alberta. Bernice McBeth Sings.
- McCULLOUGH, ANNETTE**
WGY, Schenectady, N. Y. Your Neighbor.
- MERCER, MARY ANN**
NBC, Uncle Walt's Doghouse.
- MEREDITH, LYNN**
WFBL, Syracuse, N. Y. Musical Clock.

MERRY MACS

Network Guest Spots.

- MILLER, FREDDIE**
WTRY, Troy, N. Y. Time-keeper.
- MILLER, WILLIAM**
NBC, Contented Hour.

MONROE, LUCY

NBC.

- MORRIS, IRENE**
WPAY, Portsmouth, Ohio.
- MORRISON, JEAN**
KEX-KGW, Portland, Ore. Personality Hour.
- MOYLAN SISTERS**
Blue.
- MUNN, FRANK**
NBC, Album of Familiar Music, Waltz Time.

— N —

- NASH, BETTY**
Blue, Breakfast Club, Club Matinee, Danny Thomas Show.
- NEHER, JOHN**
NBC, Hymns of All Churches, National Barn Dance.
- NEWCOMER, EILEEN**
WWVA, Wheeling W. Va. Harmony Singer, Newcomer Twins.
- NEWCOMER, MAXINE**
WWVA, Wheeling W. Va. Harmony Singer, Newcomer Twins.
- NEWMAN, BILLIE ANNE**
WBT, Charlotte, N. C. Sunday Farm Club, CBS Dixie Net Jamboree.
- NOLAN, JIM**
KEX-KGW, Portland, Ore. Personality Hour, America Sings.
- NORMAN, NANCY**
Sammy Wayne's Sunday Serenade NBC, Old Gold Show CBS.
- NUGENT, HELEN**
WRC, Cincinnati, Ohio. Just for You.
- NYLAND, RALPH**
Blue, Breakfast Club, Club Matinee.

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VOCALISTS

• • •

— O —

- O'BRENOVICH, HELEN**
 WWVA, Wheeling, W. Va.
 Harmony Singers, Smile Sisters.
- O'BRENOVICH, ROSE**
 WWVA, Wheeling, W. Va.
 Harmony Singers, Smile Sisters.
- O'CONNELL, ALICE**
 KTUL, Tulsa, Okla. Alice
 O'Connell Sings.

O'CONNELL, HELEN

Blue. Basin Street Chamber
 Music Society.

O'DELL, DOYLE

WTIC, Hartford, Conn.

ODOM, SPENCER

Blue. Southernaires.

O'HEREN, DICK

WHR-WCLE, Cleveland, Ohio.

O'NEAL, ROBERT

Blue. Club Matinee.

OWEN, BURNELLE

KTHS, Hot Springs, Ark.

OWENS, JACK

Blue. Song Shop Romance.

OWENS, TEX

WDAF, Kansas City, Mo

— P —

- PALOS, FLORENTINA**
 WHBP, Rock Island, Ill. Re-
 flections.
- PARKER, FRANK**
 CBS.
- PERCE, JAN**
 CBS. Great Moments in Music
- PENNINGTON, PONZI**
 WBT, Charlotte, N. C. Vocals
 with Pennington.

PERRY, BILL

CBS. Saturday night Serenade.

PETERSON, CLIFF

Blue. Breakfast Club. Club
 Matinee, Danny Thomas Show.

PETERS, LOWELL

Blue. Southernaires.

PICKENS, LILY

WQAM, Miami, Fla. Echoes
 from the Hills.

PLAYFORD, BERNARDINE

KEVE, Everett, Wash.

POLITI, MARY

KOC, Hamilton, Ont. Songs
 in the Night.

POWELL, DICK

NBC. Campaign Serenade.

PRINCE, KATHRYN

WRR, Dallas, Texas. Highroad
 to Melody.

PRITCHARD, DAVE

WRJN, Racine, Wis.

— R —

- RADOKOVITCH, GEO.**
 KHUB, Watsonville, Cal. Geo.
 Radokovitch in Song.
- RAMER, PERCY**
 CPBS, Owen Sound, Ont.
- RANN, BETTY**
 Blue. Chamber Music Society
 of Lower Basin Street.
- RAY, MARGY**
 KOYL, Salt Lake City, Utah.
 Music by Ray Mace.
- REED, PEGGY**
 WHKC, Columbus, Ohio. Songs
 Old and New.
- REEGAN, ALICE**
 WIP, Philadelphia, Pa. Lunch-
 eon Serenade.
- REESE, BOB**
 KOYL, Salt Lake City, Utah.
 Music by Mace.
- REYNOLDS, BRAD**
 Everything Goes NBC, Cresta
 Blanca Carnival MBS.

B. K.

Dear Friends:—

So long for a short while. Must report to the coast for my
 first picture.

Hope to be back East and on the radio soon.

*Air*ffectionately

Beatrice Kay

B. K.-M. Vallon. Radio City



DIANE COURTNEY

Management:
PAUL KAPP

LANNY ROSS

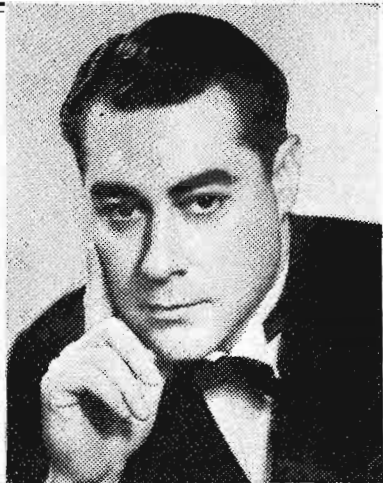
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Comedy-Caravan

for

Camel Cigarettes

CBS



BILL PERRY

Tenor

"SATURDAY NIGHT SERENADE"

9:45 to 10:15 p.m.
E.W.T. CBS

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"STARS FROM THE BLUE"

*Sunday—12:00-12:30
Tuesday—7:05-7:30 P.M. (EWT)*

WJZ

VOCALISTS

RHODES, BETTY
MBS. This Is the Hour.

RHODES, SYLVIA
WCKY, Cincinnati, Ohio, Dinner Celebrities, Sylvia.

**ROBERTSON,
"TEXAS JIM"**

Blue-WJZ, New York, N. Y.
Texas Jim Robertson Sings.

ROESE, RAY
WBNS, Columbus, Ohio, Hired Hands.

ROGERS, GINNY
WJWC, Hammond, Ind.

ROMA, JOE
WIP, Philadelphia, Pa. Lunch-
con Serenade.

ROPA, HOWARD
WOWO-WGL, Fort Wayne, Ind.

ROSS, LANNY

CBS, Campbell Program, Camel
Caravan.

RUSSELL, ELIZABETH
KGO, San Francisco, Calif.
Meyenberg Milk Program.

RUSSELL, HELEN
WFBL, Syracuse, N. Y. Favor-
ite Harmonies.

RYAN, TOMMY
Sammy Kaye's Sunday Ser-
nade NBC, Old Gold Show
CBS.

RYDELL, RUTH
WIP, Philadelphia, Pa. Week-
end Revue.

— S —

ST. GEORGE, ALINE
WEBC, Duluth, Minn. Treat
the Crowd.

SANTORO, OLIVIO
NBC, Olivio Santoro

SAXON, DON
WHN, New York, N. Y. Kit-
chen Kapers, Gloom Dodgers

SCHIEBE, CAL
Blue, Breakfast Club, Club
Matinee.

SCHMIDT, REINHOLD
NBC, Contented Hour.

SHAW, SONIA
KGO, San Francisco, Calif.
Melodies for Milady, Clancy
Calling, Sonia's Party.

SHEETS, ELOISE
KWFC, Hot Springs, Ark.
Rainbow Refrains.

SHERMAN, LILLIAN
MBS-WHK-WCLE, Cleveland,
Ohio, Mutual Goes Calling.

SHERWIN, MARGUERITE
KFPY, Spokane, Wash.

SHERWOOD, BOB
WFBM, Indianapolis, Ind.
Songs for You.

SHORE, DINAH

Time to Smile NBC, Songs by
Dinah Shore Blue.

SIMMS, GINNY

CBS, Ginny Simms Program.

SIMPSON, JIMMY
WAIM, Anderson, S. C.

SINATRA, FRANK

Your All-Time Hit Parade
NBC, Only Yesterday CBS.

SINGING MILLMEN
Blue, Musical Steelmakers.

SLICER, HERNDON
WDBJ, Roanoke, Va.

SMALL, MARY
CBS, Mary Small Show, Only
Yesterday.



Kay Lorraine



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RADIO — STAGE — SCREEN
Exclusive Decca Recording
Personal Management
HARRY NORWOOD
6425 Hollywood Blvd. Hollywood, Cal.f.

VOCALISTS

SMILEY, BETTE
WCAE, Pittsburgh, Pa. Melodias.
SMITH, BOYCE
Blue, Breakfast Club, Club Matinee.
SMITH, HOMER
Blue, Southernaires.
SMITH, FERN
KFPW, Fort Smith, Ark.

SMITH, KATE

CBS, Kate Smith Hour.

SNODGRASS, HOMER
Blue, Breakfast Club, Club Matinee.
SNYDER, ANNA MARIE
WRBH, La Crosse, Wis.
SPEAKS, MARGARET
NBC, Voice of Firestone.
STAFFORD, JO
NBC, Tommy Dorsey Show.
STALLINGS, ELIZABETH
WGTM, Wilson, N. C. The Stallings Family.
STALLINGS, LAURELL
WGTM, Wilson, N. C. The Stallings Family.
STARRETT, LUCILLE
WHKC, Columbus, Ohio, Rhythmetts.

STEELE SISTERS
Blue, Musical Steelmakers.
STEPHENS, HAROLD
WLPM, Suffolk, Va. Melody Tenor.
STERCHEN, BETTY
WCSC, Charleston, S. C. Vick's Varieties.
STEVENSON, DOYLE
KGXC, Wolf Point, Mont.
STEWART, FRANKLYN
WKCY, Cincinnati, O. Franklyn Stewart Entertainers.
STRACKE, AL
Blue, Breakfast Club, Club Matinee.
SUTTER, SMILEY
WWVA, Wheeling, W. Va.
SWAN, HOWARD
KPPC, Pasadena, Calif.
SWARTHOUT, GLADYS
CBS, Prudential Family Hour.
SWEET, ROGER
WLJB, Brooklyn, N. Y. On Wings of Song.

— T —

TABORN, NORVAL
Blue, Club Matinee.
TANNER, EARLE
Blue, Club Matinee.
TARPY, HOWARD
Blue, African Trek.
TENNYSON, JEAN
CBS, Great Moments in Music.
THIBAUT, CONRAD
Manhattan Merry-Go-Round NBC, American Melody Hour CBS.
THOMAS, CHARLES
WSYR, Syracuse, N. Y. Red Thomas Time, Funny Money Man.
THOMAS, JOHN CHARLES
NBC, Westinghouse Program.
THOMPSON, JANE
WEEL, Boston, Mass. Youth on Parade.
THORU, ROGER
CBV, Quebec, Can.
TILTON, MARTHA
Signal Carnival NBC-PC, Hop Hazard Program CBS.
TIMM, ALLEN
WEMP, Milwaukee, Wis.
TONEV, JAY
Blue, Southernaires.
TRACY, ARTHUR
Blue, The Street Singer
TUMINIA, JOSEPHINE
MBS, Treasure Hour of Song.
TURLEY, AGATHA
KGO, San Francisco, Calif. The Great Melody



"TEXAS" JIM ROBERTSON

WJZ—BLUE Network
Daily

Victor-Bluebird Recording Artist

Mgt.: National Concert & Artist Corp.



Marie Greene

"YOUR ALL-TIME HIT PARADE"
(Carnegie Hall)

and

"EVERYTHING GOES"
NBC

Mgt. General Amusement Corp.

VOCALISTS

TURNER, ZEB
WAIM, Anderson, S. C.

TURNLEY, PEGGY
Blue.

— U —

UCANDEWEKEN, JAMES
KEVE, Everett, Wash. Music in Song.

— V —

VALLEE, RUDY
NBC, Seattest - Rudy Vallee Program.

VAN HOY, VIRGINIA
KQJ, Walla Walla, Wash. Braden Bell Screenaders.

VAUTRIN, MARGARET
WWNY, Watertown, N. Y. Sundown Silhouettes.

— W —

WALT, PAUL
KGO, San Francisco, Calif. The Great Melody.

WATT, ANN
CJOR, Vancouver, B. C.

WAYNE, JERRY
Regent Time MBS, Are You a Genius CBS, All-Time Hit Parade NBC.

WAYNE, MILLIE
WWVA, Wheeling, W. Va. Radio Rogues.

WEBB, BETTY
WHBF, Rock Island, Ill. Organ Pitter.

WEDE, ROBERT
CBS, Great Moments in Music.

WELLINGTON, RUSTY
WKNE, Keene, N. H.

WELLS, CHARLES
WRRF, Washington, N. C. The Singing Cavalier.

WHITE, DON
WBT, Charlotte, N. C. The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

WILKS, BIRDIE
KWPC, Hot Springs, Ark. Voice on the Air.

WILLARD, HAL
Blue, Those Good Old Days.

WILLIAMS, BILLY
Sammy Kaye's Sunday Serenade NBC, Old Gold Show CBS.

WILLIAMS, IRA
WHCY, Ithaca, N. Y. Musical Reveille.

WILLIAMS, ROY
WFMJ, Youngstown, Ohio. Songs by Roy Williams.

WILLINGHAM, LOPEZ
WKY, Oklahoma City, Okla. Nutrena Time, Vick's Ramblers.

WILSON, JIMMIE
WWDC, Washington, D. C. Jimmie Willson Sings.

WILSON, EILEEN
Blue.

WINSTEAD, OLLIE
WGTM, Wilson, N. C.

WOLF, ROSEMARY
WWNY, Watertown, N. Y. Music Album.

WOOD, BARRY
CBS, Your Hit Parade.

WOODS, JACKIE
WHEB, Portsmouth, N. H. Pretty Girl Who Has a Melody.

WRIGHT, PAUL
WCOP, Lewiston, Me. Memory Lane.

WRIGHT, ARTHUR
Sammy Kaye's Sunday Serenade NBC, Old Gold Show CBS.



"Smiling"
JERRY BAKER
Past 17 Years
New York's Favorite
Staff Soloist **W M C A**

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are available only on
the special **AP** *Radio*
News Wire.

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Personal Management
JAMES V. PEPPE

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Victor Records

MUSIC CORPORATION OF AMERICA

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WOODY HERMAN

and His
ORCHESTRA



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Blue Network

20th CENTURY-FOX PICTURES

DECCA RECORDS

Management Counsel—MICHAEL L. VALLON
GENERAL AMUSEMENT CORP.

ORCHESTRA LEADERS AND MUSICAL CONDUCTORS



AND THEIR WORK DURING 1942



— A —

ALEXANDER, JEFF

CBS. Time Out for Laughs with Lou Holtz. The Jim Backus Show.

ANTONINI, ALFREDO

Treasure Hour of Song MBS. The Romance of Latin America CBS.

ARDEN, VICTOR

NBC. Manhattan Merry-Go-Round.

ARMBRUSTER, ROBERT

CBS. The New Old Gold Show.

AUSTIN, GAR

WRR. Dallas, Texas.

— B —

BABLER, PEP

WOSA. Oshkosh, Wis.

BARBAROLI, JOHN

CBS. New York Philharmonic Symphony Orchestra.

BARLOW, HOWARD

CBS. Columbia Broadcasting Company.

BARRON, BLUE

Blue. Show of Yesterday and Today.

BENNETT, RUSSELL

MBS. This Is Our Enemy.

BERNIE, BEN

CBS. Ben Bernie with All the Lads.

BESTOR, DON

WJLN. New York, N. Y. Kitchen Kapers, Gloom Dodgers.

BLACK, FRANK

NBC. Cities Service Concert.

BLOCH, RAY

CBS. The Philip Morris Playhouse.

BRADLEY, OSCAR

CBS. Gulf Screen Guild Theatre, We the People.

BRING, LOU

Sergeant Gene Antry CBS. Remotes and Studio Broadcasts. Blue.

Radio

CAMEL CARAVAN

Screen

"You Were Never Lovelier"

(Columbia Pictures)

Records

Columbia Recording Artist

Hotels

9 consecutive seasons at
Hotel Waldorf-Astoria

Management:

Music Corp. of America



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MUSIC OF YESTERDAY AND TODAY

For Mr. & Mrs. America
(and Family)
Everywhere
U.S.A.

Via RADIO STAGE SCREEN

Styled
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MGT.
MUSIC CORP. OF AMERICA

"A Modern Musical Institution"

CHARLIE SPIVAK
and his Orchestra

Featuring:
The Stardusters

— • —

Direction:
General Amusement Corp.

Personal Management:
Don W. Haynes

*The Man Who Plays
The Sweetest Trumpet
In The World*

• • • ORCHESTRA LEADERS • • •

BRUSILOFF, NAT
MBS, Double or Nothing.

BUDD, WALTER
CJRM, Regina, Sask.

BURGIN, RICHARD
Blue, Boston Symphony Orchestra.

BYRNE, BOBBY
CBS.

— C —

CASTILLO, DEL
CBS, Youth on Parade.

CHERNIAVSKY JOSEF
WLW, Cincinnati, Ohio.

CUGAT, XAVIER
CBS, Camel Caravan.

— D —

DAY, SONNY
WISR, Butler, Pa. Happy Ramblers.

DORSEY, JIMMY
MBS, Navy Bulletin Board.

DORSEY, TOMMY
NBC, Tommy Dorsey Show.

— E —

ELLIOTT, BARRON
WCAE, Pittsburgh, Pa. Stardust Melodies.

ENNIS, SKINNAY
NBC, Bob Hope Show.

— F —

FAIRCHILD, EDGAR
NBC, Johnny Presents, Time to Smile.

FAIRFIELD, GEORGE
CKCK, Regina, Sask.

FAITH, PERCY
NBC, Contented Hour.

— G —

GALLICCHIO, JOSEPH
Blue, Breakfast Club, National Farm and Home Hour.

GANZ, RUDOLPH
CBS, Philharmonic Young People's Concert.

GOODMAN, AL
CBS, Prudential Family Hour, Fred Allen.

GOODMAN, BENNY
NBC-CBS, Remote and Studio Broadcasts.

GOULD, MORTON
MBS, Cresta Blanca Carnival.

GRANT, LEE
WBYN, Brooklyn, N. Y.

GRASSO, FRANK
WFLA, Tampa, Fla.

GRAY, GLENN
CBS, Matinee at Meadowbrook.
GROFE, FERDE
MBS.

GROSS, WALTER
CBS, Mary Small Program, Are You a Genius.

— H —

HAENSCHEN, GUSTAVE
CBS, Saturday Night Serenade.

HANSON, HJALMAR
Blue, Meet Your Navy (Choir).

HARRIS, JOHNNY
WGB, Greensboro, N. C. Johnny Harris & Ramblers.

HEIDT, HORACE
NBC, Treasure Chest.

HENDERSON, SKITCH
Blue.

HERMAN, WOODY
Blue, What's Your War Job.

HERR, CHIC
WADC, Akron, Ohio, Chic Herr Orchestra.

HERRMAN, BERNARD
CBS.



**HARRY
SALTER**

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CAPTAIN
HARRY
SALTER

•
U. S. ARMY

Sponsored by Tums



Johnny
LONG

★
HELEN YOUNG
THE FOUR TEENS
GENE WILLIAMS

★
DECCA RECORDS

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COSTELLO'S UNIVERSAL PICTURE
"OH, DOCTOR"

★
RETURNING TO THE HOTEL
NEW YORKER DURING 1943

★
Personal Representative:
JACK PHILBIN
GENERAL AMUSEMENT CORP.

"GOOD MUSIC IS TAKEN FOR GRANTED"

LEE GRANT

Director of Music

GRANDSTAND and BANDSTAND
TRUE DETECTIVE STORIES

SALLY'S STUDIO
FIVE STAR FINAL

JIMMY WALKER'S VISITING HOUR
WAR LETTERS FROM BRITAIN



• • • ORCHESTRA LEADERS • • •

— J —

JAMES, HARRY
CBS, Harry James and His Music Makers.
JENKINS, GORDON
Ransom Sherman Program CBS, Remote and Studio Broadcasts Blue.

JONES, SPIKE
NBC, The Arkansas Traveller.

JURGENS, DICK
CBS.

— K —

KAYE, SAMMY
Sunday Serenade NBC, Old Gold Show CBS.

KELLY, WILLIS
Blue, Chamber Music Society of Lower Basin Street.

KENTON, STAN
CBS, Matinee at Meadowbrook

KNICK, WALTER
WBNS, Columbus, Ohio.

KNIGHT, NELSON
KVOL, Lafayette, La, Kight's Farm Boys.

KOGAN, HARRY
Blue, Breakfast Club, National Farm and Home Hour.

KOSTELANETZ, ANDRE
CBS, Pause that Refreshes on the Air.
KOUSSEVITZKY, DR. SERGE
Blue, Boston Symphony Orchestra.

KYSER, KAY
NBC, Kay Kyser's College of Musical Knowledge.

— L —

LANDRY, BILL
KVOL, Lafayette, Ind.

LAVALLE, PAUL
Blue, Chamber Music Society of Lower Basin Street.

LIGHT, ENOCH
MBS-WOR, New York, N. Y. ETS.

LOMBARDO, GUY
CBS, Guy Lombardo and His Orchestra.

LONG, JOHNNY
CBS.

LYMAN, ABE
Waltz Time CBS, Remote and Studio Broadcasts NBC.

— M —

MALNECK, MATTY
NBC, Campagna Serenade.
MARTIN, FREDDY
CBS, Freddy Martin and His Orchestra.
MAUPIN, REX
Blue, Club Matinee, Danny Thomas Show.

McHENRY, CRAIG
WHCY, Ithaca, N. Y., Musical Revue.

MESSER, DON
CFCY, Charlotetown, P. E. I.

MIGNONE, FRANCISCO
CBS, Columbia Concert Orchestra.

MILLER, CALVIN
WISR, Butler, Pa., WISR Jambores.

MILLER, IRVING
NBC, Everything Goes.

MILLER, JACK
CBS, Kate Smith Hour.


MILLS, BILLY
NBC, The Great Gildersleeve, Fibber McGee and Molly.

MILLS, FELIX
NBC, Tommy Ricks & Betty Lou.

MONROE, VAUGHN
CBS, The Bob Hawk Quiz.

MORRIS, LEONARD
KLCN, Blytheville, Ark., Leonard Morris and His Buckaroos.

WALTER GROSS



Conductor
Columbia Broadcasting System

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Bluebird Records



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NBC & BLUE NETWORKS
"CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET"
VICTOR RECORDS

DON VOORHEES

•
1942

Bell "Telephone Hour"

Du Pont "Cavalcade of
America"

"March of Time"

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Conducting Music for

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(Sundays, 9:00 p.m. EWT)

— • —
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— • —
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for Lucky Strike

— • —
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"Let's Face It"

Mgt. William McCaffrey

*"The Band That Plays
For Fun"*

SPIKE JONES
and His CITY SLICKERS



Radio: Bob Burns Show NBC
Gilmore "Furlough Fun"
Screen: "Thank Your Lucky Stars"
Records: Bluebird Recordings



TED STRAETER

Vocal Director

Kate Smith Program, CBS

Ted Straeter and Orchestra at
Copacabana, New York
Decca Recording Artist

Mgt. Music Corp. of America

• • • ORCHESTRA LEADERS • • •

MURRAY, LYN

CBS, Radio Reader's Digest.

— N —

NELSON, OZZIE

NBC, Red Skelton & Company.

NOBLE, RAY

NBC, Chase and Sanborn Program.

— O —

ORMANDY, EUGENE

MBS, Philadelphia Orchestra Concerts.

— P —

PAIGE, RAYMOND

NBC, Westinghouse Program.

PAQUETTE, ARTHUR

WFCL, Pawtucket, R. I. Melodic Design.

PARRINO, TED

WRR, Dallas, Texas.

PASTOR, TONY

Blue, Soldiers of Production.

PATTERSON, ANDY

KMJ, Fresno, Calif. Right Time for Listening.

PELLETTIER, WILFRED

Blue, Metropolitan Opera Auditions.

PENSON, CORP. JACK

CFGP, Grande Prairie, Alberta.

PITT, MERLE

WNEW, New York, N. Y.

POTT, WILLARD

WBK-WCLE, Cleveland, Ohio.

PRATZ, ALBERT

CBK, Watrous, Sask.

— R —

RANCH, ALBERTA BOYS

CJOC, Lethbridge, Alberta.

RANDALL, GORDIE

WGY, Schenectady, N. Y. Club Conga, In Back of the Front, Yankee Doodlers, Curtain Call, Design for Dancing, Your Neighbor.

REED, ERMA MAE

WCED, Du Bois, Pa. Western Melodiers.

REY, ALVINO

MBS, Salute to the States.

RHODES, SLIM

KLON, Blytheville, Ark. Mother's Best Mountaineers.

RICE, EDWARD

WGY, Schenectady, N. Y. Silver Strings, Memory Lane.

RICH, FREDDIE

NBC, Abbott & Costello.

RINES, JOE

Blue, The Three R's.

RODACKER, MEL

CFGP, Grande Prairie, Alberta.

ROSE, DAVE

MBS.

RODZINSKI, ARTHUR

CBS, Cleveland Orchestra.

— S —

SALTER, HARRY

CBS, Hobby Lobby, U. S. Army Reserve.

SANER, BETTY JO

WLDS, Jacksonville, Ill. Mac-Murray Trio.

SEARS, JERRY

WMCA, New York, N. Y. 3 Little Sachs, 63 Club, Five Star Final, Eyes & Ears of the Air Force.

SMITH, ROY

WSPD, Toledo, Ohio. Roy Smith & His Happy Valley Gang.



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*KITCHEN KAPERS

W H N

*GLOOM CHASERS

Mgt.
Glaser, Inc.

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SHOWMAN-CONDUCTOR**



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Vice-President
WLW, Cincinnati

RESIDENCE: 610 West 110 Street
New York City

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SPERKY, MASON
WCAE, Rapid City, S. D.

SPITALNY, PHIL
NBC, Hour of Charm.

SPIVAK, CHARLIE
Network Remote and Studio
Broadcasts.

STANLEY, BOB
MBS, Music Without Words,
Saturday Night Bandwagon.

STERLING, RED
WCED, Du Bois, Pa. Variety
Four.

STEVENS, LEITH
CBS, Big Town.

STOCKER, TED
WLDS, Jacksonville, Ill. Ted
Stocker Time.

STOPAK, JOSEPH
All Out for Victory NBC, Stars
From the Blue Blue.

STRAETER, TED
CBS-MBS Kate Smith Hour.

STRICKLAND, "SHORTY"
WSAV, Savannah, Ga.

STRIPLING, GENE
WMAZ, Macon, Ga. Uncle Ned
and His Texas Wranglers.

SYLVERN, HENRY
"HANK"
R & H Beer Blue, Commandos
CBS, Columbia Workshop CBS,
This Is Our Cause WINS,
Happy Meeting Time WINS.

— T —

THORNHILL, CLAUDE
CBS.
TOURS, FRANK
NBC, Maxwell House Coffee
Time.
TROTTER, JOHN SCOTT
NBC, Kraft Music Hall.

— V —

VAN STEEDEN, PETER
Duffy's Tavern Blue, Mr. Dis-
trict Attorney NBC.

VOORHEES, DON
NBC, Telephone Hour.

— W —

WALD, JERRY
CBS.

WALKER, DON
CBS, Only Yesterday.
WALLENSTEIN, ALFRED
NBC, Voice of Firestone.

WALTER, BRUNO
CBS, New York Philharmonic
Symphony Orchestra.

WARING, FRED
NBC, Chesterfield Presents
Fred Waring In Pleasure Time.

WEBER, HENRY
MBS, Chicago Theatre of the
Air.

WHEELER, RUFUS
WGY, Schenectady, N. Y. Mo-
hawk Valley Singers.

WHITEMAN, BILLY
WBRW, Welch, W. Va.

WHITEMAN, PAUL
CBS Burns and Allen Show.

WHITLEY, TOMMY
Blue, Musical Steelmakers.

WILLIAMS, ZEKE
KFBI, Wichita, Kans. Ram-
bling Cowboys.

WILLSON, MEREDITH
NBC, Maxwell House Coffee
Time, Maxwell House Summer
Show.

WILSON, TEDDY
CBS, Duffy's Tavern



MERLE PITT

MUSICAL DIRECTOR WNEW

- ★ **WALTER WINCHELL—MIRROR:**
"New Orchids to Merle Pitt's 'Five Shades of Blue'."
- ★ **BEN GROSS—NEWS:**
"Pitt rates a salute—a listening gem. If we had crown jewels, we'd bestow them on Pitt's Orchestra."
- ★ **BILLBOARD:**
"Merle Pitt's 'Five Shades of Blue' dish out a subtle, extremely listenable brand of rhythm, able to handle pops, standards, swing or sweet with equal finesse. . . .
Heard on transcriptions from coast to coast."



HENRY SYLVERN

Musical Director

WINS

New York

*"Heard 'round the World by
Transcription"*

NEWS COMMENTATORS

AND THEIR WORK DURING 1942



— A —

ABEE, JAMES
KGW-KEX, Portland, Ore.

ABBOTT, GREGORY
WINS, New York, N. Y.

ACEVEDO, FRANCISCO
WKAQ, San Juan, P. R.

ADAMS, CEDRIC
WCCO, Minneapolis-St. Paul, Minn.

ADAMS, CHARLES F.
WMVA, Martinsville, Va.

ALBAYALDE, ABRAHAM A.
KTOH, Lihue, Hawaii.

ALCOTT, CARROLL D.
WLW, Cincinnati, Ohio.

ALDERMAN, JIM
WRR, Dallas, Texas.

ALEY, JACK
WGTC, Greenville, N. C.

ALLAN, ED
WFPG, Atlantic City, N. J.

ALLARD, JIM
CJCA, Edmonton, Alberta.

ALLEN, CLIFF
WVVA, Wheeling, W. Va.

ALLEN, PHIL
KIDO, Boise, Idaho.

ALLEN, ROGER
WLAV, Grand Rapids, Mich.

ALEXANDER, JACK
WINN, Louisville, Ky.

ALEXANDER, JOHN
WLAV, Grand Rapids, Mich.

ALEXANDER, JOHN
WFPG, Atlantic City, N. J.

AMES, ADRIENNE
WHN, New York, N. Y.; Kitchener Kapers.

ANDERSON, RUTH
KFRC, San Francisco, Calif.
Last Minute News with Connie Moffitt.

ANDERSON, BOB
KNX, Los Angeles, Calif.

ANDERSON, DAVID
NBC.

ANDREWS, BOB
KWKH, Shreveport, La. KWKH Farm Reporter.

ANTHONY, CHUCK
WKAR, East Lansing, Mich.

ARCHINARD, PAUL
NBC.

ARTHUR, JON
WIBC, Indianapolis, Ind.

ASCARELLI, G.
WHOM, Jersey City, N. J.

ATWATER, GILBERT
WLIB, Brooklyn, N. Y.

AURANDT, PAUL H.
WKZO, Kalamazoo-Grand Rapids, Mich.

AUSTIN, DON
KJR, Seattle, Wash.

— B —

BABCOCK, FRANKLIN
KTRH, Houston, Texas.

BABCOCK, WILLIAM
WMMN, Fairmont, W. Va.

BABINGTON, STAN
WGRC, New Albany, Ind.

BADILLO, SAMUEL
WLAC, San Juan, P. R.

BAIN, LESLIE
WIOD, Miami, Fla.

BAKER, C. W.
KLPW, Minot, N. D.

BAKER, RAY
WTPL, Baltimore, Md.

BALDI, DIANA
WOV, New York, N. Y. In a Woman's World, Unusual and Odd News About Women.

BARBER, GEORGE
WDEF, Chattanooga, Tenn.

BARCLAY, GEORGE
KWKW, Pasadena, Calif.

BARCROFT, WENDELL
KGGM, Albuquerque, N. M.

BARR, NORMAN
WMAQ, Chicago, Ill.

BASS, SI
KTOH, Lihue, Hawaii.

BATES, KARL
WKBN, Youngstown, Ohio.

BAUKHAGE, H. R.
Blue-WMAL, Washington, D. C.

BAUMANN, EVERETT
NBC.

BAXTER, CHARLES
WTOL, Toledo, Ohio.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BEACHBOARD, KENNETH
WISE, Asheville, N. C.

BEALE, GEORGE
WOL, Ames, Iowa.

BEARD, SAM H.
WPTF, Raleigh, N. C.

BEATTY, BILL
CKNX, Wingham, Ont.

BEATTY, MORGAN
NBC-WRC, Washington, D. C.

BEAUDETTE, CARTON
WLW, Cincinnati, Ohio.

BEAUDOIN, LOUIS
CKAC, Montreal, Que.

BEMIS, ELIZABETH
KNX, Los Angeles, Calif.

BENNETT, RUSSELL
KXOX, Sweetwater, Texas.

BENSON, BOB
WIN, New York, N. Y. News Reel Theatre.

BENTLEY, JULIAN
WLS, Chicago, Ill.

BERCOVICI, B. S.

MBS-WHN, New York, N. Y.

BEZOFF, BEN
KMYR, Denver, Colo.

BILLMEYER, DOUG
KMO, Tacoma, Wash.

BINEGAR, LEWIS
WCAT, Rapid City, S. D.

BIRD, J. C.
WCAP, Asbury Park, N. J.

BISHOP, PAT
KFKECA, Los Angeles, Calif.

BJORNSON, BJOR
NBC.

BLACKWELL, BURT
WAVE, Louisville, Ky.

BLACKWELL, GEO.
WBLK, Clarksburg, W. Va.

BLAKELY, CLINT
WAPI, Birmingham, Ala.

BOSTICK, M. N.
KLRA, Little Rock, Ark.

BOSWORTH, BOB
WAPO, Chattanooga, Tenn.

BOUCHIER, BOB
KOBH, Rapid City, S. D.

BOYD, HAROLD J.
KYA, San Francisco, Calif.

BRADLEY, TRUMAN
KNX, Los Angeles, Calif.

BRADSHAW, JUSTIN
KFBL, Wichita, Kans.

BRAMSTEDT, A. D.
NBC.

BRANDT, DEL
KPWW, Powell, Wyo.

BRAU, ENRIQUE RAMIREZ
WLAC, San Juan, P. R.

BRENNAN, PETER
NBC.

BRIGHT, HARRY
WGRR, Geosoro, N. C.

BRINN, JACK
WCBI, Columbus, Miss.

BRISENDINE, ROBERT
WRRF, Washington, N. C.

BROCK, MARY
NBC.

BROOKS, JEAN
WGAA, Cedartown, Ga.

BROWN, ALLEN
WFOY, St. Augustine, Fla.

BROWN, ANDERSON
WGBG, Greensboro, N. C.

BROWN, BOB
WMAQ, Chicago, Ill.

BROWN, CECIL
CBS.

BROWN, GEORGE
CJOC, Lethbridge, Alberta.

BROWNING, BOB
WKNY, Kingston, N. Y.

BRYAN, BILL
WIBW, Topeka, Kans.

BURKE, J. FRANK
KFVD, Los Angeles, Calif.

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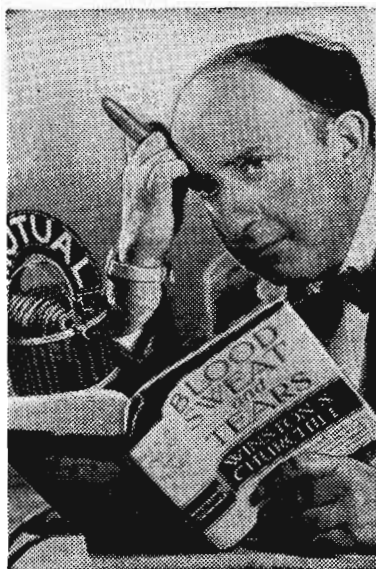
BURLINGAME, BOB
WHO, Des Moines, Iowa.
BURWELL, ED
WHIT, New Bern, N. C.
BUSFIELD, ROGER
KTBC, Austin, Texas.
BUTLER, HOMER
WEBQ, Harrisburg, Ill.
BUTLER, JAMES W.
WGBR, Goldsboro, N. C.
BYERS, HALE
WCCO, Minneapolis-St. Paul,
Minn.

— C —

CADDELL, RAYMOND
WFIG, Sumter, S. C.
CADE, MARVIN
WFMB, Indianapolis, Ind.
CALMER, NED
CBS.
CAMADAY, EWING
KELD, El Dorado, Ark.
CAMPBELL, JOHN T.
KGVO, Missoula, Mont.
CAPOZUCCHI, J.
WHOM, Jersey City, N. J.
CAPPELLINI, EDGAR
KALB, Alexandria, La.
CARLYLE, ROB
WHP, Harrisburg, Pa.
CARMONA, AL
KVEG, San Luis Obispo, Calif.
CARROLL, JIM
KWYO, Sheridan, Wyo.

CARTER, BOAKE
MBS-WOR, New York, N. Y.
CARTER, SHEELAH
MBS-WBK, Cleveland, Ohio.
CECIL, HERMAN
KCMC, Texarkana, Ark.
CHAMBERS, HUGH
WIP, Philadelphia, Pa.
CHAPEL, JOHN
KROW, Oakland, Calif.
CHAPLIN, WILLIAM
NBC.
CHASE, BOB
WIL, St. Louis, Mo.
CHASE, MILTON
WSAI-WLW, Cincinnati, Ohio.
CHENAULT, FRANCES
KPRE, Fresno, Calif.
CHESTER, GIRAUD
WHA, Madison, Wis.
CHILDS, LELAND
WJLD, Bessemer, Ala.
CHILDS, RALPH
KMA, Shenandoah, Iowa.
CHRISTENSEN, JIM
WSOY, Decatur, Ill.
CHUMLEY, CHARLES
KRBC, Abilene, Texas.
CIANCA, ALBERTO
WOV, New York, N. Y.
CLAPPER, RAYMOND
MBS-WOR, New York, N. Y.
CLARE, VAL
CKLW, Windsor, Ont.
CLARK, HERBERT
KWBW, Hutchinson, Kans.

CLARK, JAMES E.
WMMN, Fairmont, W. Va.
CLARK, J. B.
WDNC, Durham, N. C.
CLARK, J. MABEL
KTBC, Austin, Texas.
CLARKE, MIKE
WWL, New Orleans, La.
CLAYTON, BOVARD
WEBQ, Harrisburg, Ill.
CLAYTON, OLIVER
WJMC, Rice Lake, Wis.
CLAYTON, PHIL
CKCR, Kitchener--Waterloo,
Ont.
CLOSE, UPTON
NBC, World News Parade.
WOR, New York, N. Y.
CLOUGH, EDWIN M.
KOY, Phoenix, Ariz.
COATES, F. FLETCHER
CHNS, Halifax, N. S.
COBB, DAVID
WSM, Nashville, Tenn.
COBB, TY
KRGV, Waco, Texas.
COFFIN, FRANK
KXRO, Aberdeen, Wash.
COLEMAN, WARD
WSLI, Jackson, Miss.
COLLINS, TED
CBS.
COLEMAN, HARRY
KBIZ, Ottumwa, Iowa.
COLQUETTE, R. D.
CBK, Watrous, Sask.



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WWSR, St. Albans, Vt.

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WHN, New York, N. Y.

CONDON, MAURICE
WGAR, Cleveland, Ohio.

COMPTON, WALTER
MBS-WOL, Washington, D. C.

CONNELLY, JOHN
MBD, Peoria, Ill.

CONNOR, WM.
WEAU, Eau Claire, Wis.

CONNOR, DAVE
WITH, Baltimore, Md.

CONRAD, STAN
WMFR, High Point, N. C.

COUTURE, EDWARD J.
WDLF, Panama City, Fla.

COOK, LYNN
WKBH, La Crosse, Wis.

COOKE, PHIL
WCFT, Roanoke Rapids, N. C.

COOLEY, JOHN B.
KLMP, Minot, N. D.

COOPER, ED
WMBD, Peoria, Ill.

COOPER, JIM
WBNS, Columbus, Ohio.

CORCORAN, JOHN
WFIL, Philadelphia, Pa.

CORNELL, JOHN
WSAI, Cincinnati, Ohio.

COSTELLO, BILL
WJWC, Hammond, Ind.

COSTIGAN, HOWARD
KOL, Seattle, Wash.

COWELL, EDDIE
WJHL, Johnson City, Tenn.

COX, BOB
WJHL, Johnson City, Tenn.

CRAVENS, KATHRYN
WNEW, New York, N. Y.

CRAWFORD, SAM
KGY, Olympia, Wash.

CRIPPS, FRED
CKCK, Regina, Sask.

CROMWELL, GEORGE
CHSJ, St. John, N. B.

CRONICAN, LEE
WHP, Harrisburg, Pa.

CUFF, SAMUEL
WNEW, New York, N. Y.

CULL, RICHARD
WHIO, Dayton, Ohio.

CULLEN, BILL
WWSW, Pittsburgh, Pa.

CUMMINGS, GORDON H.
CHGP, Grande Prairie, Alberta.

CUNNINGHAM, HOMER
WIBW, Topeka, Kans.

CUNNINGHAM, P. H.
KWOC, Poplar Bluff, Mo.

CURTIS, E. H.
WIBW, Topeka, Kans.

— D —

DADY, RAY E.
KWK, St. Louis, Mo.

DAHLIN, ED
CJRM, Regina, Sask.

DALE, HAROLD
WGTC, Greenville, N. C.

DALY, JOHN
CBS, Report to the Nation,
The World Today.

DANNIS, MEL
WCOP, Boston, Mass.

DAVIDSON, MEADE
WWRL, Woodside, N. Y.

DAVIES, BOB
KFRE, Fresno, Calif.

DAVIS, GARY
WMFR, High Point, N. C.

DAVIS, HASSOLDT
NBC.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.

DAVIS, REX
WCKY, Cincinnati, Ohio.

DAWSON, ROY
WHIT, New Berne, N. C.

DAY, DICK
WDGY, Minneapolis-St. Paul,
Minn.

DAY, GEORGE
KPAB, Laredo, Texas.

DEBNAM, W. E.
WPTF, Raleigh, N. C.

DELANO, FRED
KOMO, Seattle, Wash.

DENISON, CLIFFORD B.
WMRC, Greenville, S. C.

DESPARD, WILFRED
WHEC, Rochester, N. Y.

DeVAULT, CHARLES
WOWO, Fort Wayne, Ind.

DeWEESE, TEX
KPDN, Pampa, Texas.

DE YOUNG, JOHN
WISH, Indianapolis, Ind.

DICKASON, DEANE
KGO, San Francisco, Calif.

DICKSON, A. S.
CFCY, Charlottetown, P. E. I.

DILL, CLIVE
WBTA, Batavia, N. Y.

DILLINGHAM, ALEX
WKAR, East Lansing, Mich.

DILLON, JOE
WHAT, Philadelphia, Pa.

DILWORTH, SCOT
WBOW, Terre Haute, Ind.

DINEEN, JOE
WORL, Boston, Mass.

DINSDALE, ALFRED
WATN, Watertown, N. Y.

DOBSON, GEO.
CBL, Prince Albert, Sask.

DONNELL, JACK
WGRC, New Albany, Ind.

DONOVAN, GREGG
WDGY, Minneapolis-St. Paul,
Minn.

DORSEY, ROD
WOLS, Florence, S. C.

DREIER, ALEXANDER
NBC, News of the World,
World News Parade, Skelly Oil
Co. News, Alex Dreier Com-
ments, News at Noon.

DRISCOLL, RICHARD V.
WBTA, Batavia, N. Y.

DROHLICH, BOB
KDRO, Sedalia, Mo.

DUANE, BOB
WKY, Oklahoma City, Okla.

DUFORD, ROMEO
CHLT, Sherbrooke, Que.

DUNCAN, BILL
CJRM, Regina, Sask.

DUNCAN, NOVIN
WFBC, Greenville, S. C.

DUNLAP, WALLACE
WMOB, Mobile, Ala.

DUNHAM, DICK
WITH, Baltimore, Md.

DUNN, JACK
WDAY, Fargo, N. D.

— E —

EAST, HENRY
WGPC, Albany, Ga.

EASTCOTT, ELMITT M.
WOOD-WASH, Grand Rapids,
Mich.

EATON, RICHARD
WWDG, Washington, D. C.

EDWARDS, A. F.
KWFT, Wichita Falls, Texas.

EDWARDS, DOUG
WSB, Atlanta, Ga.

EDWARDS, DOUGLAS
CBS.

EGNOR, NATE
WJPF, Herrio, Ill.

ELIOT, GEORGE FIELDING
CBS.

ELIOT, TIM
WKRC, Cincinnati, Ohio.

ELLSWORTH, AL
WLAV, Grand Rapids, Mich.

ENGLE, HOLLAND
WGN, Chicago, Ill.

ENTERLINE, BERNE
WMBD, Peoria, Ill.

ERK, CHRISTY E.
WBRV, Waterbury, Conn.

ESSER, WRIGHT
KJR, Seattle, Wash.

ESTRELLA, BLANCA
WIOD, Miami, Fla.

EVANS, CLIFF
WLBB, Brooklyn, N. Y.

EVANS, LLOYD
KLUJ, Garden City, Kans.

EVANS, VIRGIL G.
WDLF, Panama City, Fla.

EWING, WILLIAM
KGMB, Honolulu, Hawaii.

EYEMAN, HERB
WPIC, Sharon, Pa.

— F —

FACENDA, JOHN
WIP, Philadelphia, Pa.

FAHY, A. A.
KABR, Aberdeen, S. D.

FAIRLEY, BILL
KBIX, Muskogee, Okla.

FALER, DICK
WTAD, Quincy, Ill.

FARMER, JOHN
KMBC, Kansas City, Mo.

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FEAGIN, BOB
WPDQ, Jacksonville, Fla.

FERGUSON, BERT
WJPR, Greenville, Miss.

FERGUSON, GENE
WEW, St. Louis, Mo.

FIELDING, CAPT. MICHAEL
WIND, Gary, Ind.

FITZGERALD, EDWARD
WMUR, Manchester, N. H.

FITZGIBBONS, JACK
WSAR, Fall River, Miss.

FLANNERY, HARRY W.
KNX, Los Angeles, Calif.

FLEMING, DOUGLAS
WCPO, Cincinnati, Ohio.

FLEMING, THOMAS
WLEF, Erie, Pa.

FLEMING, ED.
CBS.

FLENNIKEN, JIM
WBRW, Welch, W. Va.

FOGARTY, JOHN
WCPO, Cincinnati, Ohio.

FOLSTER, GEORGE
NBC.

FORBES, GILBERT
WFBI, Indianapolis, Ind.

FORBES, RUTH
KXRO, Aberdeen, Wash.

FORD, FENTON
KLSM, Salem, Ore.

FOSTER, CEDRIC
MBS.

FOSTER, JACK
WCKY, Cincinnati, Ohio.

FOSTER, "RED"
CFRB, Toronto, Ont.

FOSTER, WILSON
KPAR, Fairbanks, Alaska.

FOULIS, BILL
KFEL, Denver, Colo.

FOURNIER, JEAN
CHLP, Montreal, Que.

FOX, AL
WHLI, Niagara Falls, N. Y.

FRANCIS, HAROLD
CJRM, Regina, Sask.

FRANK, VAL
WAAT, Jersey City, N. J.

FREED, ALAN
WKST, New Castle, Pa.

FRENCH, KEN
WHEC, Rochester, N. Y.

FROM, JOE
WJWC, Hammond, Ind.

FRY, HILARY
KADA, Ada, Okla.

FURNISS, WALTER
WCOL, Columbus, Ohio.

FYLER, THEDA
WSYR, Syracuse, N. Y.

— G —

GAETH, ARTHUR
KOVO, Provo, Utah.

GAGNON, FERNAND
CHLN, Three Rivers, Que.

GAILMOR, WM. S.
WHN, New York, N. Y.

GAINES, SAMMY
WAIM, Anderson, S. C.

GAMBLE, BAXTER
KGGM, Albuquerque, N. M.

GAMMELL, S. B.
WHTT, Hartford, Conn.

GANDY, ART
KHUB, Watsonville, Calif.


GARNER, J. E. (PAT)
KPDW, Fort Smith, Ark.

GAUTHIER, JEAN L.
CHLT, Sherbrooke, Que.

GAYMAN, PARKER
KPRC, San Francisco, Calif.

GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa.

GEARHART, LYNN
WDAE, Tampa, Fla.



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Jay Simms

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— H —

GEORGE, FRANCIS
KGBS, Harlingen, Texas.

GEORGE, TIM
KMA, Shenandoah, Iowa.

GERARD, JAMES W.
WINE, New York, N. Y.

GETTING, MAJ. PETER
WTMA, Charleston, S. C.

GETTINGS, MATT
WPDQ, Jacksonville, Fla.

GIBBONS, TOMMY
WPIC, Sharon, Pa.

GIBNEY, JACK
WRBL, Columbus, Ga.

GILBERT, LIVINGSTON
WAVE, Louisville, Ky.

GILCHRIST, T. S., JR.
WTMC, Ocala, Fla.

GILLESPIE, FRANK
RTAR, Phoenix, Ariz.

GLADSTONE, HENRY
WOR, New York, N. Y., Trans-
radio News.

GLEASON, J.
WHBI, Anderson, Ind.

GODDARD, DON
WEAF, New York, N. Y.

GODT, GENE
WHO, Des Moines, Iowa.

GODWIN, EARL

Blue, Watch the World Go By.

GOERCH, CARL
WPTF, Raleigh, N. C.

GOODALL, ULNA
WHP, Harrisburg, Pa.

GOODE, MICHAEL J.
WELL, New Haven, Conn.

GOODE, RICHARD
WRDW, Augusta, Ga.

GOXCE, CHET L.
KNEW, Hobbs, N. M.

GORDON, PHILIP KEYNE
WJW, Akron, Ohio.

GOULDING, P. H.
WEEI, Boston, Mass.

GRANT, AUSTIN
WWJ, Detroit, Mich.

GRANT, BRUCE
KRNT-RSO, Des Moines, Iowa.

GRANT, TAYLOR
WCAU, Philadelphia, Pa.

GREBE, EARL
WSPD, Toledo, Ohio.

GREENE, LORNE
CBL-CBY, Toronto, Ont.

GREGORY, MEL C.
KOPH, Lihue, Hawaii.

GREW, DAVID
KPPY, Spokane, Wash.

GRIER, HARRY
KTRH, Houston, Texas.

GRISWOLD, GEORGE
WTMA, Charleston, S. C.

GULLICKSON, CHARLES
WDOO, Chattanooga, Tenn.

GUNTHER, JOHN
Blue.

HAGEMAN, H. H.
WADC, Akron, Ohio.

HAGUE, EARL
WWDC, Washington, D. C.

HAID, A. L.
WHIZ, Zanesville, Ohio.

HALE, ARTHUR
MBS-WOR, New York, N. Y.,
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HALE, CECIL
WSAI-WLW, Cincinnati, Ohio.

HALLOCK, MEL
KWO, Sheridan, Wyo.

HAMILTON, DICK
KGNQ, Dodge City, Kans.

HANCOCK, HUNTER
KPAB, Laredo, Texas.

HAND, JACK
WNBF, Binghamton, N. Y.

HAINES, WILLIAM
WGOP, Boston, Mass.

HANNA, TED
WGAR, Cleveland, Ohio.

HANSEN, CARROLL
KQW, San Jose, Calif. KJBS,
San Francisco, Calif.

HARDER, JACK
WAYX, Waycross, Ga.

HARGREAVES, RANDALL
WMCA, New York, N. Y.

HARKNESS, RICHARD
NBC-WRC, Washington, D. C.

HARLESS, DANIEL
WSAV, Savannah, Ga.

HARLUIG, H.
WHBI, Anderson, Ind.

HARRIS, HERBERT
WSB, Atlanta, Ga.

HARRIS, WINDER R.
WTVR, Norfolk, Va.

HARSH, JOSEPH
CBS.

HART, BILL
CKBL, Prince Albert, Sask.

HARTMAN, MARY
Blue.

HARTRICK, GEO.
WCOP, Boston, Mass.

HASE, ED
WCHV, Charlottesville, Va.

HATCHETT, REECE
NBC.

HAYES, MICHAEL
WJMC, Rice Lake, Wis.

HEATTER, GABRIEL

MBS-WOR, New York, N. Y.

HEALEY, COL. JIM
WTRY, Troy, N. Y.

HELEZER, WALTER
WEDC, Chicago, Ill.

HEMINGWAY, FRANK
KGW-KEX, Portland, Ore.

HENDERSON, BROOKS
KSTP, St. Paul-Minneapolis,
Minn.

HENDRIX, JIM
WAPO, Chattanooga, Tenn.

HENRY, MICHAEL
WTMV, East St. Louis, Ill.

HERGET, JOE
WCHS, Charleston, W. Va.

HERNDON, MAURICE
WLPM, Suffolk, Va.

HERRERO, JOSE PRADOS
WJAC, San Juan, P. R.

HERRING, CHARLES
KUL, Walla Walla, Wash.

HESSLER, WILLIAM H.
WLW, Cincinnati, Ohio.

HICKS, JOHNNY
WRR, Dallas, Texas.

HIETT, HELEN
Blue.

HILL, D. G.
CKMO, Vancouver, B. C.

HILL, EDWIN C.

CBS, The Human Side of the
News.

HILL, LILLARD
KADA, Ada, Okla.

HILLMAN, WILLIAM
NBC, Blue.

HODGES, HILTON
WBBW, Topeka, Kans.

HOLBROOK, JOHN
WGN, Chicago, Ill.

HOLCOMB, GRANT, JR.
KPRO, Riverside, Calif.

HOLLUMS, ELLIS
WGAM, Miami, Fla.

HOLMAN, AL
WALA, Mobile, Ala.

HOLTZ, THOMAS
WDAF, Kansas City, Mo.

HOOPER, JACK
WMBG, Richmond, Va.

HOPE, BOB
WSPA, Montgomery, Ala.

HORN, ROBERT
WMAN, Mansfield, Ohio.

HOSKINS, TROY
KTOK, Oklahoma City, Okla.

HOTALING, EARL
WBTM, Danville, Va.

HOWE, LEONARD
WHO, Des Moines, Iowa.

HOWE, QUINCY
CBS.

HOWELL, REX
KFXJ, Grand Junction, Colo.

HOWSE, L. B.
WHOP, Hopkinsville, Ky.

HUBBS, FRANK
WAGA, Atlanta, Ga.

HUBER, RICHARD
WRDW, Augusta, Ga.

HUDELLSTON, PAUL
WBBB, Burlington, N. C.

HUGLI, JOHN
WHUT, New Berne, N. C.

HUGHES, B. L.
WHCU, Ithaca, N. Y.

HUGHES, JOHN B.
MBS-WOR, New York, N. Y.

HUGHES, PAUL
RTAR, Phoenix, Ariz.

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HULL, HARWOOD, JR.
NBC.
HUMBLE, JOHN
WAYX, Waycross, Ga.
HUNT, FRAZIER
CBS.
HUNTER, JIM
CFRS, Toronto, Ont.
HVLAND, DAN
WHAT, Greenfield, Mass.

— I —

INCH, MERRILL
KOH, Reno, Nev.
IRVING, CHARLES
WGN, Chicago, Ill.
IZZARD, WES
KGNC, Amarillo, Texas.

— J —

JACKSON, WILLARD
WJMC, Rice Lake, Wis.
JACOB, HANS
WOV, New York, N. Y.
JACOBS, MAX
KPHC, Houston, Texas.
JACOBS, TOM
KTRH, Houston, Texas.
JASS, MELVIN
KUTA, Salt Lake City, Utah.

JAY, HARRY
WLOK, Lima, Ohio.
JAY, NORMAN
WCAU, Philadelphia, Pa.
JOHNSON, HAROLD B.
WWNY, Watertown, N. Y.
JOHNSON, TED
KFBI, Wichita, Kans.
JOHNSTONE, FRED
CKWS, Kingston, Ont.
JOY, DICK
CBS-KNX, Los Angeles, Calif.
JUREY, JACK
WKBN, Youngstown, Ohio.

— K —

KABER, RUSSELL V.
KABR, Aberdeen, S. D.
KALTENBORN, H. V.
NBC.
KAMPE, MEL
WIL, St. Louis, Mo.
KARNES, ROBERT
WKY, Oklahoma City, Okla.
KAY, WALTER
WHA, Madison, Wis.
KAYE, TONY
WEBR, Buffalo, N. Y.
KELLEY, BOYD
KRLH, Midland, Tex.
KELLOGG, JACK
KJBS, San Francisco, Calif.

KELLY, EARL
CJOR, Vancouver, B. C.
KELLY, ROBERT
WMAX, Marinette, Wis.

KENNEDY, JOHN B.
Here's John B. Kennedy CBS.
WNEW, New York, N. Y.

KENNEDY, ROBERT D.
WDSM, Superior, Wis.
KENT, CARL
WAKR, Akron, Ohio.
KENT, JIM
CKCK, Regina, Sask.
KENNY, FRED
WAGA, Atlanta, Ga.
KEPLINGER, DICK
KJR-KOMO, Seattle, Wash.
KERGAN, GEORGE
CJRM, Regina, Sask.
KIERMAN, RAY
WEEL, Boston, Mass.
KIMBALL, FRED
WWNY, Watertown, N. Y.
KING, CY
WERB, Buffalo, N. Y.
KING, JULIUS
WJTN, Jamestown, N. Y.
KING, WILLARD
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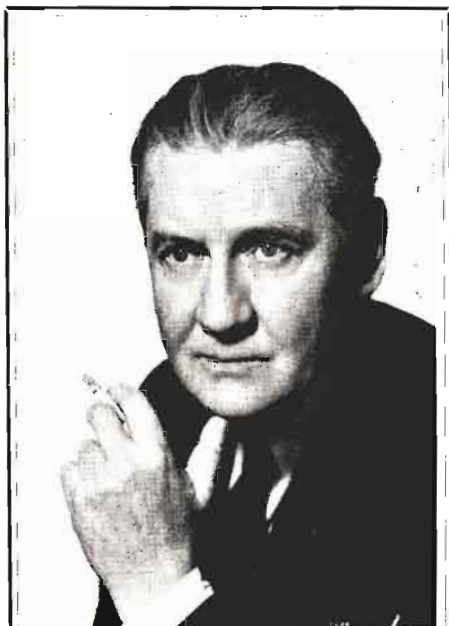


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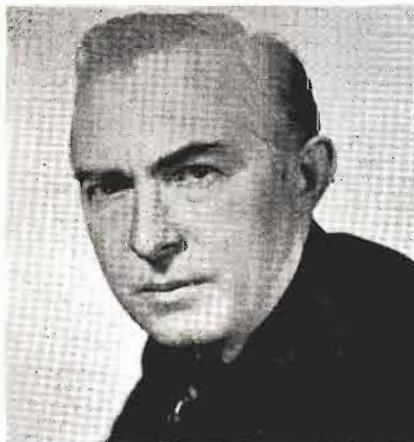
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VAN SICKLEN, HUNTER
KWJJ, Portland, Ore.

VARES, GEO.
WEDC, Chicago, Ill.

VERGNE, JUAN CARLOS
WIAO, San Juan, P. R.

VIHLMANN, GEORGE E. JR.
KABR, Aberdeen, S. D.

VOGELMAN, ROY
WHA, Madison, Wis.

— W —

WABER, TOM
WKAR, East Lansing, Mich.

WAGNER, PAUL
WPAY, Portsmouth, Ohio.

WAHL, JIM
NBC.

WAHLBERG, HARRY
KPDN, Pampa, Texas.

WAHLBERG, JOEL F.
WGH, Newport News, Va.

**WALES, MRS. JAMES E.
SIDNEY**
KROW, Oakland, Calif.

WALKER, HAL
WISN, Milwaukee, Wis.

WALKER, LOU
WCOP, Boston, Mass.

WALKER, ROBERT
WTOL, Toledo, Ohio.

WALLACE, BILL
WCOL, Columbus, Ohio.

WALLACE, BRANDON
WBRW, Welch, W. Va.

WALLACE, EDWARD
NBC.

WALLACE, JACK
KBST, Big Springs, Tex.

WALLACE, MYRON
WJWC, Hammond, Ind.

WALLACE, WESLEY H.
WPTF, Raleigh, N. C.

WALRATH, W. W.
WICA, Ashtabula, Ohio.

WALTON, SID

WHN, New York, N. Y.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARNER, HUB
KFAM, St. Cloud, Minn.

WAUGH, IRVING
WSM, Nashville, Tenn.

WAYNE, ELIZABETH
WCCO, Minneapolis-St. Paul,
Minn.

WEAVER, MAL
WWSR, St. Albans, Vt.

WEAVER, WILLIAM
KADA, Ada, Okla.

WEBSTER, CLARENCE J.
WWNY, Watertown, N. Y.

WEBSTER, DAN
WMOB, Mobile, Ala.

WELCH, BILL
KMYR, Denver, Colo.

WELLS, GEORGE
WBYN, Brooklyn, N. Y.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WHALEY, STORM
KUOA, Siloam Springs, Ark.

WHEDBEE, CHARLES H.
WRRF, Washington, N. C.

WHIKEHART, EDDIE
WHLN, Harlen, Ky.

WHITBY, J. S.
CFLLC, Prescott, Ont.

WHITE, LEIGH
CBS-WJSV, Washington, D. C.

WHITELEATHER, MELVIN K.
KYW, Philadelphia, Pa.

WHITESIDES, CHARLES
KTEM, Temple, Texas.

WHITNEY, MARIAN
WEDC, Chicago, Ill.

WHITTIER, CHUCK
WBAX, Wilkes-Barre, Pa.

WUCHMANN, WILLIAM P.
WLBL, Stevens Point, Wis.

WIKE, DONALD A.
KRUC, Lewiston, Idaho.

WILLIAMS, WYTHE
MBS-WHN, New York, N. Y.

WILLIS, FORREST L.
WOKO, Albany, N. Y.

WILSON, DON
CJOR, Vancouver, B. C.

WING, JERRY
KRCC, Rochester, Minn.

WINGO, OTIS T.
WWDC, Washington, D. C.

WINTER, WILLIAM
CBS.

WIRTH, DONALD
WMAN, Marinette, Wis.

WISE, RUSSELL B.
WAKR, Akron, Ohio.

WOLF, JOHN ALLEN
CBS.

WOOD, BARRY
CJVL, Victoria, B. C.

WORDEN, RALPH
WGAR, Cleveland, Ohio.

WYMER, JOHN
WCMI, Ashland, Ky.

— Y —

YOUNG, ED
WKBN, Youngstown, Ohio.

YOUNG, MURRAY
WHK, Cleveland, Ohio.

YOUNGBLOOD, T. DOUG
WFIG, Sumter, S. C.

YOUNGBLOOD, WESLEY
KFGO, Lubbock, Texas.

YORK, JOHN
KGKB, Tyler, Texas.

YORK, MELVIN
KELA, Centralia & Chehalis,
Wash.

— Z —

ZIEBARTH, E. W.
WLB, Minneapolis, Minn.

ZIEMER, GREGOR
WLW, Cincinnati, Ohio.

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AND THEIR WORK DURING 1942



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ABBEY, JANE
WCBS, Springfield, Ill.

ABBOTT, FRANK J., JR.
WLAW, Lawrence, Mass.

ABEL, GEORGE
WIL, St. Louis, Mo.

ABERNATHY, JACK
WKNY, Kingston, N. Y.

ABERNATHY, WILLIAM
Blue.

ACKLEY, WAYNE
KRNT-KSO, Des Moines, Iowa.

ADAMS, BERNIE
WPDQ, Jacksonville, Fla.

ADAMS, BILL
KGW-KEX, Portland, Ore.

ADAMS, CHARLES F.
WMVA, Martinsville, Va.

ADAMS, DAVID
WPCI, Pawtucket, R. I.

ADAMS, GARRET
WRJN, Racine, Wis.

ADAMS, GLENN
WIS, Columbia, S. C.

ADAMS, HARR
WWNY, Watertown, N. Y.

ADELMAN, PAT
KNOW, Austin, Tex.

ADKINS, HERMANN
WDBJ, Roanoke, Va.

AIKEN, LOU
WNOX, Knoxville, Tenn.

ALBAYALDE, ABRAHAM A.
KOTH, Lihue, Hawaii.

ALDERMAN, JAMES
WRR, Dallas, Texas.

ALEY, JACK
WGTC, Greenville, N. C.

ALEXANDER, BEN
NBC, Whodunit, Point Sublime.

ALEXANDER, PAUL
KXRO, Aberdeen, Wash.

ALEXANDER, VINCENT
KGER, Long Beach, Cal.

ALEXANDER, JOHN
WPPG, Atlantic City, N. J.

ALEXANDER, JOHN
WLAW, Grand Rapids, Mich.

ALFONSO, ANTONIO
WIAC, San Juan, P. R.

ALFORD, MARION
KGBX-KWTO, Springfield, Mo.

ALLEN, ED
WPPG, Atlantic City, N. J.

ALLEN, BOB
WEAU, Eau Claire, Wis.

ALLEN, FRANK
KTBS, Shreveport, La.

ALLEN, DEL
KFOR, Lincoln, Nebr.

ALLEN, GARY
WCC, Davenport, Iowa.

ALLEN, HERB
KFI-KECA, Los Angeles, Calif.

ALLEN, IRWIN
KMTR, Los Angeles, Calif.

ALLEN, JOHN
KPRC, Houston, Texas.

ALLGOOD, SAM
WGBR, Goldsboro, N. C.

ALLISON, PAUL
WLW-WSAI, Cincinnati, O.

ALTMAN, RICHARD
WKAT, Miami Beach, Fla.

ALVAREZ, J.
WHOM, Jersey City, N. J.

ALVIN, JOHN
WWJ, Detroit, Mich.

AMADON, ARTHUR
WBZ-WBZA, Boston, Springfield, Mass.

AMAULI, G.
WHOM, Jersey City, N. J.

AMES, DON
KXEL, Waterloo, Iowa.

AMOLE, GENE
KMYR, Denver, Colo.

ANDERSON, GOODWIN
KJBS, San Francisco, Calif.

ANDERSON, JAMES
KFAM, St. Cloud, Minn.

ANDERSON, JANE
KMMJ, Grand Island, Nebr.

ANDERSON, JANET
WRAK, Williamsport, Pa.

ANDERSON, JOHN
KSNAN, San Francisco, Cal.

ANDERSON, ORVAL
WFAA, Dallas, Texas.

ANDERSON, PAUL
WORC, Worcester, Mass.

ANDERSON, PAUL
WCOP, Boston, Mass.

ANDERSON, S. J.
CFPR, Prince Rupert, B. C.

ANDRE, PIERRE
MBS-Blue, Captain Midnight.

ANDREAS, JOSEPH
WKBH, La Crosse, Wis.

ANDREWS, G. W.
CFLC, Prescott, Ont.

ANSBRO, GEORGE
Blue.

ANTHONY, CARL
WDEL, Wilmington, Del.

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WKAR, East Lansing, Mich.

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ARLINGTON, CHARLES
KHJ, Los Angeles, Calif.

ARMSTRONG, FRANCES
KOL, Seattle, Wash.

ARMSTRONG, MARTIN
KVAK, Atchison, Kans.

ARMSTRONG, STAN
CJCA, Edmonton, Alberta.

ARNELL, PETER
WJLS, Beckley, W. Va.

ARNOLD, DON
WGNV, Newburgh, N. Y.

ARNOLD, WALTER
Blue-PC.

ARTHUR, BOB
KOAM, Pittsburg, Kans.

ARTHUR, DOUGLAS
WIBG, Philadelphia, Pa.

ARTHUR, JACK
WNBZ, Binghamton, N. Y.

ASH, MERRILL
KWFT, Wichita Falls, Texas.

ASHBY, DICK
KFKM, San Bernardino, Calif.

ASHLEY, BILL
WCAO, Baltimore, Md.

ASPINWALL, Hugh
WLW, Cincinnati, O.

ATKINSON, BURNS
WSAV, Savannah, Ga.

ATCHISON, CHARLES
WDEF, Chattanooga, Tenn.

ATHERTON, BOB
WTAD, Quincy, Ill.

ATKINSON, PAUL
KPHO, Phoenix, Ariz.

AUBE, ALBERT
CKRN, Rouyn, Que., Can.

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WKZO, Kalamazoo-Grand Rapids, Mich.

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WCLO, Janesville, Wis.

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WSOC, Charlotte, N. C.

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WEST, Easton, Pa.

AUSTIN, JERRY
WPEN, Philadelphia, Pa.

AUSTIN, MEL
WPIC, Sharon, Pa.

AVERY, BOB
WHTT, Hartford, Conn.

AYDOLOTTE, RICHARD
WDEL, Wilmington, Pa.

— B —

BEAN, OSCAR
KLX, Oakland, Calif.

BABCOCK, FRANKLIN
KTRH, Houston, Tex.

BABCOCK, WILLIAM
WMMN, Fairmont, W. Va.

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WEBQ, Harrisburg, Ill.
- BAILEY, BILL**
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WMUR, Manchester, N. H.
- BAILEY, R. H. Jr.**
KVOL, Lafayette, La.
- BAILLY, MAURICE**
CBF, Montreal, Que., Can.
- BAKER, ALAN**
CBO, Ottawa, Ont., Can.
- BAKER, C.**
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KROY, Sacramento, Calif.
- BAKER, RAY**
WTFH, Baltimore, Md.
- BALDWIN, BILL**
KGO, San Francisco, Calif.
- BALDWIN, BILL**
KRNT-KSO, Des Moines, Iowa.
- BALFE, KIERAN**
WISR, Butler, Pa.
- BALL, EVERETT**
WOV, New York, N. Y.
- BALL, MALCOLM**
KVOD, Denver, Colo.
- BALL, NOEL**
WJAG, Norfolk, Nebr.
- BALLOU, CHARLES**
WDBJ, Roanoke, Va.
- BALTIN, C.**
WHOM, Jersey City, N. J.
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WWL, New Orleans, La.
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WDEF, Chattanooga, Tenn.
- BARCLAY, GEORGE**
KWKW, Pasadena, Calif.
- BARCROFT, WENDELL**
KGGM, Albuquerque, N. M.
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WTAG, Worcester, Mass.
- BARKAS, HAROLD**
WKAT, Miami Beach, Fla.
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WCOS, Columbia, S. C.
- BARNES, PAT**
NBC, New York, N. Y.
- BARNES, WADE**
WCAU, Philadelphia, Pa.
- BARR, FRED**
WWRL, Woodside, N. Y.
- BARRETT, LOUIS**
KTAR, Phoenix, Ariz.
- BARRETT, TONY**
WRBL, Columbus, Ga.
- BARRINGTON, ROBERT**
KJBS, San Francisco, Calif.
- BARROW, FRANK**
WWDC, Washington, D. C.
- BARRY, BARBARA**
WCED, Du Bois, Pa.
- BARRY, JACK**
WHEC, Rochester, N. Y.
- BARRY, NICK**
WFBI, Indianapolis, Ind.
- BARRY, NORMAN**
NBC-WMAQ, Chicago, Ill.
- BARTELL, HARRY**
KWKW, Pasadena, Calif.
- BARTH, BERNARD C.**
WFIL, Philadelphia, Pa.
- BARTHE, MARCELLE**
CBF, Montreal, Que., Can.
- BARTLETT, GERALD**
WSPR, Springfield, Mass.
- BARTLETT, PAUL R.**
KFRE, Fresno, Calif.
- BARTLEY, JAMES**
WBLK, Clarksburg, W. Va.
- BARTMANN, WARNER**
CKOC, Hamilton, Ont., Can.
- BARTON, HAL**
KLUF, Galveston, Tex.



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U.S.N.R.

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DODGERS BASEBALL GAMES**

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- BARTON, HAL**
WPAR, Norfolk, Va.
- BASHARA, LESTER**
WHBF, Rock Island, Ill.
- BASTIC, TOM**
KBND, Bend, Ore.
- BATCHELDER, JOHN**
WFBI, Syracuse, N. Y.
- BATES, KARL**
WKBN, Youngstown, O.
- BATES, ROSS**
KXRO, Aberdeen, Wash.
- BATEY, DICK**
CJVI, Victoria, B. C.
- BATEY, HUBERT**
WSB, Atlanta, Ga.
- BATTERS, CHARLES**
WFBI, Syracuse, N. Y.
- BATTERSEA, WES**
KLZ, Denver, Colo.
- BAUGHMAN, ELMER**
WFAA, Dallas, Tex.
- BAULU, ROGER**
CBF-CBM, Montreal, Que.
- BAUMANN, JAV**
WJAG, Norfolk, Nebr.
- BAXTER, CHARLES**
WTOL, Toledo, O.
- BAXTER, LIONEL**
WAPI, Birmingham, Ala.
- BAXTER, RICHARD**
WTAM, Cleveland, O.
- BAXTER, THOMAS**
KPPC, Pasadena, Calif.
- BAYEUR, ROLAND**
CHLT, Sherbrooke, Que., Can.
- BAYLY, TRAVERS**
KDAL, Duluth, Minn.
- BAYNE, EARL**
KEVE, Everett, Wash.
- BEACHBOARD, KENNETH**
WISE, Ashville, N. C.
- BEALE, LOUIS**
KFGO, Lubbock, Texas.
- BEARD, SAMUEL H.**
WPTF, Raleigh, N. C.
- BEARDEMPHIL, SHIRLEY**
KUJ, Walla Walla, Wash.
- BEARDSLEY, BONNIE**
WRBL, Columbus, Ga.
- BEARDSLEY, LEONARD**
KIRO, Seattle, Wash.
- BEATTY DOLORES**
KTOK, Oklahoma City, Okla.
- BECHTEL, STAN**
KFJB, Marshalltown, Iowa.
- BECK, DUDLEY**
WHIZ, Zanesville, O.
- BECK, JACKSON**
CBS, Man Behind The Gun.
- BECK, JIMMIE**
KGNC, Amarillo, Texas.
- BECKER, SAM**
WTAD, Quincy, Ill.
- BECKER, SANFORD G.**
WBT, Charlotte, N. C.
- BEHRMAN, CHESTER**
WAOV, Vincennes, Ind.
- BELANGER, LOUIS**
CKAC, Montreal, Que., Can.
- BELAUER, ROLAND**
CBV, Quebec, Que., Can.
- BELCHER, JERRY**
WCXY, Cincinnati, O.
- BELDING, LEE**
KXOX, Sweetwater, Texas.
- BELL, AL**
WTAD, Quincy, Ill.
- BELL, FINIS**
KGER, Long Beach, Calif.
- BELL, KENNETH**
WSAY, Rochester, N. Y.
- BELLWOOD, LEROY**
KXO, El Centro, Calif.
- BENCE, BOB**
KPRC, San Francisco, Calif.
- BENES, JOSEPH**
WKZO, Kalamazoo-Grand Rapids, Mich.
- BENITEZ, RAFAEL II**
WJAC, San Juan, Puerto Rico.
- BENNETT, BERTON**
KGO, San Francisco, Calif.
- BENNETT, BONNIE**
KFDA, Amarillo, Texas.
- BENNETT, DON**
KGY, Olympia, Wash.
- BENNETT, FRED**
WCKY, Cincinnati, O.
- BENNETT, JACK**
WPMV, East St. Louis, Ill.
- BENNETT, KENNETH**
RHJ, Los Angeles, Calif.
- BENNETT, LEE**
WAGA, Atlanta, Ga.
- BENNETT, STAN**
KPAR, Fairbanks, Alaska.
- BENNETT, W. M.**
WHKY, Hickory, N. C.
- BENOIT, DONALD**
WATN, Watertown, N. Y.
- BENOIT, RAYMOND**
CHLP, Montreal, Que., Can.
-
- BENSON, BOB**
WHN, New York, N. Y.
-
- BENSON, ROBERT**
KYW, Philadelphia, Pa.
- BENT M. ARNOLD**
KMO, Tacoma, Wash.
- BERG, IVAN**
KGCC, Wolf Point, Mont.
- BERGERON, GEORGE**
WSLB, Ogdensburg, N. Y.
- BERGEVIN, FERNAND**
CHLP, Montreal, Que., Can.
- BERNARD, VIATEUR**
CHNC, New Carlisle, Que., Can.
- BERNDT, IRVING A. JR.**
WRAK, Williamsport, Pa.
- BERNHARD, PAT**
WFOY, St. Augustine, Fla.
- BERNSTEIN, JERRY**
KTHS, Hot Springs, Ark.
- BERRY, JAMES**
KFI-KECA, Los Angeles, Calif.
- BERTHELSON, HURLEY**
KFXD, Nampa, Idaho.
- BESSIRE, BONNIE**
WHOP, Hopkinsville, Ky.
- BESTLE, DON**
KVDQ, Denver, Colo.
- BETHMAN, EUGENE**
WEST, Easton, Pa.
- BETTINSON, WINSLOW**
WHEB, Portsmouth, N. H.
- BICE, MAX**
KMO, Tacoma, Wash.
- BIDDICK, BRUCE**
KFJM, Grand Forks, N. D.
- BIELSON, FRED**
WOSU, Columbus, O.
- HIGLER, LYNN**
WFAA, Dallas, Texas.
- BILL, EMIL**
WMBD, Peoria, Ill.
- BILLSBURY, RYE**
WJJD, Chicago, Ill.
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WCAT, Rapid City, S. D.
- BINGE, RALPH**
OKLW, Windsor, Ont.
- BINKIN, SIL**
WEW, St. Louis, Mo.
- BIRD, HARRY**
Blue, Club Matinee, Danny Thomas Show.
- BIRMINGHAM, BOB**
KWFC, Hot Springs, Ark.
- BISHOP, DIGE**
WDAK, West Point, Ga.
- BISHOP, JIMMIE**
WMAZ, Macon, Ga.
- BITTING, ROBERT**
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WBNS, Columbus, O.
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WMAN, Mansfield, O.
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WLS, Chicago, Ill.
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- BLACKWELL, BURT**
WAVE, Louisville, Ky.
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WOCB, Hyannis-West, Yarmouth, Mass.
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- BLAKELY, CLINT**
WAPI, Birmingham, Ala.
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WHN, New York, N. Y.
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- BLOOM, LARRY**
KQW, San Jose, Calif.

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- BODGE, TED**
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- BODINGTON, MAURICE**
CFRB, Toronto, Ont., Can.
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WRUF, Gainesville, Fla.
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WPAT, Paterson, N. J.
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KDON, Monterey, Calif.
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WARM, Scranton, Pa.
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- BOLTZ, ELLEN**
KVOX, Moorhead, Minn.
- BONNER, KAY**
KATE, Albert Lea, Minn.
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- BOOTH, VIRGIL C.**
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WKZO, Kalamazoo - Grand Rapids, Mich.
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WHEB, Portsmouth, N. H.
- BOSWORTH, BOB**
WAPO, Chattanooga, Tenn.
- BOTZ, RUTH T.**
KSAC, Manhattan, Kans.
- BOUCHIER, BOB**
KOBH, Rapid City, S. D.
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WSKT, New Castle, Pa.
- BOURNE, PORTER**
WEXL, Royal Oak, Mich.
- BOURQUE, JEANNETTE**
CHLN, Three Rivers, Que., Can.
- BOUSLOG, WESLEY**
WHIO, Dayton O.
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WCHV, Charlottesville, Va.
- BOUTROSS, JAMES**
KCKN, Kansas City, Kans.
- BOWDLER, GEORGE**
WFBC, Greenville, S. C.
- BOWIN, MARTIN O.**
KWK, St. Louis, Mo.
- BOWLING, HARRY**
WHLN, Harlan, Ky.
- BOWMAN, EILEEN**
CJAT, Trail, B. C.
- BOWMAN, ROGER**
WHN, New York, N. Y.
- BOWMAN, ROY JOE**
KGGF, Shawnee, Okla.
- BOX, VES**
KRLD, Dallas, Tex.
- BOYD, HARVEY**
KPIE, Paris, Tex.
- BOYD, ROBERT**
WMFR, High Point, N. C.
- BOYDEN, MARC**
WSBT, South Bend, Ind.
- BOYER, F. PAGE**
WOSU, Columbus, O.
- BOYER, JOHN J.**
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CBF, Montreal, Que. Can.
- BRACKEN, BILL**
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KRBC, Abilene, Tex.
- BRADFORD, JOHN**
WLW-WSAI, Cincinnati, O.
- BRADFORD, JOHN**
WFMJ, Youngstown, O.
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WJWC, Hammond, Ind.
- BRANDT, DEL**
PKOW, Powell, Wyo.
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WAYX, Waycross, Ga.
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KFSG, Los Angeles, Calif.
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WJPA, Washington, Pa.
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KFAB, Lincoln, Nebr.
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WTAG, Worcester, Mass.
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- BROOKS, FOSTER**
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- BROOKS, KIRBY**
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- BROPHY, MARGARET**
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- BROWN, ALLEN**
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- BROWN, ART**
WOL, Washington, D. C.
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- BYARS, JOE**
WCOV, Montgomery, Ala.
- BYERS, WAYNE**
WTAM, Cleveland, O.

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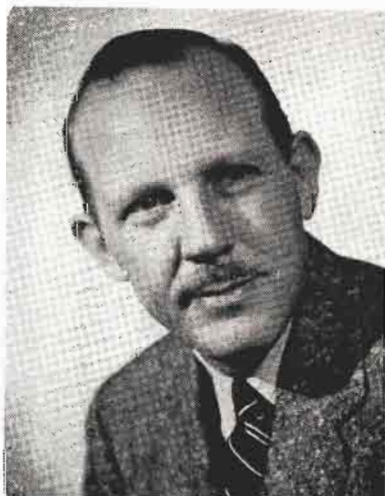
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WPAR, Parkersburg, W. Va.
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WNBH, New Bedford, Mass.
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KCBX, Springfield, Mo.
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KRNR, Roseburg, Ore.
CHANEY, CHARLES
KHSL, Chico, Calif.

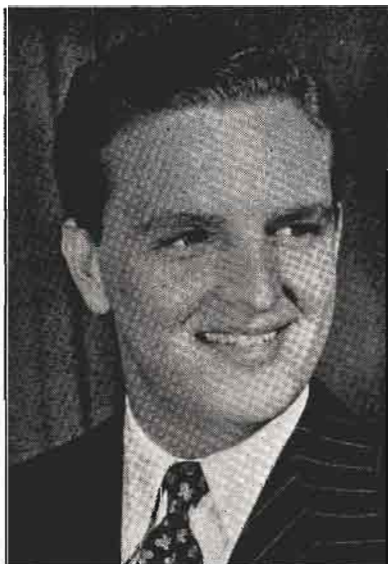


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- CHAPMAN, JUDSON**
WTAL, Tallahassee, Fla.
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CHLN, Three Rivers, Que., Can.
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CBO, Ottawa, Ont., Can.
- CHARLES, BOB**
WPAR, Parkersburg, W. Va.
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WFCL, Pawtucket, R. I.
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- CHRISTIANSOON, RUTH**
WSAY, Savannah, Ga.
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- CHRYSDALE, JOSEPH**
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KRBC, Abilene, Tex.
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- CIMMYIOTTI, VERN**
KODL, The Dalles, Ore.
- CIPRIANO, RODOLFO**
KPAB, Laredo, Tex.
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KFXM, San Bernardino, Calif.
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WIOD, Miami, Fla.
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WBRY, Waterbury, Conn.
- CLARK, HARRY**
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KWBW, Hutchinson, Kans.
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- CLARK, JOE**
WTJS, Jackson, Tenn.
- CLARK, LON**
Kate Smith Hour CBS, Here Is Tomorrow ETs.
- CLARK, LOWELL**
KBIX, Muskogee, Okla.
- CLARKE, JACK**
KMO, Tacoma, Wash.
- CLARKE, MIKE**
WWL, New Orleans, La.
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KIX, Oakland, Calif.
- CLAIR, FREDERICK**
WGH, Newport News, Va.
- CLAIR, MALCOLM**
WLS, Chicago, Ill.
- CLAWSON, LEW**
WWVA, Wheeling, W. Va.
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WJMC, Rice Lake, Wis.
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CKCR, Kitchener, Waterloo, Ont., Can.
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WHC, Des Moines, Iowa.
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WVNY, Watertown, N. Y.
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KLUF, Galveston, Tex.
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KPRO, Riverside, Calif.
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WSM, Nashville, Tenn.
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WWRL, Woodside, N. Y.
- COLEMAN, PAUL**
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KFI-KECA, Los Angeles, Calif.
- COLEY, HAROLD**
KSAM, Huntsville, Tex.
- COLLINS, CHARLES**
WDEL, Wilmington, Del.
- COLLINS, HUGH**
WRRN, Warren, O.
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WSM, Nashville, Tenn.
- COLMAN, HARRY**
KBIZ, Ottumwa, Iowa.
- COLOMBO, ARRIGO**
WOV, New York, N. Y.
- COLTON, THOMAS M.**
WWSR, St. Albans, Vt.
- CONDON, GLEN**
KTUL, Tulsa, Okla.
- CONGDON, RONALD**
CKTB, St. Catharines, Ont.
- CONGER, ROBERT**
WEXL, Royal Oak, Mich.
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WATL, Atlanta, Ga.
- CONNOLLY, DED**
WWRL, Woodside, N. Y.
- CONNOR, DAVE**
WTH, Baltimore, Md.
- CONOVER, HUGH**
CBS.
- CONRAD STAN**
WMPR, High Point, N. C.
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KOWH, Omaha, Nebr.
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WMAQ, Chicago, Ill.
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CKCK, Regina, Sask., Can.
- COOK, HAROLD**
WEBQ, Harrisburg, Ill.
- COOK, JOE**
KDAL, Duluth, Minn.
- COOK, LYNN**
WRBH, La Crosse, Wis.
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KTHS, Hot Springs, Ark.
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- COURY, ROSELLE**
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- COUTURE, MIVILLE**
CBF, Montreal, Que.
- COWAN, JAMES**
KILQ, Grand Forks, N. D.

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- COWELL, EDDIE**
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- COX, ROBERT B.**
WJHL, Johnson City, Tenn.
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KWFT, Wichita Falls, Tex.
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WDWS, Champaign, Ill.
- CRANS, RICHARD F.**
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- CRARY, CLARENCE**
KGER, Long Beach, Calif.
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WPAR, Parkersburg, W. Va.
- CRAWFORD, LOIS**
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KXEL, Waterloo, Iowa.
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KCMC, Texarkana, Ark.
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- CROSS, MILTON**
Blue, NBC
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WLS, Chicago, Ill.
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- CURLIN, DON**
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- CURRY, ROBERT**
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- CURTIS, E. H.**
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- CURTISS, HELEN**
WALL, Middletown, N. Y.
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KDRO, Sedalia, Mo.

DICKEY, MILTON
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CKNB, Cambellton, N. B.

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KWKH, Shreveport, La.

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WTAG, Worcester, Mass.

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WNOX, Knoxville, Tenn.

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WHKC, Columbus, Ohio.

DORSON, GEORGE
CKBL, Prince Albert, Sask., Can.

DOLD, ERWIN
KJBS, San Francisco, Calif.

DOLLAR, RUSSELL
WTIC, Hartford, Conn.

DONAHOE, HOWARD
WSPD, Toledo, Ohio.

DONALDSON, AL
WKY, Oklahoma City, Okla.

DONLEY, ROBERT
WCAE, Pittsburgh, Pa.

DONOVAN, GREGG
WDGY, Minneapolis-St. Paul, Minn.

DONOVAN, PETER
KFXD, Nampa, Idaho.

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DOOLITTLE, DON
WISN, Milwaukee, Wis.

DORF, HENRY
WJWC, Hammond, Ind.

DORRELL, J. C.
KSAM, Huntsville, Tex.

DORSEY, ROD
WOLS, Florence, S. C.

DOUGHERTY, N.
WSRR, Stamford, Conn.

DOUGLAS, DON
CBS, NBC, WMCA.

DOUGLAS, STEVE
WRC, Washington, D. C.

DOUTHIT, PERRY
KFNF, Shenandoah, Iowa.

DOWD, DONALD
NBC.

DOWDEN, A. C.
KHBG, Okmulgee, Okla.

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KEVE, Everett, Wash.

DOWNS, HUGH
WWJ, Detroit, Mich.

DOWTY, BYRON
KALB, Alexandria, La.

DOYLE, ISABEL
CFOS, Owen Sound, Ont., Can.

DRAINIE, JOHN
CBR, Vancouver, B. C.

DREHER, TURNER
KWAL, Wallace, Idaho.

DREW, AL
WBBB, Burlington, N. C.

DREXLER, BOB
WSAZ, Huntington, W. Va.

DRISCOLL, RICHARD V.
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WKAR, East Lansing, Mich.

DRUM, DEWEY
WSOC, Charlotte, N. C.

DRUMM, WILMA
WTMC, Ocala, Fla.

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KXA, Seattle, Wash.

DUDLEY, BERNARD
CBS.

DUDLEY, DICK
WEAF.

DUFF, MARS
CKCK, Regina, Sask., Can.

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DIGGAN, VINCE
CFRN, Edmonton, Alberta, Can.

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CBV, Quebec, Can.

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DUNCAN, EDWARD
WSON, Henderson, Ky.

DUNCAN, NORVIN C., JR.
WFBC, Greenville, S. C.

DUNHAM, DICK
WITH, Baltimore, Md.

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WMOB, Mobile, Ala.

DUNN, DONALD
CKGB, Timmins, Ont.

DUNN, MICHAEL
WSOY, Decatur, Ill.

DUNNAGAN, CLAUDE V.
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WOR, New York, N. Y.

DUNPHY, DON
WINS-MBS, New York, N. Y.

DURANT, ROLAND
WSLB, Ogdensburg, N. Y.

DURHAM, MURRAY
KLBB, La Grande, Ore.

DYORAK, GEORGE
KFI-KECA, Los Angeles, Calif.

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FAWCETT, RUSSELL
CKCA, Kenora, Ont.

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WWJ, Detroit, Mich.

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WCOU, Lewiston, Me.

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WHLD, Niagara Falls, N. Y.

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WWSW, Pittsburgh, Pa.

FRANCIS, HAROLD
CJRM, Regina, Sask.

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WCFL, Chicago, Ill.

FRASER, JOHN
Blue, Esso News, Woman of Tomorrow, American Federation of Churches Program.

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WNEL, San Juan, P. R.

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FRENCH, KEN
WHEC, Rochester, N. Y.

FRENCH, LOIS
WLBC, Muncie, Ind.

FRERET, VIRGINIA
WOPI, Bristol, Tenn.

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WBML, Macon, Ga.

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FULLER, BOB
WLW-WSAI, Cincinnati, Ohio.

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WSYR, Syracuse, N. Y.

— G —

GADDIS, JESS
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WAIM, Anderson, S. C.

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WRUF, Gainesville, Fla.

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WALL, Middletown, N. Y.

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WLS, Chicago, Ill.

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WTOL, Toledo, Ohio.

GALLOP, FRANK

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Stella Dallas NBC, Carnival
Time MBS.

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KGGM, Albuquerque, N. M.

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WDAN, Danville, Ill.

GILMAN, BILL
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GILMAN, HAL
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GLASS, LOUIS
WTRC, Elkhart, Ind.

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WLOK, Lima, Ohio.

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KTSW, Emporia, Kans.

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WMVA, Martinsville, Va.

GONCE, CHET L.
KWEW, Hobbs, N. M.

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WRDW, Augusta, Ga.

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KROW, Oakland, Calif.

KYLE, JACK
CJVI, Victoria, B. C.

KYLER, JIM
WCLO, Janesville, Wis.

— L —

LACEY, BOB
WSAI-WLW, Cincinnati, Ohio.

LACKEY, F. E.
WHOP, Hopkinsville, Ky.

LACY, JACK
WNBC, Hartford, Conn.

LAFFEY, FRED P.
WJAW, Lawrence, Mass.

LA FORCE, CHARLES
WEMP, Milwaukee, Wis.

LAFRANO, ANTHONY
KHJ, Los Angeles, Calif.

LAGERSTROM, CLARKE
KPPC, Pasadena, Calif.

LALONDE, JEAN
CKAC, Montreal, Que.

LAMB, ROBERT
WDSU, New Orleans, La.

LAMBETH, RALPH M.
WGBG, Greensboro, N. C.

LAMBERT, KEN
WLDS, Jacksonville, Ill.

LAMBIN, GEORGES
CBF, Montreal, Que.

LA MERE, ROY
WIGM, Medford, Wis.

LAMPEL, HAROLD
KTAR, Phoenix, Ariz.

LANDEN, GUS
KFIO, Spokane, Wash.

LANE, CHARLES
CKLW, Windsor, Ont.

LANE, TOM
KVOR, Colorado Springs, Colo.

LANG, BILL
WHN, New York, N. Y.

LANG, DAVE
WHLs, Port Huron, Mich.

LANGBELL, DON
CFRN, Edmonton, Alberta.

LANGLOIS, JOHN
CJFX, Antigonish, N. S.

LANGSTON, HERB
KFFA, Helena, Ark.

LANIER, SIDNEY
WRUF, Gainesville, Fla.

LA POINTE, ARMAND
WMUR, Manchester, N. H.

LARGE, R. F.
CFCY, Charlottetown, P. E. I.

LARGE, MRS. R. F.
CFCY, Charlottetown, P. E. I.

LARSON, DONALD
WATN, Watertown, N. Y.

LARUE, HUGH BEN
WNAD, Norman, Okla.

LA SONDE, JEAN PAUL
CHLT, Sherbrooke, Que.

LATHAM, JOHN J.
KFI-KECA, Los Angeles, Calif.

LATHAM STANLEY
CFOS, Owne Sound, Ont.

LATHROP, BRUCE
KSAN, San Francisco, Calif.

LAWRENCE, TED
WOV, New York, N. Y.

LAVIGNE, DICK
WHYN, Holyoke, Mass.

LAWFORD, YIN
KSAN, San Francisco, Calif.

LAWHON, J. E.
WPTF, Raleigh, N. C.

LAWLOR, J. J.
CHAB, Moose Jaw, Sask.

LAWRENCE, DAN
KSO-KRNT, Des Moines, Ia.

LAWRENCE, ELSIE
KFGQ, Boone, Ia.

LAWRENCE, GEORGE
CJRM, Regina, Sask.

LAWRENCE, HAL
CKLW, Windsor, Ont.

LAWRENCE, JACK
WTHT, Hartford, Conn.

LAWRENCE, JERRY
WOR, New York, N. Y. Moonlight Saving Time. Mutual Matinee. Wax Museum. Battle of the Boroughs. Red Barber Show.

LAWRENCE, JAMES
KOVO, Provo, Utah.

LAWRENCE, MORT
WHN, New York, N. Y. Kitchen Kapers, Gloom Dodgers.

LAWTON, JUDITH
WDSU, New Orleans, La.

LAYS, ROBERT
WJMM, Cordole, Ga.

LAYTON, CHARLES
WLW-WSAI, Cincinnati, Ohio.

LAX, ROBERT
WHDL, Olean, N. Y.

LEA, JACK
KTOK, Oklahoma City, Okla.

LEACH, EDWARD
WRRF, Washington, N. C.

LEADER, JOSEPH
WBYN, Brooklyn, N. Y.

LEAMANN, JAMES
WMCA, New York, N. Y.

LEARY, FRANKLIN
WPPG, Atlantic City, N. J.

LEARY, JERRY
KMMJ, Grand Island, Nebr.

LEBRUN, HARRY
WHEC, Rochester, N. Y.

LEE, FRANK
WJPA, Washington, Pa.

LEE, GARY
WKBN, Youngstown, Ohio.

LEE, HARRY W.
WFMD, Wilmington, N. C.

LEE, MARJORIE
KWG, Stockton, Calif.

LEE, MARY
KGFF, Shawnee, Okla.

LEEDS, DAVID
WAAT, Jersey City, N. J.

LEIGHTON, BEN
KSTP, St. Paul-Minneapolis, Minn.

LEIMERT, WALTER
KMTR, Los Angeles, Calif.

LEISURE, CLARENCE
KQW, San Jose, Calif.

LELAND, STUART
WSRR, Stamford, Conn.

LEMON, FRED
WSON, Henderson, Ky.

LEMOND, LYNTON
WHOP, Hopkinsville, Ky.

LENE, WILLARD
KFJZ, Fort Worth, Texas.

LENGS, RUSSELL
WJW, Akron, Ohio.

LENZ, TED
KSAN, San Francisco, Calif.

LEO, FRED
WMBD, Peoria, Ill.

LEOPIZZI, ARCANGELO
WPEN, Philadelphia, Pa.

LERCH, JOHN
WCOL, Columbus, Ohio.

ANNOUNCERS

— M —

- LeROY, HARRY**
KOXX, San Jose, Calif.
- LESLIE, CHARLES**
WLW, Cincinnati, Ohio.
- LESLIE, JOHN**
WOW, Omaha, Nebr.
- LESTER, FRANK C.**
KOWH, Omaha, Nebr.
- LETSON, ED**
KDYL, Salt Lake City, Utah.
- LEVELLE, MORGAN**
KPHO, Phoenix, Ariz.
- LEVERS, ERYL**
WRJN, Racine, Wis.
- LEVERTON, O. M.**
WLBL, Stevens Point, Wis.
- LEVESCUE, RENE**
CBV, Quebec, Que.
- LEVIN, ERVIN**
WDWS, Champaign, Ill.
- LEWIS, DON**
WWL, New Orleans, La.
- LEWIS, GORDON**
HAL, Greenfield, Mass.
- LEWIS, HOWARD**
WHJB, Greensburg, Pa.
- LEWIS, JOHN**
WCAO, Baltimore, Md.
- LEWIS, WALTER**
WTNJ, Trenton, N. J.
- LEY, M.**
WHOM, Jersey City, N. J.
- LIBBY, JOHN C.**
WCOU, Lewiston, Me.
- LINDBLAD, ELLIOTT N.**
WRLC, Toccoa, Ga.
- LINDER, MORTON**
WSBT, South Bend, Ind.
- LINDSAY, ARTHUR W.**
KIRO, Seattle, Wash.
- LINDSAY, WILSON**
WDEL, Wilmington, Dela.
- LINFOT, VICTOR**
CKLW, Windsor, Ont.
- LINGO, TED**
WSTV, Steubenville, Ohio.
- LINN, GARY**
KYW, Philadelphia, Pa.
- LINTHICUM, WALTER**
WBAL, Baltimore, Md.
- LIPKER, CHARLES H.**
WFIN, Findlay, Ohio.
- LISSER, ALAN**
KGBM, Honolulu, T. H.
- LITTLE, ED**
WHLI, Niagara Falls, N. Y.
- LIVEZEY, THOMAS**
WIP, Philadelphia, Pa.; WCAU;
Philadelphia, Pa.
- LIVINGSTON, GILBERT**
WAVE, Louisville, Ky.
- LOCHENMEIER, RUDY**
KXL, Portland, Ore.
- LOCKWOOD, K.**
KBKR, Baker, Ore.
- LODTER, EDWARD**
WJHL, Johnson City, Tenn.
- LOFFLER, GENE**
KSO-KKNT, Des Moines, Ia.
- LONG, DEANE S.**
WAKR, Akron, Ohio.
- LONG, HARRY**
KVI, Tacoma, Wash.
- LONG, JOE, JR.**
WROL, Knoxville, Tenn.
- LONG, RUSSELL**
WCSC, Charleston, S. C.
- LORIG, MARVIN**
WGPC, Albany, Ga.
- LOWE, JACK**
WAIR, Winston Salem, N. C.
- LOWE, DONALD**
Blue.
- LOWELL, J. RUSSELL**
WTNJ, Trenton, N. J.
- LOWERY, BILL**
KTHS, Hot Springs, Ark.
- LOWREY, MEADOW**
KRLD, Dallas, Texas.
- LUCAS, BEN**
WRDW, Augusta, Ga.
- LUCAS, FRANK**
WCAX, Burlington, Vt.
- LUCAS, JACK**
WELL, New Haven, Conn.
- LUCAS, PETER**
WOOD-WASH, Grand Rapids,
Mich.
- LUDWIG, LYLE**
WFMB, Indianapolis, Ind.
- LUGO, OLGA**
WIAC, San Juan, P. R.
- LUDLAM, KENNEDY**
WRC, Washington, D. C.
- LUKINS, HARRY**
WAVE, Louisville, Ky.
- LUKINS, KENNETH**
KRLC, Lewiston, Ida.
- LUNCEFORD, LOYISE**
WBLK, Clarksburg, W. Va.
- LUND, JACK**
KFXJ, Grand Junction, Colo.
- LUNDER, CHARLES**
KXO, El Centro, Calif.
- LUNN, GEORGE**
GJAT, Fraul, B. C.
- LUPIN, G.**
WHOM, Jersey City, N. J.
- LUSK, BERNARD**
KROC, Rochester, Minn.
- LYBARGER, JAMES**
WCHS, Charleston, W. Va.
- LYMAN, STEART**
WCAT, Rapid City, S. D.
- LYNCH, CHARLES**
WBRY, Waterbury, Conn.
- LYNDE, PAUL**
KFXM, San Bernardino, Calif.
- LYNN, ETHEL**
WSTV, Steubenville, Ohio.
- LYNN, FRANK**
WKBZ, Muskegon, Mich.
- LYON, CHARLES**
WMAQ, Chicago, Ill.
- LYON, DONALD W.**
WSYR, Syracuse, N. Y.
- LYONS, JOHN**
WSAR, Fall River, Mass.
- LYTLE, HARRY**
WMAN, Mansfield, Ohio.
- MABRY, JOE**
WHUB, Cookeville, Tenn.
- MacCAUL, CARL**
CHNS, Halifax, N. S.
- MacDONALD, BRUDE**
WIND, Gary, Ind.
- MacDONALD, E. F.**
CJFX, Antigonish, N. S.
- MacDONOUGH, H. T.**
KELD, El Dorado, Ark.
- MacEWEN, JOHN**
CFCY, Charlottetown, P. E. I.
- MACK, FLOYD**
NBC-MBS.
- MACK, WAYNE**
WGAR, Cleveland, Ohio.
- MacKALL, ROBERT**
WFMJ, Youngstown, Ohio.
- MacKNIGHT, JOHN**
WDGY, Minneapolis-St. Paul,
Minn.
- MacLELLAN, TERRY**
CJFX, Antigonish, N. S.
- MacLEOD, E. F.**
WGGA, Gainesville, Ga.
- MacLEOD, ROBERT**
KFYR, Bismarck, N. D.
- MacNAMEE, DOUGLAS**
WCCO, Minneapolis-St. Paul,
Minn.
- MacRAE, ROSS**
CKCK, Regina, Sask.
- MAEL, MERRILL**
KOL, Seattle, Wash.
- MALLOW, JOHN L.**
KIRO, Seattle, Wash.
- MALLOY, LES**
KSAN, San Francisco, Calif.
- MALONE, ROY**
CKCK, Regina, Sask.
- MALOTTE, CHARLES**
KCRC, Enid, Okla.
- MALOUIN, ROY**
CKAC, Montreal, Que.
- MALUSIL, PEGGY**
CKCA, Kenora, Ont.
- MANCHESTER, COLONEL**
WMBH, Joplin, Mo.
- MANDERSON, STEVE**
WGAC, Augusta, Ga.
- MANLEY, BONNER**
WAIM, Anderson, S. C.
- MANN, ALAN**
KFXM, San Bernardino, Calif.
- MANN, H. S., JR.**
WRJN, Racine, Wis.
- MANNSS, WILLIAM**
WIP, Philadelphia, Pa.
- MANNING, DAVID**
KFVD, Los Angeles, Calif.
- MANNING, RAY**
WIL, St. Louis, Mo.
- MANNING, TOM**
WTAM, Cleveland, Ohio.
- MANSUV, FRANK**
WGBI, Seranton, Pa.
- MANZARI, FRANK**
KGVO, Missoula, Mont.
- MAPLES, GRADY**
KICA, Clovis, N. M.

ANNOUNCERS

- MARCH, RICHARD**
WICA, Ashtabula, Ohio.
- MARINEAU, MARCEL**
CHLP, Montreal, Que.
- MARION, JIM**
WEAF, New York, N. Y.
- MARKLE, BUD**
WGBI, Scranton, Pa.
- MARKS, GARNETT**
WKRC, Cincinnati, Ohio.
- MARLER, HAROLD H.**
WRFC, Toccoa, Ga.
- MARLOWE, HELEN**
WCSC, Charleston, S. C.
- MARLOWE, WILLIAM**
WKBN, Youngstown, Ohio.
- MARSH, JOHN**
WCOT, Lewiston, Me.
- MARSH, LOUIS T.**
WMRN, Marion, Ohio.
- MARSH, WALLACE**
KARN, Fresno, Calif.
- MARSHALL, NORMAN**
CHMU, Hamilton, Ont.
- MARSHALL, BOB**
WBBO, Orlando, Fla.
- MARSHALL, GENE**
WBML, Macon, Ga.
- MARSHALL, JOHN**
CKRC, Kitchener-Waterloo, Ont.
- MARTA, JOHN**
WATW, Ashland, Wis.
- MARTELL, W. C.**
KSAN, San Francisco, Calif.
- MARTIN, A. ROBERT, JR.**
WTAG, Worcester, Mass.
- MARTIN, GEORGE**
KHJ, Los Angeles, Calif.
- MARTIN, JACK**
WKBH, La Crosse, Wis.
- MARTIN, JIMMY**
WSAZ, Huntington, W. Va.
- MARTIN, LARRY**
CFCE, Montreal, Que.
- MARTIN, LEWIS D.**
WDSM, Superior, Wis.
- MARTIN, LOUIS**
KOAM, Pittsburgh, Kans.
- MARTIN, MARGARET**
WRUF, Gainesville, Fla.
- MARTYN, GILBERT**
Blue, Church In the Wild-wood.
- MARVIN, TONY**
CBS, Cecil Brown and the News, School of the Air of the Americas, News of the World, Mother and Dad.
- MARK, CARL**
WCLE-WHK, Cleveland, Ohio.
- MASSENGILL, LUTHER**
WDEF, Chattanooga, Tenn.
- MASON, DON**
WHLB, Virginia, Minn.
- MASON, LIN**
WKRC, Cincinnati, Ohio.
- MATHEWS, DONALD**
WTRY, Troy, N. Y.
- MATHIS, CHARLES**
KCMC, Texarkana, Texas-Ark.
- MATTISON, CARL**
WABY, Albany, N. Y.
- MATTON, FRANK**
WASK, Lafayette, Ind.
- MAULDIN, VIRGINIA**
WAIM, Anderson, S. C.
- MAWSON, DICK**
WBAX, Wilkes-Barre, Pa.
- MAXSON, JOHN**
KWJJ, Portland, Ore.
- MAXWELL, JAMES**
CKNX, Wingham, Ont.
- MAXWELL, PRESTON**
KWEW, Hobbs, N. M.
- MAYHEW, CARLENE**
KASA, Elk City, Okla.
- MAYNARD, JACK**
KGRK, San Angelo, Texas.
- MAYS, CARL**
WKPT, Kingsport, Tenn.
- McADAMS, LON**
KMJ, Fresno, Calif.
- McALLISTER, DON**
WLAQ, Lakeland, Fla.
- McARDLE, RODNEY**
KXA, Seattle, Wash.
- McBRIDE, LESTER**
RGLU, Safford, Ariz.
- McCANEE, LARRY**
CJOR, Vancouver, B. C.
- McCAMPBELL, DALE**
KFOR, Colorado Springs, Colo.
- McCARTHY, CHARLES E.**
WHN, New York, N. Y.
- McCARTHY, JACK**
Blue, Chamber Music Society of Lower Basin Street.
- McCARTHY, JIMMY**
WBRE, Wilkes-Barre, Pa.
- McCARTHY, JOHN**
Blue.
- McCARTY, BURL**
WTSP, St. Petersburg, Fla.
- McCASLIN, PAUL**
KCMC, Texarkana, Ark.-Texas.
- McCLAIN, DENNY**
WTJS, Jackson, Tenn.
- McCLANAHAN, STEEL**
KGBS, Hartgen, Texas.
- McCLAREN, JACK**
KTMS, Santa Barbara, Calif.
- McCLINTOCK, HENRY**
KLUL, Garden City, Kans.
- McCLOWRY, THOMAS**
WJW, Akron, Ohio.
- McCOLLOUGH, DAN**
WOR, New York, N. Y.
- McCORMACK, MALCOLM**
WBZ-WBZA, Boston-Springfield, Mass.
- McCORMICK, LOU**
KBKR, Baker, Ore.
- McCORMICK, NED**
CHSJ, Saint John, N. B.
- McCREEDEY, MARION**
WKAT, Miami Beach, Fla.
- McCREERY, BOB**
KSAL, Salina, Kans.
- McCRORY, BILL**
KSO-KRNT, Des Moines, Ia.
- McDANIEL, CARL**
KLUF, Galveston, Texas.
- McDONALD, JAMES**
WATN, Watertown, N. Y.
- McDONALD, L. A.**
CFCY, Charlotte/etown, P. E. I.
- McDONNELL, CRAIG**
NBC, The O'Neills.
- McELVEEN, MOODY**
WCOS, Columbia, S. C.
- McEWAN, BOB**
WALA, Mobile, Ala.
- McGAUGHEY, BOB**
KPRO, Riverside, Calif.
- McGILL, DONALD**
CFCO, Chatham, Ont.
- McGIVERN, FRANK**
WCFL, Chicago, Ill.
- McGOFFIN, W. M.**
KXRO, Aberdeen, Wash.
- McGOWAN, THOMAS**
KJBS, San Francisco, Calif.
- McGRATH, JIM**
WINX, Washington, D. C.
- McHARDIE, BILL**
KTMS, Santa Barbara, Calif.
- McHAW, BILL**
WCBI, Columbus, Miss.
- McHUGH, JANE**
WSTV, Steubenville, Ohio.
- McINISCH, NELSON**
KFL-REGA, Los Angeles, Calif.
- McINTIRE, CHARLES**
WMBH, Joplin, Mo.
- McINTYRE, NEIL**
KJBS, San Francisco, Calif.
- McKAY, RAY**
WATI, Atlanta, Ga.
- McKEAN, EDDIE**
WOW, Omaha, Nebr.
- McKEE, BURT**
WAPI, Birmingham, Ala.
- McKELLAR, DOUGLAS**
KQW, San Jose, Calif.
- McKENNA, BOB**
WACE-WWSW, Pittsburgh, Pa.
- McKEY, WIBBY**
WBML, Macon, Ga.
- McKINNEY, CARL**
WGTC, Greenville, N. C.
- McKINNON, GAYLORD**
KLPM, Minot, N. D.
- McKNIGHT, JOHN**
WGAR, Cleveland, Ohio
- McKNIGHT, WES**
CFRB, Toronto, Ont.
- McKOOL, RUDDOLPH**
WCAE, Pittsburgh, Pa.
- McLAIN, WALLY**
KNX, Los Angeles, Calif.
- McLAREN, JACK**
CKCA, Kenora, Ont.
- McLAUGHLIN, FRANCIS**
WGBI, Scranton, Pa.
- McLAWHORN, CHARLES**
WMRC, Greenville, S. C.
- McLAV, HARRY**
CKWS, Kingston, Ont.
- McLEAN, DR. FRANK**
WHMA, Anniston, Ala.

ANNOUNCERS

- McLENDON, NORWOOD**
KTEM, Temple, Texas
- McLEOD, DUKE**
CKKL, Kirkland Lake, Ont.
- McMURRY, EMMET**
WHBQ, Memphis, Tenn.
- McNAMARA, JIM**
WMOB, Mobile, Ala.
- McNEELEY, BETH**
WSUN, St. Petersburg, Fla.
- McQUAY, JOE**
WAJR, Morgantown, W. Va.
- McQUIGG, O. J.**
KWOC, Poplar Bluff, Mo.
- McQUILLAN, JACK**
CKTB, St. Catharines, Ont.
- MEADE, DWIGHT**
WBZ-WBZA, Boston - Springfield, Mass.
- MEADE, MERRILL**
KNL, Portland, Ore.
- MEEKS, DON**
WLBC, Muncie, Ind.
- MEISCHKE, RICHARD**
WAOV, Vincennes, Ind.
- MELVIN, DON**
WBNS, Columbus, Ohio
- MENARD, GEORGE**
WLS, Chicago, Ill.
- MENEFEE, BOB**
WJSV, Washington, D. C.
- MENTZER, EARL**
WJEJ, Hagerstown, Md.
- MERKER, CLARENCE**
KVEC, San Luis Obispo, Calif.
- MERNA, JOHN**
WIBX, Utica, N. Y.
- MERRITT, EDWARD**
WHDH, Boston, Mass.
- MERRYMAN, ROBERT V.**
WISH, Indianapolis, Ind.
- METZ, MILTON**
WCOL, Columbus, Ohio
- MEUSE, JACK**
KEVE, Everett, Wash.
- MEYER, ROSEMARY C.**
KPOW, Powell, Wyo.
- MEYERS, FLORENCE**
WHAM, Marinette, Wis.
- MEYERS, GENE**
KNET, Palestine, Texas
- MEYERS, WENDELL S.**
KFIZ, Fond du Lac, Wis.
- MERAS, WESLEY J.**
KFJ-KECA, Los Angeles, Calif.
- MILBURN, E. P.**
KHSL, Chico, Calif.
- MILLAR, CHARLES**
CKWS, Kingston, Ont.
- MILLER, BOB**
WRR, Dallas, Texas
- MILLER, CALVIN**
WISR, Butler, Pa.
- MILLER, DAVE**
WAA-T, Jersey City, N. J.
- MILLER, GABE**
WFCL, Pawtucket, R. I.
- MILLER, HUGH**
KFAK, Fairbanks, Alaska
- MILLER, OTTO**
KSLM, Salem, Ore.
- MILLER, PAUL**
WKOK, Sumbury, Pa.
- MILLER, RUSSELL**
KTOK, Oklahoma City, Okla.
- MILLER, STANLEY**
KORE, Eugene, Ore.
- MILLER, S.**
WLEU, Erie, Pa.
- MILES, JAMES**
WOWO-WGL, Fort Wayne, Ind.
- MILLS, GORDON**
KGER, Long Beach, Calif.
- MILNER, GENE**
KFVD, Los Angeles, Calif.
- MILTNER, JAY**
WYBN, Youngstown, Ohio.
- MINEHART, BILL**
KORE, Eugene, Ore.
- MINER, MARILYN**
KVOO, Tulsa, Okla.
- MIXER, RICHARD**
WICA, Ashtabula, Ohio
- MINUM, JAMES**
WMAN, Mansfield, Ohio.
- MINOR, VERNON**
KWBW, Hutchinson, Kans.
- MIRABELL, ELINOR**
WICA, Ashtabula, Ohio.
- MITCHELL, CAMERON**
WSSR, Stamford, Conn.
- MITCHELL, HARRY**
KNX, Los Angeles, Calif.
- MOBLEY, ERNEST**
WAPD, Chattanooga, Tenn.
- MOCK, ROSIE**
WJPR, Greenville, Miss.
- MODERSKI, STANLEY**
WPEN, Philadelphia, Pa.
- MOULIN, MIKE**
WLBC, Muncie, Ind.
- MOFFAT, RALPH**
WDGY, Minneapolis-St. Paul, Minn.
- MOFFETT, CHARLES**
WEVA, Fredericksburg, Va.
- MOLL, ALLAN**
KDYL, Salt Lake City, Utah
- MOLL, SAM**
KUTA, Salt Lake City, Utah
- MOLLISON, R. GRANT**
CBGS, Summerside, P. E. I.
- MOLLOV, PHILIP**
WKAR, East Lansing, Mich.
- MONAT, BILL**
WHLR, Virginia, Minn.
- MONK, DOUGLAS**
CBM, Montreal, Que.
- MONROE, JAMES**
KCMO, Kansas City, Mo.
- MONROE, MARCE**
CJOR, Vancouver, B. C.
- MONROE, WILSON**
KRHB, Midland, Texas
- MONTE, JEAN**
CHNC, New Carlisle, Pa.
- MOONEY, BOB**
WNBC, Hartford, Conn.
- MOORE, GARLAND**
WNAD, Norman, Okla.
- MOORE, LAURENS**
WGAC, Augusta, Ga.
- MOORE, LINDLE**
WEBQ, Harrisburg, Ill.
- MOORE, MADGE**
WCBI, Columbus, Miss.
- MOORE, NELL FRANK**
WMSL, Decatur, Ala.
- MORAN, IONIA**
WFTC, Kingston, N. C.
- MORELAND, HARRY**
WDOD, Chattanooga, Tenn.
- MORE, ART**
KWJJ, Portland, Ore.
- MORGAN, DALE**
KSO-KRNT, Des Moines, Ia.
- MORGAN, GERALD**
KONO, San Antonio, Texas
- MORGAN, HAL**
WGAR, Cleveland, Ohio.
- MORGAN, RICHARD W.**
WRNL, Richmond, Va.
- MORGAN, VIRGIL**
CFCD, Chattham, Ont.
- MORGAN, WILLIAM**
WOL, Ames, Ia.
- MORGANWECK, DORIS**
WEPG, Atlantic City, N. J.
- MORRIS, BEN**
WKV, Oklahoma City, Okla.
- MORRIS, DON**
WVJ, Detroit, Mich.
- MORRIS, DUDLEY**
KOAM, Pitts-burgh, Kans.
- MORRIS, JACK**
KTUL, Tulsa, Okla.
- MORRIS, JAMES**
KOAC, Corvallis, Ore.
- MORRIS, ROBERT**
WJLS, Beckley, W. Va.
- MORRISON, GARV**
WDNC, Durham, N. C.
- MORROW, JACK**
WIBC, Indianapolis, Ind.
- MORSE, ANTHONY**
KGO, San Francisco, Calif.
- MOTT, STACY**
WHIB, Cookeville, Tenn.
- MOUSSEAU, ROMEO**
CHLD, Montreal, Que.
- FOYERS, ROBERT D.**
WWNV, Watertown, N. Y.
- MOYLAN, NEAL L.**
WFBL, Syracuse, N. Y.
- MUHLENBECK, JIM**
WSAM, Saginaw, Mich.
- MUIR, WINIFRED**
WTMA, Charleston, S. C.
- MULHOLLAND, ROSS**
WCAC, Philadelphia, Pa.
- MULL, ANNA, JANE**
WCRED, Du Bois, Pa.
- MULLENAX, ALVIN**
WSVA, Harrisburg, Va.
- MULLINAK, EDWIN**
WLAG, La Grange, Ga.
- MULLIN, RAY**
WHAT, Philadelphia, Pa.
- MULLINS, BERNARD**
WTC, Hartford, Conn.

ANNOUNCERS

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WAJR, Morgantown, W. Va.

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KXEL, Waterloo, Ia.

MUNDT, ROSALIND
KFFA, Helena, Ark.

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WCLO, Jamesville, Wis.

MUNOZ, GUILERMO
KFXM, San Bernardino, Calif.

MURPHY, BARBARA
WIS, Columbia, S. C.

MURPHY, DAVID
WGY, Schenectady, N. Y.

MURPHY, ED
WROK, Rockford, Ill.

MURPHY, JACK
KFRG, San Francisco, Calif.

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WHIO, Dayton, Ohio

MURPHY, M. E.
WDBO, Orlando, Fla.

MURPHY, ROBERT
KSTP, St. Paul Minneapolis, Minn.

MURRAY, ERNEST
WKBZ, Muskegon, Mich.

MURRAY THOMAS
WHAM, Rochester, N. Y.

MYNEDER, CHARLES
WTOL, Toledo, Ohio

— N —

NABLE, MARION
WDBO, Orlando, Fla.

NASH, BARNES
WVVA, Wheeling, W. Va.

NASH, REG
WWSR, St. Albans, Vt.

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WKAR, East Lansing, Mich.

NEAL, LEE
WIND, Gary, Ind.

NEAL, LEE
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WIBG, Philadelphia, Pa.

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KRMB, Bozeman, Mont.

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WINS, New York, N. Y.

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WEAF, New York, N. Y.

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WEIM, Fitchburg, Mass.

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KOY, Phoenix, Ariz.

NOBLES, CHARLES
Blue, Notes on News

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KRIZ, Okmawa, Ia.

NORMAN, HAL
WPAR, Parkersburg, W. Va.

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CHLP, Montreal, Que.

NORRIS, THERESA
KSAM, Huntsville, Texas

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WHLN, Harlan, Ky.

NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

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WLOG, Logan, W. Va.

O'BRIEN, DON
WSTV, Steubenville, Ohio

O'BRIEN, JAMES
WMRO, Aurora, Ill.

O'BRIEN, JOE
WMCA, New York, Fox Amateur Hour, Harlem Amateur Hour, Sports Review.

O'CONNOR, BILL
WMCA, New York, N. Y.

O'CONNOR, BILL
WQAM, Miami, Fla.

O'CONNOR, BILL
WRBL, Columbus, Ga.

O'CONNOR, RICHARD
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O'DAY, BILL
WBLK, Clarksburg, W. Va.

O'DELL, TERENCE
CBO, Ottawa, Ont.

O'DONNELL, MARG
KGY, Olympia, Wash.

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WCAP, Asbury Park, N. J.

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WBBB, Burlington, N. C.

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WCOP, Boston, Mass.

OGILVIE, BRUCE
CKRP, Fort William, Ont.

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KMA, Shenandoah, Ia.

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WDRG, Hartford, Conn.

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WOW, Omaha, Nebr.

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WLAV, Grand Rapids, Mich.

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WMAN, Mansfield, Ohio.

ORAVETZ, JULES
WRJN, Racine, Wis.

ORNEST, SALL
CKOV, Kelowna, B. C.

ORR, JOHN
WFOR, Hattiesburg, Miss.

O'SHEIELDS, CLAUDE
WMPD, Wilmington, N. C.

O'SULLIVAN, TIM
WOWO-WGL, Fort Wayne, Ind.

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WEEI, Boston, Mass.

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WSLS, Roanoke, Va.

OWEN, CARL
WCAU, Philadelphia, Pa.

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KGGH, Little Rock, Ark.

OWEN, JAY
WOL, Washington, D. C.

OWENS, ARTHUR
WCSH, Portland, Me.

OWENS, DICK
WBAX, Wilkes-Barre, Pa.

OWENS, LOY
CFRB, Toronto, Ont.

OWENS, RAYMOND
WFBL, Syracuse, N. Y.

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KTSA, San Antonio, Texas.

PAGE, ALLAN
KVOO, Tulsa, Okla.

PAGE, BOB
WCLE-WHK, Cleveland, Ohio.

PAGE, FRANKLIN
KQHI, Little Rock, Ark.

PAGE, TOM
KVOD, Denver, Colo.

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KATE, Albert Lea, Minn.

PAIGE, JACK
WNAX, Yankton, S. D.

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WWSW, Pittsburgh, Pa.

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WBNS, Columbus, Ohio.

PALMER, HEWES
WGH, Newport News, Va.

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WHB, Rock Island, Ill.

PARATORE, THEODORE, JR.
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WAIR, Winston-Salem, N. C.

PARE, MARCEL
CBF, Montreal, Que.

PARE, ROBERT
CHLN, Three Rivers, Que.

PARKER, CHRISTINE
CHLT, Sherbrooke, Que.

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KTSM, El Paso, Texas.

PARKER, PAUL
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KROW, Oakland, Calif.

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PARSONS, JIM
WHLB, Virginia, Minn.

PARSONS, N. Y.
KPPC, Pasadena, Calif.

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WSOY, Decatur, Ill.

PATRICK, PAUL
KBIZ, Ottumwa, Ia.

PATRICK, ROGER
KROS, Clinton, Ia.

PATTEE, FLOYD
WNBC, Hartford, Conn.

PATTERSON, JIMMY
WISE, Asheville, N. C.

PATTERSON, LYLE
WHLS, Port Huron, Mich.

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WROK, Rockford, Ill.

PAULIN, ED
WCMI, Ashland, Ky.

PAULIN, PIERRE R.
KDKA, Pittsburgh, Pa.

PAULSON, AL
KOBH, Rapid City, S. D.

PAULSON, ROBERT
KATE, Albert Lea, Minn.

PAUSEN, VARNER
WCOU, Lewiston, Me.

PEARCE, SAM
WMSL, Decatur, Ala.

PEARSON, FORT
WMAQ, Chicago, Ill.

PEARSON, GUSTAV
KWJJ, Portland, Ore.

PECK, HARRY
KFAB, Lincoln, Nebr.

PELLE, FRED
WJAG, La Grange, Ga.

PELLETIER, J. F.
CBJ, Chicoutimi, Que.

PENBERTHY, JOSEPH
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PENDLETON, ED
KUAO, Siloam Springs, Ark.

PENNELL, BILL

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inghouse Program NBC, Gen-
eral Motors ETs.

PENNER, ADRIAN
WBYN, Brooklyn, N. Y.

PENNER, RAY C.
WGKY, Charleston, W. Va.

PENNY, CLYDE C.
WGBG, Greensboro, N. C.

PENNY, HANK
WSB, Atlanta, Ga.

PERKINS, GENE
KIDO, Boise, Ida.

PERRIN, VICTOR
Blue-PC.

PERRINS, KEYES
MBS, Alexander's Mediation
Board, South American Sere-
nade, Victory Is Our Business.

PERRY, DAVID
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PERRY, EDITH
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WORL, Boston, Mass.

PERRY, STUART
WWSR, St. Albans, Vt.

PERRY, WIB
CFRB, Toronto, Ont.

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KTMS, Santa Barbara, Calif.

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WLW, Cincinnati, Ohio.

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WRUF, Gainesville, Fla.

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PETERSON, ROLAND
WNAX, Yankton, S. D.

PETERSON, VERNE
WSAU, Wausau, Wis.

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KLZ, Denver, Colo.

PETRIE, JACK
WDLF, Panama City, Fla.

PETRIE, HOWARD
Abie's Irish Rose NBC, Every-
thing Goes NBC, Story of Mary
Marlin NBC, Isabel Manning
Hewson WJZ.

PETTITT, GREGORY
CKTB, St. Catharines, Ont.

PETTY, NORMAN
KICA, Clovis, N. M.

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PEYTON, STANLEY
WJW, Akron, Ohio.

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WROL, Knoxville, Tenn.

PFLEGER, GEORGE
WJTN, Jamestown, N. Y.

PHLAN, RAYMOND A.
WETA, Batavia, N. Y.

PHILBROOK, JIM
WOC, Davenport, Ia.

PHILIP, ANDY
CFGP, Grande Prairie, Alberta.

PHILLIPS, DON

WMCA, New York, N. Y. Five
Star Final, Sweetest Love
Songs, Platterbrains, Crawford
Clothes News.

PHILLIPS, OREL
KDON, Monterey, Calif.

PHILLIPS, STEWART W.
WTBO, Cumberland, Md.

PHILLIPS, WENDEL
WCOL, Columbus, Ohio.

PICKENS, GRANT
KRGV, Westloca, Texas.

PIERCE, BILL
WGBI, Scranton, Pa.

PIERCE, CARL
WLBZ, Muskegon, Mich.

PIERCE, CHARLES
WWNY, Watertown, N. Y.

PIERCE, LEWIS
KFJM, Grand Forks, N. D.

PIERCE, NORM
WCFL, Chicago, Ill.

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WEST, Easton, Pa.

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KTUL, Tulsa, Okla.

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PLANT, BILL
WADC, Akron, Ohio.

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KOVO, Provo, Utah.

PLEDGER, DOUGLAS
WSAU, Wausau, Wis.

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WOAI, San Antonio, Texas.

POOL, GLEN
KVSQ, Ardmore, Okla.

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KHSI, Chico, Calif.

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WIBU, Poyette, Wis.

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KPBO, Riverside, Calif.

POWELL, PEARL
CJRM, Regina, Sask.

PREBLE, FRED
WCOU, Lewiston, Me.

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WHBQ, Memphis, Tenn.

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WMAZ, Macon, Ga.

PRICE, JOHN
WHP, Harrisburg, Pa.

PRICE, PAT
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PRICE, WALT
KFAR, Fairbanks, Alaska.

PRINGLE, J. D.
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WCAT, Rapid City, S. D.

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WOR, New York, N. Y.

PROVENSON, HERLUF
WHN, New York, N. Y.

PUDNEY, EARLE
WGY, Schenectady, N. Y.

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WAPL, Birmingham, Ala.

PURCELL, ROBERT
WCFL, Chicago, Ill.

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WATL, Atlanta, Ga.

PUTNAM, GEORGE
NBC-WEAF, New York, N. Y.

PYATT, AL
KFUL, Garden City, Kans.

PALE, J. HOWARD
KTPAR, Phoenix, Ariz.

— Q —

QUESTA, GEORGE
WHDL, Olean, N. Y.

QUILLAN, JEAN
KGFE, Shawnee, Okla.

QUINAN, DOROTHY
KCKN, Kansas City, Kans.

QUINN, MEL
WBAL, Baltimore, Md.

QUINN, PAT
WASK, Lafayette, Ind.

— R —

RABAN, HERB
WPTH, Baltimore, Md.

RADCLIFFE, FRANK
CFOS, Owen Sound, Ont.

RAE, JOHN
CBR, Vancouver, B. C.

RAFFERTY, DANIEL J.
WHO, Des Moines, Iowa.

RAFFERTY, TOM
CKCR, Kitchener-Waterloo, Ont.

RAHAL, PAULINE
WFIN, Findlay, Ohio.

RAINEY, BREWSTER
KALB, Alexandria, La.

RALDIRIS, AIDA LOPEZ
WABC, San Juan, P. R.

RALSTON, HARLAN
WHBF, Rock Island, Ill.

RAMBERG, ROBERT
KFOR, Lincoln, Nebr.

RAMIREZ, JOES RAUL
WIAO, San Juan, P. R.

RAMSEY, DUANE
KABC, San Antonio, Texas.

RAMSAY, WALLACE
KHJ, Los Angeles, Calif.

RAND, DICK
KGW-KEX, Portland, Ore.

RAND, GRENFELL
WOKO, Albany, N. Y.

RAPANOS, WM.
CHAB, Moose Jaw, Sask.

RAPIEFF, KEN
WICC, Bridgeport, Conn.

RAPP, GENE
WMBH, Joplin, Mo.

RASMUSSEN, LEO G.
KICD, Spencer, Iowa.

RATHRUM, WM. V.
WSYR, Syracuse, N. Y.

RATLIFF, BOB ROY
WMBH, Joplin, Mo.

RAWSON, BOB
WIL, St. Louis, Mo.

RAY, BILL
KRIC, Beaumont, Texas.

RAYMOND, ART
WPAT, Paterson, N. J.

RAYMOND, CARL
WGY, Schenectady, N. Y.

RAYMOND, JOHN
WSOY, Decatur, Ill.

RAYMOND, STANLEY
WTMA, Charleston, S. C.

READY, LEE
KLBM, La Grande, Ore.

REAMS, HUNTER
WSTV, Steubenville, Ohio.

REAMS, TED
CBS, Burt Buhman at the Organ.

REDEEN, BOB
KYSM, Mankato, Minn.

REED, JIM
WIBW, Topeka, Kans.

REED, WENDELL
WROK, Rockford, Ill.

REEDER, TOM
KLCN, Blytheville, Ark.

REISS, DON
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WHUB, Cookeville, Tenn.

REEVES, GEORGE
WSAV, Savannah, Ga.

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CKWS, Kingston, Ont.

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KOWH, Omaha, Nebr.

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RIESE, GENE
KYSO, Ardmore, Okla.

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Gram Swing Blue, Prescott
Presents Blue, Ward Baking
News WJZ, Hap Harrigan
Blue, Vicks Blue.

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KWH, Shreveport, La.

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WMAQ, Chicago, Ill.

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ton Newscast.
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- RIPPE, WM. M.**
WCBA.WSAN, Allentown, Pa.
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WTAM, Cleveland, Ohio.
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WTAG, Worcester, Mass.
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WKAQ, San Juan, P. R.
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WMAS, Springfield, Mass.
- ROBB, ADA KIMMEL**
KFUN, Las Vegas, N. M.
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KOVO, Provo, Utah.
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- ROBERTS, INGHAM S.**
KGBS, Harlingen, Texas.
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France, Girl Interne, Sing
Along, Frazier Hunt, Select
Theatres, Jazz Laboratory,
Listen Neighbor.
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KWLC, Decorah, Iowa.
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WLEU, Erie, Pa.
- RODRIGUEZ, RUBEN**
WNEL, San Juan, P. R.
- ROE, CHARLES**
WBML, Macon, Ga.
- ROFN, LOUIS**
WMAQ, Chicago, Ill.
- ROGERS, DON**
WFCL, Pawtucket, R. I.
- ROGERS, NORMAN**
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Blue—P. C.
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- ROPER, PRES**
WCED, Du Bois, Pa.
- ROPPOLLO, MICHAEL**
KTBS, Shreveport, La.
- ROSE, GILBERT**
KFSD, Nampa, Ida..
- ROSE, JOHN**
WHUB, Cookeville, Tenn.
- ROSE, WILLIAM H.**
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WGBR, Goldsboro, N. C.
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KWLC, Decorah, Iowa.
- ROSS, AL**
WBAL, Baltimore, Md.
- ROSE, JOHN**
WR0L, Knoxville, Tenn.
- ROSS, MEL**
WJWC, Hammond, Ind.
- ROSS, MAROLD**
WGRC, New Albany, Ind.
- ROSS, MARTHA**
WNOX, Knoxville, Tenn.
- ROSS, MORTIMER**
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- ROSS, RICHARD**
KHJ, Los Angeles, Calif.
- ROSS, TONY**
WPIC, Sharon, Pa.
- ROSSELL, ERNEST**
WTRV, Troy, N. Y.
- ROTH, GORDON**
KMJ, Fresno, Calif.
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WGAA, Cedartown, Ga.
- ROUSH SIEGEL**
WISH, Indianapolis, Ind.
- ROUNTREE, GEO.**
KUOA, Siloam Springs, Ark.
- ROWAN, ROY**
WGY, Schenectady, N. Y.
- ROWE, FLO BEACH**
WSLB, Ogdensburg, N. Y.
- ROYSTER, N. L.**
WMMN, Fairmont, W. Va.
- RUBESSA, GENE**
WNEW, New York, N. Y. The
Music Maker, Boys in the Back
Room.
- RUDDOCK, BILLINGS**
WRNL, Richmond, Va.
- RUEGG, FRED**
KQW, San Jose, Calif.
- RUETZ, J. FRANKLYN**
WELJ, New Haven, Conn.
- RUHLE, PAUL**
WCLO, Jamesville, Wis.
- RUMORE, JOE**
WJLD, Bessemer, Ala.
- RUNIONS, NORM**
KIRO, Seattle, Wash.
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WHO, Des Moines, Iowa.
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KRLD, Dallas, Texas.
- RUSSELL, FRED**
CKNX, Wingham, Ont.
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WAIR, Winston-Salem, N. C.
- RUSSELL, RUSS**
WMRO, Aurora, Ill.
- RUSSELL, SHEILA**
CBR, Vancouver, B. C.
- RUSSELL, THOMAS**
WTAG, Worcester, Mass.
- RUSSELL, TOD**
CFRB, Toronto, Ont.
- RUSSEY, HAROLD**
WLAG, La Grange, Ga.
- RYAN, DAVE**
WJWC, Hammond, Ind.
- RYAN, JOHNNY**
KVOO, Tulsa, Okla.
- RYE, GORDON**
CFJC, Kamloops, B. C.
- RYE, JACK**
KTSM, El Paso, Texas.
- RYEL, FLOYD**
WCAO, Baltimore, Md.
- SAGE, GLADYS**
WCSC, Charleston, S. C.
- SAGE, MICHAEL**
WMGA, New York, N. Y.
- ST. GEORGE, BRUCE**
CKTB, St. Catharines, Ont.
- ST. GEORGE, DORIAN**
Blue.
- SALISBURY, WILLIAM**
KVOE, Santa Ana, Calif.
- SALTER, RUSS**
WJJO, Chicago, Ill.
WIND, Gary, Ind.
- SAMUELL, ROWE**
WLDS, Jacksonville, Ill.
- SAN, BARBARA**
WTSP, St. Petersburg, Fla.
- SANDEFER, GEORGE**
WRUF, Gainesville, Fla.

ANNOUNCERS

- SANDEFUR, WILLIAM**
WSLS, Roanoke, Va.
- SANDERS, GERALD**
KGKB, Tyler, Texas.
- SANDERS, HUGH**
WMBD, Peoria, Ill.
- SANDERS, ROBERT**
WEMP, Milwaukee, Wis.
- SARGENT, J. F.**
WEEI, Boston, Mass.
- SARTAINE, DENS**
WINX, Washington, D. C.
- SATER, HARTLEY**
KGW-KEX, Portland, Ore.
- SAUNDERS, CHARLES**
WALA, Mobile, Ala.
- SAUNDERS, HOWARD**
WMFR, High Point, N. C.
- SAVAGE, THOMAS**
KPLT, Paris, Texas.
- SAVALLI, J.**
WHOM, Jersey City, N. J.
- SAWTELLE, M. HENRY**
WNEP, Binghamton, N. Y.
- SAWYER, TOM**
WLOP, Orlando, Fla.
- SAWYER, VERNE**
KMO, Tacoma, Wash.
- SAXE, JOHN**
WIBU, Poynette, Wis.
- SAXON, JERRY**
WEDC, Chicago, Ill.
- SAYERS, JACK**
CJCA, Edmonton, Alberta.
- SCANLON, JACK**
WTRY, Troy, N. Y.
- SCHAEFER, NANCY**
WCSC, Charleston, S. C.
- SCHAUGENCY, EDWIN I.**
KDKA, Pittsburgh, Pa.
- SCHUEER, JOHN D., JR.**
WFIL, Philadelphia, Pa.
- SCHUERMANN, WILLIAM**
WSLS, Roanoke, Va.
- SCHICK, JIM**
KUJ, Walla Walla, Wash.
- SCHLICHTER, JOHN**
KVAK, Atchison, Kans.
- SCHMITZ, FRED**
KGCX, Wolf Point, Mont.
- SCHOFIELD, MURILLO**
WDAF, Kansas City, Mo.
- SCHON, CHAS.**
WTRY, Troy, N. Y.
- SCHROCK, ALLAN**
KFJB, Marshalltown, Iowa.
- SCHULTZ, ALEX**
WJTN, Jamestown, N. Y.
- SCHULTZ, MARY JEAN**
WJW, Akron, Ohio.
- SCHULTZ, STANLEY**
KVOD, Denver, Colo.
- SCOFIELD, DAVE**
KFRG, San Francisco, Calif.
- SCOFIELD, H. C.**
WDBO, Orlando, Fla.
- SCOTT, ELMER**
WFOY, St. Augustine, Fla.
- SCOTT, FRED**
KMBC, Kansas City, Mo.
- SCOTT, FRED**
WKRC, Cincinnati, Ohio.
- SCOTT, GEORGE**
WGAC, Augusta, Ga.
- SCOTT, JOHN**
KWKH, Shreveport, La.
- SCOTT, JOHN LESLIE**
WAKR, Akron, Ohio.
- SCOTT, TAY**
WRPA, New Kensington, Pa.
- SCOTT, ROBERT**
WCAP, Asbury Park, N. J.
- SCUCYSON, LOVAIN**
KWLC, Decorah, Iowa.
- SCULLY, BASIL**
CKPR, Fort William, Ont.
- SEABROOK, GIL**
CJCA, Edmonton, Alberta.
- SEAGRAVE, ORVILLE B.**
WSAR, Fall River, Mass.
- SEAMAN, NEAL**
WGBB, Freeport, N. Y.
- SEARLES, NEIL**
WEMP, Milwaukee, Wis.
- SEARS, ZENAS**
WATL, Atlanta, Ga.
- SEAY, PRESTON H., JR.**
KELD, El Dorado, Ark.
- SEBASTIAN, CHARLES**
WHBF, Rock Island, Ill.
- SEEBECK, CHARLES**
WAIR, Winston-Salem, N. C.
- SEGAL, DAVID M.**
KGGM, Albuquerque, N. M.
- SEIFERD, CHARLES**
KGBX-KWTO, Springfield, Mo.
- SEMINO, ALLISON**
WFIG, Sumter, S. C.
- SELAM, BILL**
KMMJ, Grand Island, Nebr.
- SELLARS, JACK**
WRUF, Gainesville, Fla.
- SELOVER, MAXINE**
KFGN, Kearney, Nebr.
- SERENO, PAOLO**
WQV, New York, N. Y.
- SERWIN, JAY**
WLAW, Lawrence, Mass.
- SEXTON, MARION**
KVAN, Vancouver, Wash.
- SHAEFFER, ELEANOR**
KGBS, Harlingen, Texas.
- SHAFTER, EDWARD**
WEXL, Royal Oak, Mich.
- SHANAHAN, DON**
KORE, Eugene, Ore.
- SHANAHAN, TOM**
WEMP, Milwaukee, Wis.
- SHANE, BILL**
KOMA, Oklahoma City, Okla.
- SHANNON, BILL**
WGAA, Cerdartown, Ga.
- SHANNON, BILL**
WMAZ, Macon, Ga.
- SHANNON, PAUL V.**
KDKA, Pittsburgh, Pa.
- SHAPARD, WILLIAM**
WHN, New York, N. Y.
- SHARLAND, KARL**
WMFF, Plattsburg, N. Y.
- SHARPE, VIRGIL**
KOLL, Omaha, Nebr.
- SHATES, RAYMOND**
WTJS, Jackson, Tenn.
- SHAW, GIL**
WMBG, Richmond, Va.
- SHAW, STAN**
WINS, New York, N. Y.
- SHEDD, ED**
KTMS, Santa Barbara, Calif.
- SHEETZ, BILL**
WSPB, Sarasota, Fla.
- SHELDON, HERBERT**
WINS, New York, N. Y.
- SHELDON, JACK**
WKRC, Cincinnati, Ohio.
- SHEPHERD, BOB**
WOR, New York, N. Y.
- SHEPPARD, ALLAN, JR.**
KGW-KEX, Portland, Ore.
- SHERA, ARTHUR**
WOOD-WASH, Grand Rapids, Mich.
- SHERLOCK, JACK**
KLZ, Denver, Colo.
- SHERMAN, PAUL**
WAAT, Jersey City, N. J.
- SHERRILL, RUTH**
WBA-WBZA, Boston & Springfield, Mass.
- SHIELDS, FRED**
KPMB, San Diego, Calif.
- SHIELDS, LARRY**
KPRO, Riverside, Calif.
- SHIELL, STEWART**
WCAR, Pontiac, Mich.
- SHINBAUM, ROBERT**
WNOX, Knoxville, Tenn.
- SHIPLEY, BILL**
WDAF, Kansas City, Mo.
- SHIPLEY, GENE**
WJWB, Topeka, Kans.
- SHOAF, PAUL**
WMFR, High Point, N. C.
- SHOECRAFT, WILLARD**
KGLU, Safford, Ariz.
- SHOMETTE, BILL**
WQAI, San Antonio, Texas.
- SHORT, LLOYD**
WHLS, Port Huron, Mich.
- SHORT, ROBERT E.**
WHCU, Ithaca, N. Y.

ANNOUNCERS

- SHUBINSKI, JAKE**
WCMJ, Ashland, Ky.
- SHULTZ, JOHN W.**
WMVA, Martinsville, Va.
- SHUMWAY, JIM**
WSUN, St. Petersburg, Fla.
- SILBERT, MARTIN**
CKRN, Rouyn, Que.
- SILER, WENDELL**
WDBJ, Roanoke, Va.
- SILVA, FRANK**
WSAY, Rochester, N. Y.
- SIMMONS, RAE**
CFCY, Charlottetown, P. E. I.
- SIMMONS, BILL**
WOLS, Florence, S. C.
- SIMMONS, PARK**
WHSV, Washington, D. C.
- SIMMONS, ED**
KFEL, Denver, Colo.
- SIMPSON, FRANCES**
WGTC, Greenville, N. C.
- SIMPSON, JIMMIE**
WAIM, Anderson, S. C.
- SIMPSON, JOHN**
NBC-WEAF, New York, N. Y.
-
- SIMS, JAY**
CBS, The First Line, We the People.
-
- SIMS, SAM**
WFBM, Indianapolis, Ind.
- SINCLAIR, DICK**
KUTA, Salt Lake City, Utah.
- SINGER, SHELDON**
WTAD, Quincy, Ill.
- SITTS, MARGARET**
WMPG, Lapeer, Mich.
- SKELTON, KENNETH W.**
WDAE, Tampa, Fla.
- SKETCHLEY, BUD**
WCHV, Charlottesville, Va.
- SKEWS, WILLIAM**
WTAW, Ashland Wise.
- SINGLE, NEV.**
CHAB, Moose Jaw, Sask.
- SLATER, NORVELL**
WFAA, Dallas, Texas.
- SLATTERY, JACK**
KNX, Los Angeles, Calif.
- SLATTON, JOHN L.**
WMSL, Decatur, Ala.
- SMALL, MARSHALL**
KUTA, Salt Lake City, Utah.
- SMIDLE, JOE**
KWJJ, Portland, Ore.
- SMITH, ALVIN**
WJPA, Washington, Pa.
- SMITH, ANDY**
KVAN, Vancouver, Wash.
- SMITH, ARCHIE**
WFVA, Fredericksburg, Va.
- SMITH, BERNIE**
WEBQ, Harrisburg, Ill.
- SMITH, CALVIN**
KRQC, Rochester, Minn.
- SMITH, DAVID**
KFDA, Amarillo, Texas.
- SMITH, DEAN**
WABY, Albany, N. Y.
- SMITH, FRED**
WCLE-WHK, Cleveland, Ohio.
- SMITH, GAIL**
WSRR, Stamford, Conn.
- SMITH, HAL**
WIBX, Utica, N. Y.
- SMITH, HOMER**
WRKC, Sunbury, Pa.
- SMITH, HULEN**
KPAB, Laredo, Texas.
- SMITH, JOE**
KALB, Alexandria, La.
- SMITH, KAY**
WLPB, Jacksonville, Ill.
- SMITH, LEN**
CKOC, Hamilton, Ont.
- SMITH, LESTER**
WHDH, Boston, Mass.
- SMITH, LOWELL**
KPXM, San Bernardino, Calif.
- SMITH, MARGARET**
KFPY, Spokane, Wash.
- SMITH, RALPH**
WLDS, Jacksonville, Ill.
- SMITH, ROBERT**
WSBT, South Bend, Ind.
- SMITH, RODNEY**
KELD, El Dorado, Ark.
- SMITH, TED A.**
KWRC, Pendleton, Ore.
- SMITH, WHEELER**
KOL, Seattle, Wash.
- SMITH, WILF**
CKBI, Prince Albert, Sask.
- SMOLK, LYDIA**
KFGQ, Boone, Iowa.
- SNIDER, MERLE**
KOH, Reno, Nev.
- SNYDER, AL**
WSPD, Toledo, Ohio.
- SNYDER, ROBERT**
WDWS, Champaign, Ill.
- SOARES, E. L.**
WTHU, Hartford, Conn.
- SOARS, JACK**
CJKT, Kirkland Lake, Ont.
- SOBOLEWSKI, K.**
WHOM, Jersey City, N. J.
- SOENBEE, JERRY**
WSUN, St. Petersburg, Fla.
- SONDERGAARD, GERALD**
"JIGGS"
KTCD, Spencer, Iowa.
- SPARKS, GORDON**
WEXL, Royal Oak, Mich.
- SPEIGHT, WALTER**
WTMA, Charleston, S. C.
- SPENCE, ROWLAND**
KIRO, Seattle, Wash.
- SPENCER, NELSON**
WTBO, Cumberland, Md.
- SPENCER, S. T.**
WTFE, Raleigh, N. C.
- SPENGLAR, HAROLD**
WFOY, St. Augustine, Fla.
- SPENGLER, HAROLD**
WAIM, Anderson, S. C.
- SPIEGLE, STAN**
KXRO, Aberdeen, Wash.
- SPRACKLIN, NODA**
KWYO, Sheridan, Wyo.
- SPRAGUE, ED**
WOSU, Columbus, Ohio.
- STAAS, AL**
KPNE, Shenandoah, Iowa.
- STAMBACH, PATRICIA**
WHBC, Canton, Ohio.
- STAMBAUGH, HENRY**
WTOG, Toledo, Ohio.
- STAMPS, BILL**
WHUB, Cookeville, Tenn.
- STANBOROUGH, REGINALD**
Blue.
- STANFIELD, BILL**
KFFA, Helena, Ark.
- STANLEY, J.**
CFJC, Kamloops, B. C.
- STANTON, BOB**
NBC-WEAF, New York, N. Y.
- STAPLETON, BERNARD**
WSYR, Syracuse, N. Y.
- STARR, HAROLD**
KXL, Portland, Ore.
- STEELE, BOB**
WTIC, Hartford, Conn.
- STEELE, EARL**
WTHF, Hartford, Conn.
- STEERE, ARTHUR**
WAIR, Winston-Salem, N. C.
- STEIN, MYRL**
KGKL, San Angelo, Texas.
- STEINBACH, ED**
WSAM, Saginaw, Mich.
- STELL, WALLACE L.**
WRNL, Richmond, Va.
- STENGLEIN, JIM**
WSAM, Saginaw, Mich.
- STEPANEK, BERNARDINE**
KFJB, Marshalltown, Iowa.
- STEPHAN, AL**
WCPO, Cincinnati, Ohio.
- STEPHEN, HARRY A. L.**
CHNS, Halifax, N. S.
- STEPHENS, GABBERT**
KFJZ, Fort Worth, Texas.
- STEPHENS, HAROLD**
WLPB, Suffolk, Va.
- STEPLER, HAROLD**
WOL, Washington, D. C.

ANNOUNCERS

- STERENBERG, BOB**
KFNF, Shenandoah, Iowa.
- STERLING, L. L.**
KRBM, Bozeman, Mont.
- STERN, DICK**
WFOR, Hattiesburg, Miss.
- STERN, ELAINE**
WRAK, Williamsport, Pa.
- STEVENS, BILL**
WKNE, Keene, N. H.
- STEVENS, BOB**
WKNE, Keene, N. H.
- STEVENS, G. ALSTON, JR.**
WFIL, Philadelphia, Pa.
- STEVENS, GEORGE**
KNOW, Austin, Texas.
- STEVENS, RICHARD**
WAKR, Akron, Ohio.
- STEVENS, WILLIAM**
WISH, Indianapolis, Ind.
- STEVENSON, PAUL R.**
KR0D, El Paso, Texas.
- STEVENSON, ROBERT**
CBS.
- STEWART, BETTY**
CFGP, Grande Prairie, Alberta.
- STEWART, BILL**
WOWO-WGL, Fort Wayne, Ind.
- STEWART, DEANE**
KQW, San Jose, Calif.
- STEWART, IRA**
CFCY, Charlottetown, P. E. I.
- STEWART, JACK**
CKL, Toronto, Ont.
- STEWART, M. D.**
KNET, Palestine, Texas.
- STEWART, PAUL**
KTUL, Tulsa, Okla.
- STEWART, RUSSELL**
KOYL, Salt Lake City, Utah.
- STEWART, W. H.**
CKOV, Kelowna, B. C.
- STIFF, JAMES**
KHST, Big Springs, Tex.
- STILLWELL, JACK**
Blue, Meet Your Navy.
- STILLWILL, JACK**
WLS, Chicago, Ill.
- STINSON, ARNOLD**
CKLW, Windsor, Ont.
- STAPLETON, W. A.**
KFPW, Fort Smith, Ark.
- STOECKLER, J. C.**
WEEI, Boston, Mass.
- STOLAR, PHILIP**
WSPR, Springfield, Mass.
- STONE, BUD**
CJKL, Kirkland Lake, Ont.
- STONE, CHARLES**
KFSG, Los Angeles, Calif.
- STONE, ERNEST**
WBYN, Brooklyn, N. Y.
- STONE, FRED**
WJLS, Beckley, W. Va.
- STONE, GEORGE**
WOOD-WASH, Grand Rapids, Mich.
- STONE, JAMES**
KTBS, Shreveport, La.
- STONER, PETER**
WTIC, Hartford, Conn.
- STONES, ROBERT**
WKOK, Sunbury, Pa.
- STORY, DOROTHY**
WDLF, Panama City, Fla.
- STOUT, ALLEN**
WROI, Knoxville, Tenn.
- STOVER, FREDERICK**
KOTH, Lihue, Hawaii.
- STRANAHAN, JACK**
WICA, Ashtabula, Ohio.
- STRANGE, CYRIL**
CKGB, Timmens, Ont.
- STRATHMAN, WM.**
KGVO, Missoula, Mont.
- STRATTON, ALAN**
WMCA, New York, N. Y.
WBYN, Brooklyn, N. Y.
- STRAUB, BILL**
KWG, Stockton, Calif.
- STREET, MALCOLM**
WHMA, Anniston, Ala.
- STUART, DON**
WBOW, Terre Haute, Ind.
- STUART, LEE**
KMBC, Kansas City, Mo.
- STUART, STREETER**
WBZ-WBZA, Boston & Springfield, Mass.
- STUBBS, HAROLD**
CHML, Hamilton, Ont.
- STUDNEY, ED**
WRRN, Warren, Ohio.
- STULLA, WILLIAM**
KFI-KECA, Los Angeles, Calif.
- STURGEON, CARSON**
WFIG, Sumter, S. C.
- SUAREZ, HENRY**
WIAC, San Juan, P. R.
- SUFFENS E. L. (NELSON, RAY)**
NBC.
- SULLIVAN, CLAUDE**
WCMI, Ashland, Ky.
- SULLIVAN, HENRY**
WGTH, Wilson, N. C.
- SUMMERS, JOE**
KFEL, Denver, Colo.
- SUTHERLAND, SAM**
WISN, Milwaukee, Wis.
- SUTHERLAND, WILBUR C.**
KDKA, Pittsburgh, Pa.
- SUTTON, FRANK**
KBTM, Jonesboro, Ark.
- SUTTON, JEAN**
KOMA, Oklahoma City, Okla.
- SVEHLA, WALT**
WQAM, Miami, Fla.
- SWALES, STANLEY**
WWJ, Detroit, Mich.
- SWAN, ROBERT**
KFI-KECA, Los Angeles, Calif.
- SWANSON, DON**
CJCA, Edmonton, Alberta.
- SWEENEY, BUD**
WHKC, Columbus, Ohio.
- SWEENEY, WARREN**
CBS, Odd Side of the News, The World Today, Curtiss Candy, Edward Murrow from London, We, the People, Take It or Leave It, Keyboard Concerts, Saturday Night Serenade.
- SWEET, BEN**
WMAS, Springfield, Mass.
- SWIDENSKY, BETTY**
WNAD, Norman, Okla.
- SWIFT, RODNEY**
WDRR, Hartford, Conn.
- SWINK, CHARLES**
WGAR, Cleveland, Ohio.
- SWISHER, JEANNE**
WDWS, Champaign, Ill.
- SYBERT, BEVERLY**
WTAD, Quincy, Ill.
- SYLVAIN, MARCEL**
CBF, Montreal, Que.
- TABER, BILL**
WIBC, Indianapolis, Ind.
- TABER, WILLIAM**
WMMN, Fairmont, W. Va.
- TAFOVA, HENRY R., JR.**
KFUN, Las Vegas, N. M.
- TAGGART, BYRON**
WIBC, Indianapolis, Ind.
- TAGGART, COYD**
KFBI, Wichita, Kans.
- TALBOT, BILL**
KLSM, Salem, Ore.
- TALBOTT, ELIZABETH**
WBTH, Williamson, W. Va.
- TANNER, LUKE**
WCOV, Montgomery, Ala.
- TATE, ED**
WCED, Du Bois, Pa.
- TATE, MARY JO**
WMPS, Memphis, Tenn.
- TAYLOR, ALBERT**
WCAU, Philadelphia, Pa.
- TAYLOR, BILL**
WMFR, High Point, N. C.
- TAYLOR, CLAUDE**
WIVA, Lynchburg, Va.
- TAYLOR, DAVE**
WBBB, Burlington, N. C.
- TAYLOR, DOTIE**
KVAK, Atchison, Kans.
- TAYLOR, JAYNE**
WSPB, Sarasota, Fla.
- TAYLOR, LEONARD**
WHBC, Canton, Ohio.

ANNOUNCERS

- TAYLOR, PAT**
WMFR, High Point, N. C.
- TEALE, JIM**
KFAR, Fairbanks, Alaska.
- TEAR, SID**
WMRC, Greenville, S. C.
- TEAR, SID**
WBRW, Welch, W. Va.
- TEIGLAND, BORCHILD**
KWLC, Decorah, Iowa.
- TEMPLE, FLORENCE**
KFGQ, Boone, Iowa.
- TEMPLE, FRED**
WSUN, St. Petersburg, Fla.
- TENPENNY, RAY**
WCOO, Minneapolis-St. Paul, Minn.
- TERKELL, HAL**
WKPA, New Kensington, Pa.
- TERRELL, JAMES**
KLRA, Little Rock, Ark.
- TERRY, H. M., JR.**
KBST, Big Spring, Texas.
- TERRY, IONA**
CKNX, Wingham, Ont.
- TERVIT, JEAN**
CKNX, Wingham, Ont.
- TERWEY, TYS**
KNOX, Knoxville, Tenn.
- TESCH, JOHN**
WSAY, Rochester, N. Y.
- THAYER, JACK**
KOBH, Rapid City, S. D.
- THERIOT, ALLISON J.**
KVOL, Lafayette, La.
- THOMAS, FRANK**
KFBC, Cheyenne, Wyo.
- THOMAS, GILBERT**
WCPO, Cincinnati, Ohio.
- THOMAS, GLENN**
WJEJ, Hagerstown, Md.
- THOMAS, ROLLYN**
KFI, KECA, Los Angeles, Calif.
- THOMPSON, AL**
KSAL, Salina, Kans.
- THOMPSON, BOBBY**
WDSU, New Orleans, La.
- THOMPSON, LLOYD**
WIBG, Philadelphia, Pa.
- THOMPSON, HARRIETTE**
WROK, Rockford, Ill.
- THOMPSON, MARK**
WEW, St. Louis, Mo.
- THOMPSON, NANCY**
WGGA, Gainesville, Ga.
- THORR, LAWRENCE**
CFCP, Montreal, Que.
- THWAITES, DOROTHY G.**
KFUN, Las Vegas, N. M.
- THWAITES, E. N.**
KFUN, Las Vegas, N. M.
- TICE, J. OLIN**
WBT, Charlotte, N. C.
- TIDWELL, OTTICE**
KFFA, Helena, Ark.
- TIERNEY, JACK**
WMPF, Plattsburg, N. Y.
- TIDEN, LAMONT**
CBM, Montreal, Que.
- TILLER, TED**
WINX, Washington, D. C.
- TILLMAN, JOHN**
CBS, Exploring Space, Reflections, Voices in the Night, Calling Pan America, People's Platform.
- TIMBERLAKE, JOHN**
WBRW, Welch, W. Va.
- TIMM, ALLEN**
WEMP, Milwaukee, Wis.
- TOBEY, ROBERT**
KNOW, Austin, Texas.
- TOBIN, JOE**
WINS, New York, N. Y.
- TOBOLA, JOHN J.**
WAYX, Waycross, Ga.
- TODD, GEORGE**
WCLE-WHK, Cleveland, Ohio.
- TODD, JAMES**
WMAQ, Chicago, Ill.
- TODD, JIMMY**
KVOO, Tulsa, Okla.
- TOLBOE, KENT**
KQVO, Provo, Utah.
- TOLEMAN, EDWIN C., JR.**
WTBO, Cumberland, Md.
- TOMPKINS, WILLIAM**
WABY, Albany, N. Y.
- TONKIN, GERRY**
CKBI, Prince Albert, Sask.
- TONKIN, JOSEPH**
WHIP, Harrisburg, Pa.
- TOOLE, RICHARD**
WHAM, Rochester, N. Y.
- TORMEY, JAY**
WFAS, White Plains, N. Y.
- TOTTEN, VERNON**
WBTH, Williamson, W. Va.
- TOWNE, EPH**
KFJX, Grand Junction, Colo.
- TOZIER, HAL**
WCLE-WHK, Cleveland, Ohio
- TRENT, JOHN**
WCAE, Pittsburgh, Pa.
- TRIBLEY, HANK**
WGTC, Greenville, N. C.
- TRIENT, BILL**
KROY, Sacramento, Calif.
- TRIMBLE, KERMITH**
WOUL, Omaha, Nebr.
- TROMBETTA, FRANK**
WHAT, Philadelphia, Pa.
- TRUDEAU, E. J.**
WOKO, Albany, N. Y.
- TRUEHART, JAMES**
KNOW, Austin, Texas.
- TRUERE, BOB**
WPDQ, Jacksonville, Fla.
- TRUM, JOE**
KRIC, Beaumont, Texas.
- TUCHOLKA, ED**
WEBR, Buffalo, N. Y.
- TUCKER, DICK**
WEIM, Fitchburg, Mass.
- TUCKER, DUANNE**
KTSW, Emporia, Kans.
- TUCKER, ROBERT**
WPAY, Portsmouth, Ohio.
- TUNIS, HAL**
WAAT, Jersey City, N. J.
- TURNER, BOB**
WERB, Buffalo, N. Y.
- TURNER, HOWARD**
WISE, Asheville, N. C.
- TURNER, HUGH**
KGO, San Francisco, Calif.
- TURNER, MICHAEL**
WISE, Asheville, N. C.
- TURNER, TEX**
WBIR, Knoxville, Tenn.
- TURNER, WALT**
WWVA, Wheeling, W. Va.
- TWISS, HERBERT**
KMYR, Denver, Colo.
- TWOMBLY, ROWLAND**
WILM, Wilmington, Del.
- TWYMAN, HARVEY**
KOIL, Omaha, Nebr.
- TYLER, NOAH**
WIOD, Miami, Fla.
- TYLER, WAYNE**
WLVA, Lynchburg, Va.
- TYRRELL, WALTER**
WINX, Washington, D. C.
- TYSON, DAVE**
WWSW, Pittsburgh, Pa.

— U —

- UNDERHILL, D.**
WISN, Milwaukee, Wis.
- URIE, HURSCHELL**
KSUB, Cedar City, Utah.
- UTROSKA, BOB**
KROS, Clinton, Iowa.
- UTTAL, FRED**
Bluc, The Lion's Roar.

— V —

- VAILE, DAVE**
KNX, Los Angeles, Calif.
- VALENTINE, JIMMY**
KSTP, St. Paul-Minneapolis, Minn.
- VALENTINE, RANCE**
WTAM, Cleveland, Ohio.
- VALLENDER, G. EDWARD**
WBCM, Bay City, Mich.

ANNOUNCERS

VAN, LYLE
NBC, Bill Stern's Sports Program, Kaltenborn.

VANDERGRIF, TOM
KFJZ, Fort Worth, Texas.

VANDEVENTER, BOB
KHBG, Okmulgee, Okla.

VANCE, DON
CKCK, Regina, Sask.

VANDERPOEL, NEIL
WPBQ, Jacksonville, Fla.

VANDEVER, WALLACE
KCRC, Enid, Okla.

VAN HOY, VIRGINIA
KUJ, Walla Walla, Wash.

VAN KEEL, GLEN
WIBC, Indianapolis, Ind.

VAN KLECK, ROBERT
WKNY, Kingston, N. Y.

VAN KUREN, JAMES
CKLW, Windsor, Ont.

VAN SICKLEN, HUNTER
KWJJ, Portland, Ore.

VARES, GEO.
WEDC, Chicago, Ill.

VAUGHAN, GUY
CBM, Montreal, Que.

VELAZQUES, OSVALDO TORRES
WKAZ, San Juan, P. R.

VERDIER, BILL
WFLA, Tampa, Fla.

VERGES, MICHAEL
WMP's, Memphis, Tenn.

VEST, DON
KVID, Denver, Colo.

VICK, FRANCES
WMAM, Marinette, Wis.

VICKERS, LEE
WJSV, Washington, D. C.

VICKTOR, IRVIN
WWL, New Orleans, La.

VIHMAN, GEORGE E., JR.
KABR, Aberdeen, S. D.

VILLANI, JOHNNY
WBRW, Welch, W. Va.

VILLAVICENCIO, TEOFILO
WIAC, San Juan, P. R.

VINCENT, JOHN
WGEB, Freeport, N. Y.

VINES, LEE
CBS.

VISSER, PAUL
WOL, Ames, Iowa.

VOGEL, PHIL
WCPO, Cincinnati, Ohio.

VOGELMAN, ROY
WHA, Madison, Wis.

VON BERGEN, JOHN
WARM, Scranton, Pa.

VONDELL, JOHN
WHYN, Holyoke, Mass.

VON VELZER, DON
WHBQ, Memphis, Tenn.

VOORHEIS, ARTHUR O.
WMPC, Lapeer, Mich.

VREDEVELD, AL
WKBZ, Muskegon, Mich.

— W —

WABER, TOM
WKAR, East Lansing, Mich.

WADE, OSBORN
WKNE, Keene, N. H.

WADE, TOM
WCKY, Cincinnati, Ohio.

WADE, VIRGINIA
WCED, Du Bois, Pa.

WAGES, JACK
KOY, Phoenix, Ariz.

WAGNER (MISS) JOHNEY
WBBB, Burlington, N. C.

WAGONER, WALTER W.
KR0D, El Paso, Texas.

WAHLBERG, HARRY
KPDN, Pampa, Texas.

WAHLBERG, JOEL
WGH, Newport News, Va.

WALD, JOHN
Blue—P. C.

WALDEN, PAUL E.
KWRC, Pendleton, Ore.

WALDROP, JAMES
NBC.

WALES, MARTIN
WKAT, Miami Beach, Fla.

WALKER, BILL
KYSM, Mankato, Minn.

WALKER, E.
KUOA, Siloam Springs, Ark.

WALKER, HAL
WISN, Milwaukee, Wis.

WALKER, LEW
WBYN, Brooklyn, N. Y.

WALKER, LOU
WCOP, Boston, Mass.

WALKER, MARGARET
WSOC, Charlotte, N. C.

WALKER, MARVN, JR.
WS0N, Henderson, Ky.

WALKER, PELLON
KTEM, Temple, Texas.

WALLACE, BRANDON
WBRW, Welch, W. Va.

WALLACE, RALPH
WORC, Worcester, Mass.

WALLACE, RAY
WKST, New Castle, Pa.

WALLACE, WESLEY H.
WPTF, Raleigh, N. C.

WALLEN, RUSS
WFOR, Hattiesburg, Miss.

WALRATH, WALT
WICA, Ashtabula, Ohio.

WALROD, TRUMAN
KROS, Clinton, Iowa.

WALSTRUM, HARRY
KMTR, Los Angeles, Calif.

WALTER, GILBERT
KRNR, Roseburg, Ore.

WALTER, ROBERT
WVNY, Watertown, N. Y.

WALTERS, CHARLES H.
WBT, Charlotte, N. C.

WALTERS, JOE
KFMB, San Diego, Calif.

WALTMAN, WILLIAM
WAVE, Louisville, Ky.

WALTON, GEO.
CJVI, Victoria, B. C.

WALTON, HUGH
WCAU, Philadelphia, Pa.

WALTON, LUKE
WISH, Indianapolis, Ind.

WALTON, RAY
WEST, Easton, Pa.

WALTON, SID
WHN, New York, N. Y.

WANGERIN, RICHARD
KFCO, St. Louis, Mo.

WANN, PAEL
WDDO, Chattanooga, Tenn.

WARD, BED
WFPG, Atlantic City, N. J.

WARD, DON
WTND, Gary, Ind.

WARD, PEGGY
KNX, Los Angeles, Calif.

WARD, CAPT. WILLIAM T.
WTAL, Tallahassee, Fla.

WARNER, AL
KMTR, Los Angeles, Calif.

WARNER, HUB
KFAM, St. Cloud, Minn.

WARREN, DOC
KTHS, Hot Springs, Ark.

WARREN, J. C.
KFPA, Helena, Ark.

WARREN, WILLIAM
WASK, Lafayette, Mo.

WARRINGTON, FRANK
WTAR, Norfolk, Va.

WASS, BOB
WADC, Akron, Ohio.

WATERMAN, WARREN
WALL, Middletown, N. Y.

WATKINS, JOHN
WCKY, Cincinnati, Ohio.

WATSON, LAWRENCE
WCBI, Columbus, Miss.

WATSON, LOREN
WMRC, Greenville, S. C.

WATSON, WILLIAM
KWKH, Shreveport, La.

WAUGH, IRVING
WSM, Nashville, Tenn.

WAYNE, CARTER
WPIC, Sharon, Pa.

ANNOUNCERS

WAYNE, STUART
KYW, Philadelphia, Pa.

WEAKLEY, SCOTT
KROW, Oakland, Calif.

WEAVER, BILLY McK.
KFPW, Fort Smith, Ark.

WEAVER, DORIS
WAJR, Morgantown, W. Va.

WEAVER, G. MALCOLM
WWSR, St. Albans, Vt.

WEAVER, JACKSON
WFMJ, Youngstown, Ohio.

WEAVER, ROBYN
WMBD, Peoria, Ill.

WEAVER, WILLIAM
KADA, Ada, Okla.

WEBB, DONALD
WPAV, Portsmouth, Ohio

WEBB, HUGH
WHMA, Anniston, Ala.

WEBBE, TED
WINS, New York, N. Y.

WEBBER, FRED E.
WFIL, Philadelphia, Pa.

WEBBER, SIMON
CHNS, Halifax, N. S.

WEBER, FRED
CKOV, Kelowna, B. C.

WEBSTER, DAN
WMOB, Mobile, Ala.

WEBSTER, DAVES
WJNO, West Palm Beach, Fla.

WEBSTER, DICK
WMBH, Joplin, Mo.

WEBSTER, KURT
WBIR, Knoxville, Tenn.

WEEDIN, HARTFIELD
WFAA, Dallas, Texas.

WEIGLE, FRANN
WLAV, Grand Rapids, Mich.

WEIMER, ORVILLE
KOWH, Omaha, Nebr.

WEINES, MORTON D.
WRNL, Richmond, Va.

WEINGARTH, FRED
WDAF, Kansas City, Mo.

WEISSMAN, C.
WFLD, Niagara Falls, N. Y.

WEITZELL, ROBERT
KLRA, Little Rock, Ark.

WELCH, EDGAR
WMCA, New York, N. Y.

WELCH, JANE
WGNY, Newburgh, N. Y.

WELDON, MARTIN
WINS, New York, N. Y.

WELLING, FRANK
WCHS, Charleston, W. Va.

WELLS, ALBERT
CKUA, Edmonton, Alberta.

WELLS, BILL
WNEW, New York, N. Y.

WELSH, TOM
WHRN, Warren, Ohio.

WELTMER, FRANK
KOY, Phoenix, Ariz.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WENDELL, CONNIE
KRLA, Midland, Texas.

WENZINGER, MAURICE
KGFV, Kearney, Nebr.

WERLING, RUPE
WIBG, Philadelphia, Pa.

WEST, DAVE
KRRC, Lewiston, Idaho

WEST, ROBERT
WTAR, Norfolk, Va.

WESTERKAMP, BOB
WTIC, Hartford, Conn.

WETZEL, EARLE H.
WGBA-WSAN, Allentown, Pa.

WIEDBEE, CHARLES H.
WRRF, Washington, N. C.

WHEELER, ANTHONY
WFIL, Philadelphia, Pa.

WHEELER, BURRITT
KWKW, Pasadena, Calif.

WHEELOCK, HOWARD
WKNE, Keene, N. H.

WHITBY, J. C.
CFCL, Prescott, Ont.

WHITE, BILL
KFJB, Marshalltown, Iowa.

WHITE, MORGAN
KSCB, Cedar City, Utah

WHITE, PAUL
WNBC, Hartford, Conn.

WHITE, RICHARD
WNBH, New Bedford, Mass.

WHITE, VERNON
KROY, Sacramento, Calif.

WHITE, WARREN
WMJM, Cordele, Ga.

WHITESIDE, JEAN
CKCR, Kitchener-Waterloo, Ont.

WHITESIDES, CHARLES
KTEM, Temple, Texas

WHITLOCK, RAY
WNBZ, Binghamton, N. Y.

WHITNEY, DENMAN
KARM, Fresno, Calif.

WHITNEY, DICK
WSAZ, Huntington, W. Va.

WHITTLER, CHUCK
WBAX, Wilkes-Barre, Pa.

WHITWELL, CLYDE
KOMA, Oklahoma City, Okla.

WHITEWORTH, RAY
WAPO, Chattanooga, Tenn.

WICE, AUBREY
CKOC, Hamilton, Ont.

WICHMANN, WILLIAM P.
WLBL, Stevens Point, Wisc.

WICKERSHAM, HARRY
KJBS, San Francisco, Calif.

WIDMARK, HERBERT
WDSM, Superior, Wisc.

WIDNEY, STAN
WHO, Des Moines, Iowa.

WIEDNER, JEANNE
WBBB, Dubuque, Iowa.

WIETING, FRED
WIBG, Philadelphia, Pa.

WIGGINS, GASPER
WAIM, Anderson, S. C.

WIGGINS, WALLACE S.
KVQE, Santa Ana, Calif.

WILCOX, HARLOW
Fibber McGee and Molly NBC,
Blondie CBS, Maxwell House
NBC.

WILCOX, PAUL
KGMB, Honolulu, Hawaii.

WILDE, EMIL
KFUO, St. Louis, Mo.

WILDE, RUSSELL B.
WOKO, Albany, N. Y.

WILDERMUTH, CHAS.
WJFR, Wisconsin Rapids, Wis.

WILEMAN, WINFRED
KTMS, Santa Barbara, Calif.

WILHOIT, DARREL
KVAN, Vancouver, Wash.

WILKINSON, JACK
CKOC, Hamilton, Ont.

WILLARD, DICK
WOR, New York, N. Y.

WILLETT, BOB
CJVI, Victoria, B. C.

WILLIAMS, ALUN
WMCA, New York, N. Y.

WILLIAMS, CONNIE
WTAD, Quincy, Ill.

WILLIAMS, DICK
WKRC, Cincinnati, Ohio.

WILLIAMS, DOC
WADC, Akron, Ohio.

WILLIAMS, FOSTER
WINS, New York, N. Y.

WILLIAMS, JACK
KYA, San Francisco, Calif.

WILLIAMS, JOHN
WWSR, St. Albans, Vt.

WILLIAMS, RUSSEL
WCOL, Columbus, Ohio.

WILLIAMS, TOM
WADC, Akron, Ohio.

ANNOUNCERS

WILLIAMS, TOM
WTJC, Jackson, Tenn.

WILLIAMS, W. T.
WPTF, Raleigh, N. C.

WILLIAMSON, PAUL
KOMA, Oklahoma City, Okla.

WILLIARD, GEORGE
KHJ, Los Angeles, Calif.

WILLIS, FORREST L.
WOKO, Albany, N. Y.

WILLS, ANNE
WATW, Ashland, Wis.

WILLS, HARRY
WATW, Ashland, Wis.

WILLS, JOE
KFIZ, Fort Worth, Texas.

WILLSON, COLMAN
Blue—P. C.

WILLSON, JIMMIE
WWDG, Washington, D. C.

WILSON, DON
NBC, Grape Nuts Show.

WILSON, EARLE D.
WNBH, New Bedford, Mass.

WILSON, ELYAN B.
WDAE, Tampa, Fla.

WILSON, GENE
KRLC, Lewiston, Idaho.

WILSON, GEORGE EARLE
KGBX, Springfield, Mo.

WILSON, GLENN
WTIC, Hartford, Conn.

WILSON, HERMAN
KFEL, Denver, Colo.

WILSON, JOE
WGAR, Cleveland, Ohio.

WILSON, STUART
KHJ, Los Angeles, Calif.

WILSON, TOM
KWFC, Hot Springs, Ark.

WILSON, YERNON
KYA, San Francisco, Calif.

WINN, WILLIAM
WJTN, Jamestown, N. Y.

WINNE, WILLIAM
WABY, Albany, N. Y.

WIRTH, DONALD
WMAM, Marinette, Wis.

WISE, RUSSELL B.
WAKE, Akron, Ohio.

WISMER, BILLIE
WRBL, Columbus, Ohio.

WITHERSPOON, JOHN
WOLS, Florence, S. C.

WITTE, FRANZ
WTMA, Charleston, S. C.

WITTON, HARRY
CFCO, Chatham, Ont.

WIZLARDE, FRANK
KVAK, Atchison, Kans.

WOLF, JOHN ALLEN
CBS, Thom McAn Shoes,
Sweetheart Soap, The Pause
that Refreshes on the Air.

WOLFE, HOWARD
WIBC, Indianapolis, Ind.

WOOD, JAMES
WRBL, Columbus, Ga.

WOOD, LILLIAN
WGH, Newport News, Va.

WOODALL, SAM
WGH, Newport News, Va.

WOODWARD, HOWARD
WLW, Cincinnati, Ohio.

WOODWARD, RAY
WFTC, Kingston, N. C.

WOODBIDGE, ROSS
WHEC, Rochester, N. Y.

WOODS, JIM
CKNB, Campbellton, N. B.

WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.

WOOLF, JOHN M.
KOYL, Salt Lake City, Utah.

WOOLWINE, JAMES
KMTR, Los Angeles, Calif.

WORDEY, PHYLLIS
WBRY, Waterbury, Conn.

WORKMAN, LINDSAY
KPCC, Pasadena, Calif.

WORKMAN, NELLIE
KFGQ, Boone, Iowa.

WORLEY, DAVE
KWFT, Wichita Falls, Texas.

WORLINE, LORA BETH
KCKN, Kansas City, Kans.

WORSHAM, EVELYN
KPAB, Laredo, Texas.

WRAY, HALL
WGAA, Cedartown, Ga.

WRAY, OLIVE HENRY
WSLI, Jackson, Miss.

WRIGHT, BARBARA
WILM, Wilmington, Del.

WRIGHT, BLOYCE
WKY, Oklahoma City, Okla.

WRIGHT, BURTON
WKY, Oklahoma City, Okla.

WRIGHT, CHARLES
WELI, New Haven, Conn.

WRIGHT, DOUGLAS
WCAR, Pontiac, Mich.

WRIGHT, HOLLIS
WRC, Washington, D. C.

WRIGHT, KEN
WNOX, Knoxville, Tenn.

WRIGHT, MARION
WAYX, Waycross, Ga.

WRIGHT, PAUL
KCRG, Enid, Okla.

WVOLTAD, MARVIN
KWIC, Decorah, Iowa.

WYLLIE, ROBERT
WFJM, Youngstown, Ohio.

WYLLIE, ROBERT
WYJB, Greensburg, Pa.

WYMER, JOHN
WCML, Ashland, Ky.

— Y —

YANDLE, FLAVIUS
WTMC, Ocala, Fla.

YEAGER, MAURICE
KRLC, Lewiston, Idaho.

YELINGTON, RAMSEY
K TSA, San Antonio, Texas.

YORTON, RAYMOND H.
KFIZ, Fond du Lac, Wis.

YOUNG, CATHERINE
CFGP, Grande Prairie, Alberta.

YOUNG, DAVID R.
KHJ, Los Angeles, Calif.

YOUNG, E. V.
CBR, Vancouver, B. C.

YOUNG, FRANK
WOL, Washington, D. C.

YOUNG, J. J.
WERC, Erie, Pa.

YOUNG, JIM
WTMA, Charleston, S. C.

YOUNG, LYTLE
KORE, Eugene, Ore.

YOUNGBLOOD, WESLEY
KFGO, Lubbock, Texas.

YOUNKER, EARL
KTRH, Houston, Texas.

— Z —

ZAPPEL, ARTHUR
WKZO, Kalamazoo-Grand
Rapids, Mich.

ZIMMON, HAL
WREB, Portsmouth, N. H.

ZINK, AL
WGY, Schenectady, N. Y.

ZINN, ZELDA
KTBC, Austin, Texas.

SPORTS COMMENTATORS

AND THEIR WORK DURING 1942



— A —

ADAMS, FELIX
WIBC, Indianapolis, Ind.

ADELMAN, PAT
KNOW, Austin, Texas.

ALBURY, BOB
WHBQ, Memphis, Tenn.

ALEXANDER, JACK
WINN, Louisville, Ky.

ALEXANDER, JOHN
WFPG, Atlantic City, N. J.

ALEXANDER, OWEN
WAPI, Birmingham, Ala.

ALFRONSO, ANTONIO
WIAC, San Juan, P. R.

ALLEN, BOB
WEAU, Eau Claire, Wis.

ALLEN, MEL

CBS, MBS-WOR, WMCA.

ALLEN, PHIL
KIDO, Boise, Idaho.

ALMAN, RICHARD
WKAT, Miami Beach, Fla.

ANTHONY, CHUCK
WKAR, East Lansing, Mich.

ARMSTRONG, FRANK
WJPR, Greenville, Miss.

ARTHUR, FRANK
KMJ, Fresno, Calif.

ASHBURN, BONNIE
KOWH, Omaha, Nebr.

ATCHISON, CHARLES
WDEF, Chattanooga, Tenn.

AVERY, BOB
WTHT, Hartford, Conn.

— B —

BABCOCK, WILLIAM
WMMN, Fairmont, W. Va.

BACON, ROGER
WTOL, Toledo, Ohio.

BAILEY, RICHARD
WMUR, Manchester, N. H.

BAILEY, TED
KTUL, Garden City, Kans.

BAKER, ROGER
WLW-WSAI, Cincinnati, Ohio.

BALL, BOB
KIUL, Garden City, Kans.

BALTER, SAM
WCPO, Cincinnati, Ohio.

BANKS, DAVE
WWL, New Orleans, La.

BARBER, RED
WOR, New York, N. Y.

BARENTS, BARRY
WTAG, Worcester, Mass.

BARRETT, TONY
WRBL, Columbus, Ga.

BARRY, JACK
WHEC, Rochester, N. Y.

BASTIC, TOM
KBND, Bend, Ore.

BATEY, DICK
CJVI, Victoria, B. C.

BATTERS, CHARLES
WFBL, Syracuse, N. Y.

BAUMANN, JAY
WJAG, Norfolk, Nebr.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BAXTER, VERNICE E.
WATN, Watertown, N. Y.

BAVEUR, R.
CHLT, Sherbrooke, Que.

BEACHBOARD, KENNETH
WISE, Asheville, N. C.

BEAUDRY, ROLAND
CBF, Montreal, Que.

BEDELL, A. D.
WCAP, Asbury Park, N. J.

BELCHER, ROD
KQVO, Missoula, Mont.

BELL, HILLIS
KVSO, Ardmore, Okla.

BELL, TED
KRSC, Seattle, Wash.

BENNETT, LEE
WAGA, Atlanta, Ga.

BENNETT, THURSTON
WRDW, Augusta, Ga.

BERKOWITZ, MIT
WNBC, Hartford, Conn.

BISHOP, BURTON
KTEM, Temple, Texas.

BLANCHARD, LOWELL
KNOX, Knoxville, Tenn.

BOCHMAN, BILL
WCOS, Columbia, S. C.

BOGGS, OTIS
WRUF, Gainesville, Fla.

BOLAND, JOE
WSBT, South Bend, Ind.

BOSS, KEITH
WHEB, Portsmouth, N. H.

BOUTROS, DICK
WCHV, Charlottesville, Va.

BOWMAN, ROY JOE
KFGG, Shawnee, Okla.

BOX, YES
KRLD, Dallas, Texas.

BOYD, HARVEY
KPLT, Paris, Texas.

BRANDT, DEL
KPOW, Powell, Wyo.

BRAY, DICK
WLW-WSAI, Cincinnati, Ohio.

BREngle, BILL
WWL, New Orleans, La.

BREWSTER, ED
WGAA, Cedartown, Ga.

BRICKHOUSE, JACK
WGN, Chicago, Ill.

BRIGHT, HARRY
WGBR, Goldsboro, N. C.

BRISENDINE, ROBERT
WRRF, Washington, N. C.

BROWN, ALLEN
WFOY, St. Augustine, Fla.

BROWN, FAY
KFYR, Bismarek, N. D.

BROWN, GUY
WOPI, Bristol, Tenn.

BROWN, MAX
KHAS, Hastings, Nebr.

BROWN, PAUL
WBNS, Columbus, Ohio.

BRUNTLETT, GEO.
KOBH, Rapid City, S. D.

BUCK, LOUIS
WSM, Nashville, Tenn.

BURCH, E. L.
WRNL, Richmond, Va.

BURICK, MARVIN
WIOD, Miami, Fla.

BURICK, SI
WHIO, Dayton, Ohio.

BURKE, CHARLIE
KXOX, Sweetwater, Texas.

BURRELL, HARRY
WOI, Ames, Iowa.

BURTON, DON
WLBC, Muncie, Ind.

BURWELL, ED W.
WHIT, New Berne, N. C.

BUXBAUM, PHILIP L., JR.
WELI, New Haven, Conn.

BYER, HAL
KWIL, Albany, Ore.

— C —

CARBERA, BERNABE
WNEL, San Juan, P. R.

CAIN, DOYLE
KFXX, Nampa, Idaho.

CALDER, WYLLIE
WTMA, Charleston, S. C.

CAMERON, STEWART
WJNO, West Palm Beach, Fla.

CAMPAGNA, TED
WDAY, Fargo, N. D.

CAMPOS, ANTONIO
KNEL, San Juan, P. R.

CARAY, HARRY
WKZP, Kalamazoo-Grand Rapids, Mich.

CARMONA, AL
KVEC, San Luis Obispo, Calif.

CARPENTER, JAMES D.
WKBB, Dubuque, Iowa.

CARROLL, JIM
KWYO, Sheridan, Wyo.

• • • **SPORTS COMMENTATORS** • • •

CARSON, RAY
 WWDO, Washington, D. C.

CASE, JACK
 WWNY, Watertown, N. Y.

CECIL, HERMAN
 KCMC, Texarkana, Ark.

CHAMBERLAIN, CARL
 WSAY, Rochester, N. Y.

CHAPMAN, DAVID
 KWFT, Wichita Falls, Texas.

CHAPMAN, JUDSON
 WTAL, Tallahassee, Fla.

CHICK, BRUCE
 CKWL, Windsor, Ont.

CHILDS, LELAND
 WJLD, Bessemer, Ala.

CHYTH, JOE
 KELA, Centralia - Chehalis,
 Wash.

CLARK, HERBERT
 KWBW, Hutchinson, Kans.

CLARK, J. B.
 WDNC, Durham, N. C.

CLAYTON, BOYARD
 WEBQ, Harrisburg, Ill.

CLAYTON, OLIVER
 WJMC, Rice Lake, Wis.

COFFIN, FRANK
 KXRO, Aberdeen, Wash.

COHN, ART
 KLEX, Oakland, Cal.

COLLINS, JUD
 WSM, Nashville, Tenn.

COLTON, TOM
 WWSR, St. Albans, Vt.

CONN, MARVIN
 WOWO-WGL, Fort Wayne, Ind.

CONRAD, STAN
 WMFR, High Point, N. C.

CONSIDINE, BOB
 WNEW, New York, N. Y.

COOK, LYNN
 WKBH, La Crosse, Wis.

COOKE, MURRAY
 CKCA, Kenona, Ont.

COOKE, PHIL
 WCBT, Roanoke Rapids, N. C.

CORLEY, BILL
 WBNS, Columbus, Ohio.

COWELL, EDDIE
 WJHL, Johnson City, Tenn.

CROSS, "RED"
 WMAZ, Macon, Ga.

CRUICKSHANK, GERALD
 CKNX, Wingham, Ont.

CUNNINGHAM, P. H.
 KWOC, Poplar Bluff, Mo.

CUZAD, SAM
 WLPM, Suffolk, Va.

— D —

DAILEY, TOM
 WOW, Omaha, Nebr.

DAIN, ROLAND
 KWLC, Decorah, Iowa

DALE, HAROLD
 WGTC, Greenville, N. C.

DAVIES, BOB
 KFRE, Fresno, Calif.

DAVIS, CHARLES
 WFBC, Greenville, S. C.

DAVIS, DON
 KEVE, Everett, Wash.

DAVIS, JACK
 WALL, Middletown, N. Y.

DAVIS, W. W.
 KDRO, Sedalia, Mo.

DAVIS, WALT
 WRRN, Warren, Ohio.

DAVIS, WENDY
 WBZ-WBZA, Boston & Spring-
 field, Mass.

DAV, JACK
 WMVA, Martinsville, Va.

DELMONT, JAMES
 KATE, Albert Lea, Minn.

DENNIS, DINTY
 WQAM, Miami, Fla.

DeYOANNES, ARMONDO
 WHLB, Virginia, Minn.

DHLMANN, HANK
 KROS, Clinton, Iowa.

DILWORTH, ROY
 CBL-CBY, Toronto, Ont.

DIXON, BOB
 WTAG, Worcester, Mass.

DOLAN, JIMMY
 CBS.

**HARRY
 WISMER**

— • —
 Blue Network

Monday Through Friday



• • • SPORTS COMMENTATORS • • •

DONALDSON, ROBERT
RTSW, Emporia, Kans.

DOOLEY, JAMES
WHBC, Canton, Ohio.

DOUGLAS, STEVE
WRC, Washington, D. C.

DOWTY, BYRON
KALB, Alexandria, La.

DUDLEY, JIMMY
WKAR, East Lansing, Mich.

DUNBAR, STUART
KSAL, Salina, Kans.

DUNNE, BERT
NBC, CBS.

DUNPHY, DON
MBS-WOR, WINS.

DURKEE, HARRY
KFJM, Grand Forks, N. D.

DREW, AL
WBBB, Burlington, N. C.

DRYBURGH, DAVE
CKCK, Regina, Sask.

DYER, BILL
WITH, Baltimore, Md.

— E —

ELDER, DON
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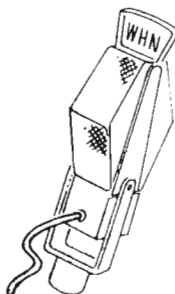
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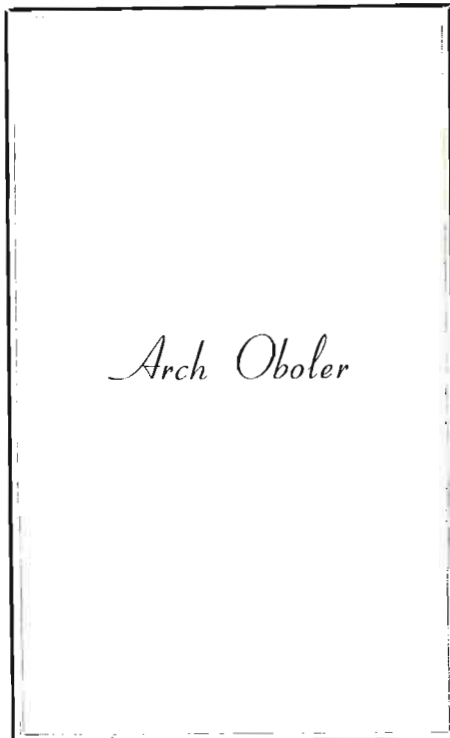
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 TERKEL, LOUIS
 TIPTON, DEAN
 TOIG, RUSS
 TOMLINSON, EVERETT
 TOMPKINS, JANE
 TOOTLE, HARRY KING
 TOUROV, ORIN
 TOWNSEND, DALLAS S.
 TOWNSEND, LEO
 TRIVERS, BARRY
 TROUT, BOB
 TUCKER, JAMES ERIC
 TUNICK, IRV.
 TWERP, JOE

— U —

ULLMAN, ELWOOD
 UPTON, MONROE
 UZZELL, THOMAS G.

— V —

VAN LOON, HENDRICK
 WILLEM
 VAN, MILDRED
 VANDA, CHARLES
 VANDERCOOK, JOHN
 VAN GLUCK, STEPHEN
 VAN SICKLE, RAYMOND
 VARNEY, CHASE
 VERRAL, CHARLES SPAIN
 VICTOR, DAVID
 VOHS, PATRICIA
 VOLLMER, LULA

— W —

WALKER, ALLEN W.
 WALKER, TURNLEY
 WALLACE, EDWARD R.
 WALLISER, RUTH
 WALPOLE, HELEN
 WALSH, HENRY H.
 WALTON, BOYCE M.
 WARDE, SHIRLEY
 WAYNE, ROSEMARY
 WEBB, KENNETH
 WEBBER, GORDON
 WEEFING, HENRY
 WEINBERG, ARTHUR
 WEINROOT, LEO
 WELLES, ORSON
 WELLINGBROOK, KATHRINE
 WELLS, ALAN W.
 WENDELL, DOROTHY DAY
 WEST, JANE
 WEST, LESLIE
 WEST, PAUL
 WEST, WALLACE G.
 WESTGATE, THEODORE
 HEATH
 WETZL, ROBERT
 WHARTON, JAMES B.
 WHITE, DAVID
 WHITE, LEO
 WHITE, ROBERT GILLET
 WILBUR, CRANE
 WICKER, IRENE
 WILKERSON, MARTY
 WILLIAMS, ALBERT N.
 WILLIAMS, JR., HERSCHEL V.
 WILLIAMSON, MEL
 WILSON, ALLAN
 WILSON, ELITA
 WILSON, FRANCES G.
 WILSON, J. DONALD
 WILSON, KATHLEEN
 WILSON, PRISCILLA
 WINCHELL, PRENTICE
 WINCHELL, WALTER
 WINKUS, FRANCES M.
 WISBERG, AUBREY
 WITTY, DON
 WOODMAN, RUTH CORNELL
 WORKS, ELEONORA C.
 WRIGHT, WATKINS E.
 WYLIE, MAX

— Y —

YAGER, FELIX
 YOAKEM, LOLA GOELT
 YOULE, CLERITON
 YOUNG, JOHN

— Z —

ZIMM, MAURICE

BACKSTAGE

Those Engaged in Radio Production during



1942



— A —

ADAMS, CHARLES F.
WMVA, Martinsville, Va.

ADAMS, FELIX
WIBC, Indianapolis, Ind.

ADAMS, GLENN
WIS, Columbia, S. C.

ADLEMAN, PAT
KNOW, Austin, Texas.

ALEY, JACK
WGTC, Greenville, N. C.

ALDRIDGE, WILLIAM O.
WPAV, Portsmouth, Ohio

ALEXANDER, ALTON
Blue, Soldiers of Production.
Show of Yesterday and Today.

ALLAN, ED
WFPG, Atlantic City, N. J.

ALSOP, CARLTON
NBC, Abie's Irish Rose.

AMBRUSTER, RUSSELL CO.
NBC.

ANDERSON, C. R.
KFEL, Denver, Colo.

ANDREW, KEITH
WSOY, Decatur, Ill.

ANTHONY, BOB
WFBC, Greenville, S. C.

ANTHONY, N.
CJOR, Vancouver, B. C.

ARMBRISTER, CYRIL
Blue.

ARTHUR, JON
WIBC, Indianapolis, Ind.

ATHEARN, BOB
WHEB, Portsmouth, N. H.

AUSMAN, BURT
WCLO, Janesville, Wis.

AYE, TOM
WKPA, New Kensington, Pa.

AYERES, HAL
KMTR, Los Angeles, Calif

— B —

BAKER, JANET
WHBC, Canton, Ohio.

BAKER, RAYMOND W.
WITH, Baltimore, Md.

BALFE, KIERAN
WISR, Butler, Pa.

BAMBRICK, GORDON
KGW-KEX, Portland, Ore.

BARNES, BETH
WSB, Atlanta, Ga.

BARNES, JOHN
CBR, Vancouver, B. C.

BARNHART, CHARLES E.
WMBD, Peoria, Ill.

BARR, FRED
WWRL, Woodside, N. Y.

BARRETT, MAURICE
WHN, New York, N. Y.

BARRETT, TONY
WRBJ, Columbus, Ga.

BARTLETT, MARCUS
WSB, Atlanta, Ga.

BATES, KARL
WKBN, Youngstown, Ohio.

BATEY, DICK
CJVI, Victoria, B. C.

BATSON, MARGERV
KYSM, Mankato, Minn.

BAXTER, LEE
WBOW, Terre Haute, Ind.

BAYEUR, ROLAND
CHLT, Sherbrooke, Que.

BEACHBORAD, KENNETH
WISE, Asheville, N. C.

BEAN HAROLD
WMAQ, Chicago, Ill.

BEAN RANDOLPH
WLYA, Lynchburg, Va.

BELL, JACK
WLVW, Cincinnati, Ohio.

BELL, JOSEPH
Blue.

BELCHER, JERRY
WKCY, Cincinnati, Ohio.

BELL, ORTH
KFAB, Lincoln, Nebr.

BENITEZ, RAFAEL H.
WYAC, San Juan, P. R.

BENNETT, BILL
WKBZ, Muskegon, Mich.

BENNETT, BONNIE
KFDA, Amarillo, Texas.

BENNETT, DONALD
KWBW, Hutchinson, Kans.

BENNETT, DON
KYW, Philadelphia, Pa.

BERG, HAROLD
WARM, Scranton, Pa.

BERNARD, DON
United States Treasury Show
NBC, Blondie CBS.

BERNS, LARRY
CBS, Joe and Ethel Turp.

BENOT, JACK
WPAD, Paducah, Ky.

BICE, ROBERT L.
KMTR, Los Angeles, Calif.

BIONDI, FERDINAND
CKAC, Montreal, Que.

BIRD, J. C.
WCAP, Asbury Park, N. J.

BLACK, C. R.
KWTO-KGBX, Springfield, Mo.

BLACK, JACK
WGM, Newport News, Va.

BLACK, W. SHIRL
KOVO, Provo, Utah.

BLAIS, YVON
CHLT, Sherbrooke, Que.

BLAKE, F. B.
WOCB, Hyannis-West Yarmouth, Mass.

BLANCHARD, LOWELL
KNOX, Knoxville, Tenn.

BLAND, AL
WKY, Cincinnati, Ohio.

BLISS, TED
KNX, Los Angeles, Calif.

BLOMEYER, LLOYD
KCCN, Blytheville, Ark.

BLUE, IRA
KQW, San Jose, Calif.

BOATES, J.
CKOV, Kelowna, B. C.

BOORAEH, HENDRIK, JR.
Time to Smile NBC, Those We Love CBS-NBC, Burns and Allen CBS-NBC.

BOUCHIER, BOB
KOBH, Rapid City, S. D.

BOWMAN, ROY JOE
KGFF, Shawnee, Okla.

BOWER, ROGER
WOR, New York, N. Y.

BOWMAN, RUSSELL
WSOY, Decatur, Ill.

BOYD, AL
WLS, Chicago, Ill.

BOYD, HUGH
CBK, Watrous, Sask.

BROWN, H.
Blue, Inner Sanctum Mystery

BUCHANAN, STUART
Blue.

BURLEY, G. A.
WCAP, Asbury Park, N. J.

BURNS, BERNICE
CKOC, Hamilton, Ont.

BURWELL, TED
WGBR, Goldsboro, N. C.

BUENNING, PAUL
KOMA, Oklahoma City, Okla.

HUGG, FRED
WSVA, Harrisburg, Va.

BRADFORD, JOHN
WFMJ, Youngstown, Ohio.

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRATSBERG, HAROLD
KPPY, Spokane, Wash.

BRAXTON, JACK
WGFM, Wilson, N. C.

BRISSENDINE, ROBERT
WRRE, Washington, N. C.

BROWN, ALLEN
WFOY, St. Augustine, Fla.

BROWN, ANDERSON
WGBG, Greensboro, N. C.

BROWN, HOWARD
WIP, Philadelphia, Pa.

BROWNE, EDWIN
KMBC, Kansas City, Mo.

• • • PRODUCTION • • •

BROWNE, G. PAUL
WAIM, Anderson, S. C.
BRUNTLETT, GEORGE E.
KOBH, Rapid City, S. D.
BRYSON CONREY
KTSM, El Paso, Texas.

— C —

CAINE, HOWARD
CKOC, Hamilton, Ont.
CALDER, EDDIE
KHUB, Watsonville, Calif.
CALDWELL, JAY
WOL, Washington, D. C.
CAMERON, DAN E.
CBK, Watrous, Sask.
CAMPBELL, G. M.
WLS, Chicago, Ill.
CAMPBELL, RACHEL
CBA, Sackville, N. B.
CAMPBELL, VANN
WDEF, Chattanooga, Tenn.
CAMPBELL, VICTOR
WGY, Schenectady, N. Y.
CAMY, E.
KWAL, Wallace, Ida.
CAPLAN, RUPERT
CBM, Montreal, Que.
CARDWELL, MAREN
KCKN, Kansas City, Kans.
CARLO, MICHAEL
WIBX, Utica, N. Y.
CARSON, RAY
WWDC, Washington, D. C.
CARTER, WOODBURY
WTRY, Troy, N. Y.
CATTON, DAVID S.
CBR, Vancouver, B. C.

CENTOLA, GREGORY
WMCA, New York, N. Y.
CHAMBERLAIN, HOWARD
WLW, Cincinnati, Ohio.
CIPRIANO, RUDOLFO
KPAB, Laredo, Texas.
CLARK, J. B.
WDNC, Durham, N. C.
CLAUDY, M. E.
WHIZ, Zanesville, Ohio.
CLOYD, MARVIN
KBTM, Jonesboro, Ark.
COBB, GROVER
KSAL, Salina, Kans.
COFFEY, VINCENT G.
WMRO, Aurora, Ill.
COIN, JAMES R.
KXO, El Centro, Calif.
COLE, BEN
WLIB, Brooklyn, N. Y.
COLLING, ERNEST S.
NBC.
COLTER, BERT
WMUR, Manchester, N. H.
CONNOLLY, DUDLEY
WWRL, Woodside, N. Y.
CONRAD, STAN
WMFR, High Point, N. C.
COLTON, TOM
WWSR, St. Albans, Vt.
CONNOR, WILLIAM
WEAU, Eau Claire, Wis.
COOK, BONNIE
KICA, Clovis, N. M.

COOK, RONNIE
KGXC, Wolf Point, Mont.
COOPER, MADGE L.
WMRN, Marion, Ohio.
COPE, DON
NBC, Story of Mary Marlin.
CORNELL, SYD
WKRC, Cincinnati, Ohio.
CORWIN, NORMAN
CBS, An American In Russia,
Good To Know You.
COX, WES
CKOC, Hamilton, Ont.
COTTON, LARRY
KTSW, Emporia, Kans.
CRAIG, KEN
KQW, San Jose, Calif.
CRANDALL, BRAD
WDAF, Kansas City, Mo.
CROCKETT, DAVID
KCMC, Texarkana, Ark.-Texas
CROMWELL, GEORGE N
CHSJ, Saint John, N. B.
CROSSIE, J. C.
CBA, Sackville, N. B.
CRUISKSHANK, GERALD
CKNX, Wingham, Ont.
CULVER, CAL
KFYR, Bismarek, N. D.
CUMMINGS, GORDON H.
CFGP, Grand Prairie, Alberta.
CUNNINGHAM, OWEN
KGMH, Honolulu, T. H.
CUPP, ROD
WLS, Chicago, Ill.

— D —

DAIN, ROLAND
KWLC, Decorah, Ia.
DALE, STEPHEN
CBA, Sackville, N. B.
DALES, WALTER
CJCA, Edmonton, Alberta.
DALY, JOSEPH
NBC.
DANIELS, ELIZABETH
KDAL, Duluth, Minn.
DARLING, THOMAS
CHMI, Hamilton, Ont.
DAVIS, JOHN
WWSW, Pittsburgh, Pa.
DAWES, BILL
WCKY, Cincinnati, Ohio.
DAY, GEORGE
KPAB, Laredo, Texas.
DEAN, B. W.
WLS, Chicago, Ill.
DEAN, ROBERT J.
KOMH, Rapid City, S. D.

DE ANGELO, CARLO
CBS, Story of Bess Johnson,
Myrt & Marge.

DEAVIELL, BERNARD
CBK, Watrous, Sask.
DELLA CIOPPA, GUY,
CBS, An American In Rus-
sia, Womanpower, Night-time
Showcase.

DE MOSS, LYLE
WOW, Omaha, Nebr.
DERBYSHIRE, JOSEPH
KYW, Philadelphia, Pa.
DETZEL, C.
WLEU, Erie, Pa.
DEVINE, OTTIS
WSM, Nashville, Tenn.
DEVORE, TOM
WBNS, Columbus, Ohio.
DICKEN, NORMAN
Blue.
DICKSON, BRICE
KWKH, Shreveport, La.
DIERKES, SHIELD
WWJ, Detroit, Mich.
DIETZ, JOHN
CBS, Commandos, Suspense.
DIXON, DON
WCAE, Pittsburgh, Pa.
DIXON, MASON
KNOX, Knoxville, Tenn.
DOBSON, GEORGE
CKBI, Prince Albert, Sask.
DONAHOE, HOWARD
WSPD, Toledo, Ohio.
DORSEY, ROD
WOLS, Florence, S. C.
DREXLER, BOB
WSAZ, Huntington, W. Va.
DRISCOLL, RICHARD V.
WJTA, Batavia, N. Y.
DUFORD, R.
CHLT, Shre-brooke, Que.
DUMONT, PAUL
NBC.
DUNHAM, EDWIN L.
NBC.
DUNLAP, WALLACE
WMOP, Mobile, Ala.
DUNLOP, ROY G.
CBR, Vancouver, B. C.
DUNNE, BETTY
KTAR, Phoenix, Ariz.
DUPOIS, PAUL
CBP, Montreal, Que.

— E —

EDWARDS, MARION
KKOW, Oakland, Calif.
EHRLMAN, ROBERT
WJSV, Washington, D. C.
EICHORN, FRED
KXL, Portland, Ore.
ELEAZER, J. M.
WFIG, Sunderland, S. C.
ELLIOTT, R.
KVRB, Rock Spring, Wyo.
ELLIOTT, WALLACE
KKOW, Oakland, Calif.
ELLIOTT, WENDELL
KSAL, Salina, Kans.
ELLIOTT, WILLIAM B.
KVOE, Santa Ana, Calif.

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PRODUCTION

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ELLSWORTH, AL
WLAV, Grand Rapids, Mich.

ELLYSON, ROGER
CHLN, Three Rivers, Que.

EMERY, BOB
Rainbow House WOR, Battle of the Boroughs WOR, Did You Hear WMCA.

ENGELBACH, DEVERE
Blue.

ENTRIKAN, KNOWLES
NBC, Adventures of Ellery Queen.

ERWIN, GEORGE
KFJZ, Fort Worth, Texas.

ESCOUDIER, R. A.
KVOL, Lafayette, La.

ESSER, WRIGHT
KJR-KOMO, Seattle, Wash.

— F —

FABER, GEORGE
WMFD, Wilmington, N. C.

FARRIS, J.
WGKV, Charleston, W. Va.

FEINE, H. M.
WSPR, Springfield, Mass.

FENDER, WILLIAM
WHOM, Jersey City, N. J.

FERRER, MELCHOR G.
NBC.

FERRIS, RAY
WLS, Chicago, Ill.

FIFER, C. A.
WTAD, Quincy, Ill.

FINGER, LEONARD
Blue.

FISHBURN, ALAN
WMAQ, Chicago, Ill.

FISK, JOHN V.
WJAK, Lakeland, Fla.

FITZGERALD, DON
KJR-KOMO, Seattle, Wash.

FITZGERALD, FRANCIS
WSOC, Charlotte, N. C.

FORBES, JOHN
KXRO, Aberdeen, Wash.

FLENNIKEN, JIM
WBRW, Welelu, W. Va.

FLINT, HARRISON
CKGB, Timmins, Ont.

FOWLER, JIMMY
WGPC, Albany, Ga.

FRAMER, WALT
WWSW, Pittsburgh, Pa.

FREDERICK, RAY
KFJM, Grand Forks, N. D.

FREED, ALAN
WKST, New Castle, Pa.

FREEMAN, MALLORY
WRNL, Richmond, Va.

FRENCH, KEN
WHEC, Rochester, N. Y.

FRICK, HENRY
WJEL, Johnson City, Tenn.

FROST, WILLIAM
WISH, Indianapolis, Ind.

FRY, RICHARD L.
CHNS, Halifax, N. S.

FULKS, SIM CLARK
Blue.

FULTON, DAVID
WCHS, Charleston, W. Va.

— G —

GAINES, SAMMY
WAIM, Anderson, S. C.

GAMBLE, BAXTER
KGGM, Albuquerque, N. M.

GARDNER, WARD
WHYN, Holyoke, Mass.

GARDNER, W. R.
CKMO, Vancouver, B. C.

GARFIELD, SCOTT
WIBX, Utica, N. Y.

GARLAND, CHARLES
KMPC, Beverly Hills, Calif.
Hollywood on Parade, Voice of Filmland.

GARRIGUS, F. H.
WEEI, Boston, Mass.

GAUTHIER, J. L.
CHLT, Sherbrooke, Que.

GEIS, HELEN
KSAL, Salina, Kans.

GEORGE, HOWARD
WKPA, New Kensington, Pa.

GEORGE, ROY
KRLD, Dallas, Texas.

GEWINNER, HOLT
WMAZ, Macon, Ga.

GIBBS, PARKER
WMAQ, Chicago, Ill.

GIBNEY, JACK
WRBL, Columbus, Ga.

GIERLACH, CHESTER
NBC.

GILES, BOB
CHAB, Moose Jaw, Sask.

GILLESPIE, WARING
WMCA, New York, N. Y.

GILLETTE, LELAND J.
WAAF, Chicago, Ill.

GIRARDIN, R. G.
WEEI, Boston, Mass.

GOGGIN, RICHARD J.
WABC, New York, N. Y.

GOLDSMITH, GEORGE
KTSW, Emporia, Kans.

GOODE, RICHARD
WRDW, Augusta, Ga.

GOODWIN, A.
CKMO, Vancouver, B. C.

GOODWIN, SID
KFI-KECA, Los Angeles, Calif.

GORALL, LESLIE
WGKV, Charlestown, W. Va.

GORDON, LARRY
WSTV, Steubenville, Ohio.

GOSCH, MARTIN
Keep 'em Rolling MBS, Abbott & Costello NBC, The Remarkable Miss Tuttle NBC, The Nichols Family NBC.

GOTTLIEB, JOSEPH
WCAU, Philadelphia, Pa.

GOULD, PAUL
WLIB, Brooklyn, N. Y.

GOULET, BERNARD
CKAC, Montreal, Que.

GOVER, CURTIS
WMSL, Decatur, Ala.

GRADY, JOE
WHAT, Philadelphia, Pa.

GRAHAM, A. W.
WKST, New Castle, Ga.

GRAHAM, WALTER
WMAZ, Macon, Ga.

GRAY, VICTOR
CJAT, Trail, B. C.

GREGORY, MARK
WCPO, Cincinnati, Ohio.

GREGORY, MEL C.
KTOH, Libue, T. H.

GREY, LEAH
KOAM, Pittsburg, Kans.

GRIER, HARRY
KTRH, Houston, Texas.

GRIFFIN, BETTY
WIBX, Utica, N. Y.

GROSJEAN, FRANK
WJW, Akron, Ohio.

GROVE, HARRY
WAAF, Chicago, Ill.

GROVES, VERNE
CJVI, Victoria, B. C.

GUNDERSON, LEROY
KFAM, St. Cloud, Minn.

— H —

HAASE, WALTER B.
WDRG, Hartford, Conn.

HADLEY, CARDEN
KEVE, Everett, Wash.

HAFTER, ROBERT
KNX, Los Angeles, Calif.

HALL, EDITH
WAIM, Anderson, S. C.

HALVORSON, OSCAR
KFJM, Grand Forks, N. D.

HAMILTON, CLARENCE
CKNX, Wingham, Ont.

HAMILTON, GENE
Blue.

HANCOCK, HUNTER
KPAB, Laredo, Texas.

HANNON, STUART
KGO, San Francisco, Calif.

HANEY, LORAN A.
WKBZ, Muskegon, Mich.

HARDER, JACK
WAYX, Waycross, Ga.

HARDING, BILL
WINS, New York, N. Y.

• • • PRODUCTION • • •

HARGIS, R. R.
WDSU, New Orleans, La.

HARLESS, DANIEL
WSAV, Savannah, Ga.

HARRELL, WAYNE
KRLH, Midland, Texas.

HARRIS, DAVID H.
WTAG, Worcester, Mass.

HARRIS, LESLIE
WQAM, Miami, Fla.

HARTZELL, JEAN
WFMJ, Youngstown, Ohio.

HATCHER, WARD
WGRC, New Albany, Ind.

HAUPT, JAMES
NBC.

HAYES, MAURICE
WSUN, St. Petersburg, Fla.

HAYTON, ROBERT
KGVO, Missoula, Mont.

HEADY, KENNETH
KCMO, Kansas City, Mo.

HEBECK, FRANK
WLOK, Lima, Ohio.

HELPS, N.
CFRN, Edmonton, Alberta.

HENDERSON, BROOKS
KSTP, St. Paul-Minneapolis,
Minn.

HENLEY, DAVE
WDAY, Fargo, N. D.

HERGET, JOE
WCHS, Charleston, W. Va.

HERMAN, CHESTER
WSAI-WLW, Cincinnati, Ohio.

HEWETSON, H.
CFCP, Montreal, Que.

HEYSER, FRAN
KMBC, Kansas City, Mo.

HICKS, CHARLES
WSOC, Charlotte, N. C.

HIESTAND, BOB
KFI-KECA, Los Angeles, Calif.

HIGGINS, KEN
KFI-KECA, Los Angeles, Calif.

HILL, D.
CKMO, Vancouver, B. C.

HILL, JACK
WMAQ, Chicago, Ill.

HILL, JULIA
WHEB, Portsmouth, N. H.

HILLIAS, MARGARET
KCMO, Kansas City, Mo.

HOHFELD, FERD
WIL, St. Louis, Mo.

HOLDEN, K.
KBRK, Baker, Ore.

HOLLAND, RENE
WLPN, Suffolk, Va.

HOLMAN, CLIFF
WFOI, Pawtucket, R. I.

HOLMES, AUDREY
KYSM, Mankato, Minn.

HORLEY, RALPH
CHAB, Moose Jaw, Sask.

HORTON, ELMER
KCKN, Kansas City, Kans.

HOTALING, EARL
WBTM, Danville, Va.

HOWARD, DENNIS
KXL, Portland, Ore.

HOWARD, HERB
WNAX, Yankton, S. D.

HUBER, RUSSELL
WKBH, La Crosse, Wis.

HUDDLESTON, PAUL
WBBB, Burlington, N. C.

HULL, DICK
WOL, Ames, Ia.

HUMPHREY, WATSON
KGO, San Francisco, Calif.

HYLES, VERNON
WBT, Charlotte, N. C.

— J —

JACK, BILL
KFBC, Cheyenne, Wyo.

JACOBS, EDGAR
WABC, New York, N. Y.

JACOBS, TOM
KTRH, Houston, Texas.

JACOBSON, ARTHUR
WMAQ, Chicago, Ill.

JARMAN, J. FRANK
WDNC, Durham, N. C.

JASS, MELVIN
KUTA, Salt Lake City, Utah.

JEFFRAY, WILLIAM
WOL, Washington, D. C.

JENKINS, RON
WSOC, Charlotte, N. C.

JENNINGS, DUNCAN
KTAR, Phoenix, Ariz.

JEROME, LEWIS
WTNJ, Trenton, N. J.

JOACHIM, MAURICE
WHN, New York, N. Y.

JOHNSON, TED
KPBI, Wichita, Kans.

JOHNSTON, CLINT
CBS, School of the Air.

JOLIFF, C. R.
WADC, Akron, Ohio.

JONAS, PAUL M.
WFLA, Tampa, Fla.

JONES, PAUL
WLW, Cincinnati, Ohio.

JOSELOFF, STANLEY
NBC, Time To Smile.

JOYNER, FRED
WHKC, Columbus, Ohio.

— K —

KARL, MAX
WCCO, Minneapolis-St. Paul,
Minn.

KARN, BILL
WLW-WSAI, Cincinnati, Ohio.

KARZMARK, CLARENCE
KFJM, Grand Forks, N. D.

KAUFMAN, ROBERT L.
WISR, Butler, Pa.

KELLY, NOVAL RAY
NBC.

KELLY, PAT
KFRC, San Francisco, Calif.

KENNEDY, KEN
KTMS, Santa Barbara, Calif.

KENNEDY, S. R.
CBA, Sackville, N. B.

KENNEY, STUART
CHML, Hamilton, Ont.

KERRIGAN, JACK
WHO, Des Moines, Ia.

KESTEN, BO B
CKWS, Kingston, Ont.

KIDDER, PATRICIA BURNS
KMYR, Denver, Colo.

KIMBALL, HARRISON
WSB, Atlanta, Ga.

KING, ED
WMAQ, Chicago, Ill.

KING, GEORGE
WLTB, Brooklyn, N. Y.

KING, VERNON
WTMV, East St. Louis, Ill.

KING, WILLARD
CHSJ, Saint John, N. B.

KIRBY, H. D.
CFJC, Prescott, Ont.

KIRST, HOWARD
KFJM, Grand Forks, N. D.

KNIGHT, VICK
Johnny Presents NBC, Philip
Morris Playhouse CBS.

KOBLUK, JOE
CJAT, Trail, B. C.

KOEHLE, Neysa
KTSW, Emporia, Kans.

KOLB, HAROLD
WSAY, Rochester, N. Y.

KRIESCHER, JANE
WFMJ, Youngstown, Ohio.

KROLL, MARY JANE
WABC, New York, N. Y.

KRUG, PETER
WEBR, Buffalo, N. Y.

KYLE, JACK
CJVI, Victoria, B. C.

KYLER, HESTER
WCLO, Janesville, Wis.

KYLER, JIM
WCLO, Janesville, Wis.

— L —

LABOUR, ROBERT C.
NBC.

LADE, BEA
KDAL, Duluth, Minn.

PRODUCTION

— Mc —

LA FORCE, CHARLES
WEMP, Milwaukee, Wis.

LA MARR, LEW
WLS, Chicago, Ill.

LAMMERS, CHARLES
WLW-WSAI, Cincinnati, Ohio.

LAMPE, TUORO
WEIM, Fitchburg, Mass.

LANE, GENE
WHAM, Rochester, N. Y.

LANGAN, THOMAS
Blue.

LANGE, JUNE
KDAL, Duluth, Minn.

LaSONDE, JEAN PAUL
CHLT, Sherbrooke, Que.

LATHAM, WAYNE HENRY
WSPR, Springfield, Mass.

LATTING, ROBERT
WISH, Indianapolis, Ind.

LATTY, BETTY
KOAM, Pittsburg, Kans.

LAVALLE, GENE
WTAM, Cleveland, Ohio.

LAWLOR, J. W.
CHAB, Moose Jaw, Sask.

LAWRENCE, JAMES
KOVO, Provo, Utah.

LAWRENCE, JERRY
WOR, New York, N. Y. Moonlight Saving Time. Mutual Matinee, Wax Museum, Battle of the Boroughs, Red Barber Show.

LEACH, EDWARD
WRRF, Washington, N. C.

LEDUC, PAUL
CBF, Montreal, Que.

LEONARD, RICHARD
Blue.

LIBBY, JOHN C.
WCOU, Lewiston, Me.

LIGGETT, BOB
KRIC, Beaumont, Texas.

LINDQUIST, LANSING B.
WSYR, Syracuse, N. Y.

LINGO, TED
WSTV, Steubenville, Ohio.

LJUNGH, ESSE
CBK, Watrous, Sask.

LLEWELYN, AL
WCLE-WHK, Cleveland, Ohio.

LOCKSLEY, ROY
CFRB, Toronto, Ont.

LOBB, MARX
CBS, Only Yesterday.

LONG, DEANE S.
WAKR, Akron, Ohio.

LONG, LUCY
WWJ, New Orleans, La.

LOSEY, GEORGE
WGRC, New Albany, Ind.

LOSEY, JOSEPH W.
NBC.

LUGO, OLGA
WIAC, Jan Jan, P. R.

LUMMIS, GEORGE D.
WHIO, Dayton, Ohio.

LUNN, GEORGE
CJAT, Trail, B. C.

LUNSFORD, FRANCES
WPID, Petersburg, Va.

LUXFORD, NOLA
NBC, The Anzac Hour.

LYBARGER, JAMES
WCHS, Charleston, W. Va.

L'ATLE, HARRY
WMAN, Mansfield, Ohio.

— M —

MacDONALD, JOSEPH
CJFX, Antigonish, N. S.

MacDONOUGH, H. T.
KELD, El Dorado, Ark.

MACK, NILA
CBS, Let's Pretend.

MacNAMEE, DOUG
WCCO, Minneapolis-St. Paul, Minn.

MACON, DON
KMBC, Kansas City, Mo.

MAGNER, MARTIN
WMAQ, Chicago, Ill.

MAGNUSON, ED
KFAM, St. Cloud, Minn.

MANSFIELD, JOSEPH F.
NBC.

MARION, IRA
Blue.

MARKS, GEORGE LEE
WQAI, San Antonio, Texas.

MARSHALL, NORMAN
CHML, Hamilton, Ont.

MARSHALL, W. LEROY
Blue.

MARTA, JOHN
WATW, Ashland, Wis.

MARTIN, CHARLES
CBS, Philip Morris Playhouse.

MARTIN, DONALD
WFIL, Philadelphia, Pa.

MARTIN, LEWIS D.
WDSM, Superior, Wis.

MARTIN, WILTON
WAIM, Anderson, S. C.

MARTINO, J. S. TORRES
WIAC, San Juan, P. R.

MASON, LIN
WKRC, Cincinnati, Ohio.

MAUFFETTE, GUY
CBF, Montreal, Que.

MAULDIN, VIRGINIA
WAIM, Anderson, S. C.

MAXSON, JOHN
KWJJ, Portland, Ore.

MAYPOLE, ROY
WABC, New York, N. Y.

McBRIDE, LESTER
KGLU, Safford, Ariz.

McBRIDE, W. G.
WDBO, Orlando, Fla.

McCARTHY, ADELE
WBT, Charlotte, N. C.

McCARTHY, ELEANOR
Blue.

McCLAREN, JACK
KTMS, Santa Barbara, Calif.

McCULLOCH, MARK
WPIC, Sharon, Pa.

McDANIEL, CARL
KLUF, Galveston, Texas.

McDONALD, L. A.
CFCY, Charlestown, P. E. I.

McELVEEN, MOODY
WCOS, Columbia, S. C.

McCAVRAN, JAMES
WCOL, Columbus, Ohio.

McGEEFF, ADA
CBR, Vancouver, B. C.

McGILLI, EARL
CBS, Joe and Ethel Turp. Stage Door Canteen, Report to the Nation.

McHAW, BILL
WCBI, Columbus, Miss.

McKEE, KAY
WCCO, Minneapolis-St. Paul, Minn.

McLEOD, DUKE
CJRL, Kirkland Lake, Ont.

McMAHON, CHARLES
WCSC, Charleston, S. C.

McNAY, IONE
WOI, Ames, Ia.

McWHORTER, DON
WBLK, Clarksburg, W. Va.

MEESE, W. R.
WMBH, Joplin, Mo.

MENDERSON, BETTY
KTAR, Phoenix, Ariz.

MERRIMAN, RANDY
KSTP, St. Paul-Minneapolis, Minn.

MERRYMAN, ROBERT
WISH, Indianapolis, Ind.

METCALFE, W. H.
CBK, Watrous, Sask.

MEYERS, JOSEPH
KSTP, St. Paul-Minneapolis, Minn.

MEZGER, W. L.
WEEI, Boston, Mass.

MICHAEL, KENNETH
Blue.

MILLARD, ROSS
CFRB, Toronto, Ont.

MILLER, GENE
KTAR, Phoenix, Ariz.

MILLER, WARREN
WCLE-WHK, Cleveland, Ohio.

MIMS, STUART
WAPI, Birmingham, Ala.

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P R O D U C T I O N

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— O —

MINTON, J. R.
WEBQ, Harrisburg, Ill.

MITCHELL, JACK
K TSA, San Antonio, Texas.

MITCHELL, LOU
CPCH, North Bay, Ont.

MOLEN, SAM
WCHS, Charleston, W. Va.

MONTE, JEAN
CHNC, New Carlisle, Que.

MOODY, RALPH
WLW-WSAI, Cincinnati, Ohio.

MOORE, T. HAYWARD
WCSC, Charleston, S. C.

MOORE, WILLIAM R.
Blondie CBS, Abbott & Costello, NBC, Al Pearce CBS-NBC, Camel Caravan (West Coast) NBC, Frances Sully Speaking of Glamour Blue.

MOREY, AL
WMAQ, Chicago, Ill.

MOREY, ART
KWJJ, Portland, Ore.

MORGAN, ERNEST
CBR, Vancouver, B. C.

MORGAN, HELEN
KGO, San Francisco, Calif.

MORRIS, CLAUDE C.
KDKA, Pittsburgh, Pa.

MORTENSON, BRYN
WPIC, Sharon, Pa.

MORVAY, JERALD
WIP, Philadelphia, Pa.

MOSES, JOHN
WHRC, Columbus, Ohio.

MOWERS, ROBERT D.
WWNY, Watertown, N. Y.

MUNIZ, Lucas T.
WAC, San Juan, P. R.

MURCE, BEN
WCAE, Pittsburgh, Pa.

MURPHY, ED
WROK, Rockford, Ill.

MURRAY, I.
CJOR, Vancouver, B. C.

MYERS, MARVIN D.
KGBS, Harlingen, Texas.

— N —

NEILL, EVERETT H.
WISR, Butler, Pa.

NELSON, BOB
WGBR, Goldsboro, N. C.

NILES, KEN
KNX, Los Angeles, Calif.

NOBORS, TED
KTRU, Houston, Texas.

NORMAN, GENE
KLX, Oakland, Calif.

NORMANDIN, MICHEL
CHLP, Montreal, Que.

NUSBAUM, MORT
W5AY, Rochester, N. Y.

O'BRIEN, DON
WSTV, Steubenville, Ohio.

OFFHAUS, RUSS
WCOP, Boston, Mass.

O'HALLORAN, HAL
WLW, Cincinnati, Ohio.

O'NEILL, JACK
WFBL, Syracuse, N. Y.

ORR, JOHN
WFOR, Hattiesburg, Miss.

OSBORN, OLIVE
KCKN, Kansas City, Kans.

OSBURN, MARGARET
WMAZ, Macon, Ga.

OSGOOD, NANCY
WRC, Washington, D. C.

OSWALD, CARL P.
WDAE, Tampa, Fla.

OWENS, MOREY
WROK, Rockford, Ill.

OWSLEY, KAY R.
WBT, Charlotte, N. C.

— P —

PACK, ALVIN
KDYL, Salt Lake City, Utah.

PAPP, FRANK
WMAQ, Chicago, Ill.

PARK, BEN
WHA, Madison, Wisc.

PARKER, CHRISTINE
CHLT, Cherbrooke, Que.

PARR, E.
CKBI, Prince Albert, Sask.

PARSONS, EDGAR
WLDS, Jacksonville, Ill.

PATTERSON, ANDY
KMJ, Fresno, Calif.

PATTERSON, JIMMY
WISE, Asheville, N. C.

PAULSEN, VARNER
WCOU, Lewiston, Me.

PAULSON, AL
KOBH, Rapid City, S. D.

PEEBLES, MARTHA
Blue, Speaking of Glamour.

PENFIELD, AD
WSB, Atlanta, Ga.

PERRIN, KEYES
WOR, New York, N. Y. Alexander's Mediation Board, South American Serenade, Victory Is Our Business.

PETERS, A.
CJOR, Vancouver, B. C.

PETERS, KEN
KTMS, Santa Barbara, Calif.

PETERSON, NEALE
KYSM, Mankato, Minn.

PFEIFFER, WILLIAM
WHA, Madison, Wisc.

PHILLIP, ANDY
CFGP, Grande Prairie, Alberta.

PHILLIPS, STEWART W.
WTBO, Cumberland, Md.

PIDGEON, A. I.
CBO, Ottawa, Ont.

PLAMADORE, RAYMOND
WKBH, La Crosse, Wisc.

PLESTED, DOLORES
KMYR, Denver, Colo.

PORTER, EARL
WIL, St. Louis, Mo.

PRANCE, BILL
WSB, Atlanta, Ga.

PREBLE, FRED
WCOU, Lewiston, Me.

PRESTON, C.
KWAL, Wallace, Ida.

PRICE, JACK
WBNS, Columbus, Ohio.

PRICE, PAT
WJPF, Terrin, Ill.

PRINGLE, J. D.
CBA, Sackville, N. B.

PRITCHARD, EVERETT
JWJ, Akron, Ohio.

PROSSER, JOHN I.
WKY, Oklahoma City, Okla.

PROVOL, GEORGE A.
KDYL, Salt Lake City, Utah.

PUDNEY, EARLE
WGY, Schenectady, N. Y.

— R —

RAMSEY, H.
CFRN, Edmonton, Alberta.

RAPANOS, WILLIAM
CHAB, Moose Jaw, Sask.

RAUIN, MAURICE
CRCL, Toronto, Ont.

RASMUSSEN, LEO G.
KICD, Spencer, Ia.

RAYMOND, CARL
WGY, Schenectady, N. Y.

REAMS, HUNTER
WSTV, Steubenville, Ohio.

REED, NORMAN
WWDC, Washington, D. C.

REEF, WALLY
KFEL, Denver, Colo.

REESE, JOHN
WROL, Knoxville, Tenn.

REGENT, ROBERT
KOH, Reno, Nev.

REID, M.
KVR5, Rock Springs, Wyo.

REINHOLD, BOB
KWIL, Albany, Ore.

RENIER, C. G. (TINY)
CBS, Daytime Showcase, Mother and Dad, God's Country, CBS School of the Air.

REYNOLDS, CONGER
WMAN, Marinette, Wisc.

RICCA, ERNEST
WJW, Detroit, Mich.

● ● ● PRODUCTION ● ● ●

RICE, CONRAD
WEMP, Milwaukee, Wis.

RIDDICK, KATHRYN
WGRC, New Albany, Ind.

RILEY, LOWELL
WBNS, Columbus, Ohio.

RINKER, ALTON
Blue.

RIPLEY, JOE
WOR, New York, N. Y.

ROBERTS, ADRIAN
WMOB, Mobile, Ala.

ROBERTS, WALTER
WNBF, Binghamton, N. Y.

ROBERTSON, LARRY
KGO, San Francisco, Calif.

ROBERTSON, TRAFTON
WOL, Washington, D. C.

ROBINSON, E. BERTON
CHNS, Halifax, N. S.

ROBSON, WILLIAM
CBS, Man Behind the Gun,
Only Yesterday

ROE, CHARLES
WBML, Macon, Ga.

ROGERS, FEY
WOPI, Bristol, Tenn.

ROLLER, LARRY
WJNO, West Palm Beach,
Fla.

ROMAN, JOE
KWOC, Poplar Bluff, Mo.

ROPER, PRES
WCED, Du Bois, Pa.

ROSENBAUM, S. L.
WDSU, New Orleans, La.

ROSS, ANNIE
WMCA, New York, N. Y.

ROULEAU, FRANCOISE
CHLN, Three Rivers, Que.

ROYAL, BILL
WMCA, New York, N. Y.

RUFEL, AL
WSPD, Toledo, Ohio

RUHLE, PAUL
WCLO, Jamesville, Wis.

RUSSELL, FRED
CRNX, Wingham, Ont.

SCHRAMM, JOHN
Blue.

SCHWEIKHER, FRED
WRC, Washington, D. C.

SCOFIELD, H. C.
WDBO, Orlando, Fla.

SCOTT, ELMER
WFOY, St. Augustine, Fla.

SEAVEY, CECIL
KFEL, Denver, Colo.

SEGUIN, FRANK
CFCH, North Bay, Ont.

SELJO, RAFAEL
WIAC, San Juan, P. R.

SEITZ, FRANK A.
WFAS., White Plains, N. Y.

SERVATIUS, RAYMOND L.
WSYR, Syracuse, N. Y.

SEXTON, JACK
WTAD, Quincy, Ill.

SHARP, IRVING
WDBJ, Roanoke, Va.

SHAW, J. A.
CFCF, Montreal, Que.

SHAYON, ROBERT
CBS, Commandos, Madeleine
Carroll Reads.

SHELDON, HERB
WINS, New York, N. Y.

SIERMAN, JACK
WHBF, Rock Island, Ill.

SHICK, JIM
KUJ, Walla Walla, Wash.

SHOBAKEN, RUDIE
KASA, Elk City, Okla.

SHOECRAFT, WILLARD
KGLU, Safford, Ariz.

SIMMONS, BILL
WOLS, Florence, S. C.

SIMPSON, JACK
WWL, New Orleans, La.

SIMPSON, JIMMY
WAIM, Anderson, S. C.

SKARSTEDT, VANCE
KLX, Oakland, Calif.

SKELTON, KENNETH W.
WDAE, Tampa, Fla.

SKINGLE, N.
CHAB, Moose Jaw, Sask.

SKINNER, GEORGE
WVVA, Wheeling, W. Va.

SLOAN, DELLA MARJORIE
Blue.

SKOTCH, EDWARD D.
WLSL, Roanoke, Va.

SLATTON, JOHN L.
WMSL, Decatur, Ala.

SMITH, LEN
CKOC, Hamilton, Ont.

SNIDER, MERLE
KOH, Reno, Nev.

SOMMERS, JORG
Blue.

SPARKS, JEFF
WABC, New York, N. Y.

SPARNON, KEN
WHEC, Rochester, N. Y.

SPENCER, R. E.
CKOV, Kelowna, B. C.

SPIEGLE, STAN
KXRO, Aberdeen, Wash.

SPIER, WILLIAM
CBS, Are You A Genius,
Radio Reader's Digest.

STAAS, AL
KFNF, Shenandoah, Ia.

STANLEY, JAY
WAAT, Jersey City, N. J.

STANLEY, RAYMOND
WKAR, East Lansing, Mich.

STARR, HAROLD
KXL, Portland, Ore.

STEPHENS, HAROLD
WLPM, Suffolk, Va.

STEWART, BETTY
CFGP, Grande Prairie, Al-
berta.

STEWART, CALDWELL
WSFA, Montgomery, Ala.

STEWART, LEE
WAAT, Jersey City, N. J.

STRAUB, BILL
KWG, Stockton, Calif.

STROPE, ARNOLD
WFRH, Wisconsin Rapids,
Wis.

STUART, KEN
KOWH, Omaha, Nebr.

STUART, LEE
KMBC, Kansas City, Mo.

SUAREZ, HENRY
WIAC, San Juan, P. R.

SUDBURY, J. T.
KLCN, Blytheville, Ark.

SUTTER, DANIEL C.
NBC

SUTTLES, STAN
KYSM, Mankato, Minn.

SWEET, BEN
WSPR, Springfield, Mass.

SWEETS, WILLIAM
NBC.

— S —

SACH, JOAN
WLJB, Brooklyn, N. Y.

SALT, RONALD
KWG KEX, Portland, Ore.

SAULPAUGH, EDWIN
Blue.

SAUNDERS, CHARLES
WALA, Mobile, Ala.

SAXON, JERRY
WEDC, Chicago, Ill.

SCHRAM, NOEL
KJR-KOMO, Seattle, Wash.

— T —

TAFOYA, HENRY R., Jr.
KFUN, Las Vegas, N. M.

TAGGART, BYRON
WIBC, Indianapolis, Ind.

TALBOT, BILL
KSLM, Salem, Ore.

TATE, DICK
KGO, San Francisco, Calif.

TAYLOR, PAT
WMFR, High Point, N. C.

TEDLIE, PETE
WRR, Dallas, Texas.

• • • **PRODUCTION** • • •

TEDRICK, WILLIAM R.
KWOC, Poplar Bluff, Mo.

TERRY, IONA
CKNX, Wingham, Ont.

TERVIT, JEAN
CKNX, Wingham, Ont.

THAYER, JACK
KOBH, Rapid City, S. D.

THIBEAULT, JOSEPH
CHLN, Three Rivers, Que.

THOMAS, FRANK
KFBC, Cheyenne, Wyo.

THOMPSON, MARK
WEW, St. Louis, Mo.

THWAITES, DOROTHY, G.
KFUN, Las Vegas, N. M.

THWAITES, E. N.
KFUN, Las Vegas, N. M.

TOFF, PAUL
KFUD, St. Louis, Mo.

TOKNIK, GERRY
CKBL, Prince Albert, Sask.

TOUMEY, ROBERT
Blue.

TRACY, STERLING
KNX, Los Angeles, Calif.

TRUERE, BOB
WPDQ, Jacksonville, Fla.

TUCKER, DUANNE
KTSW, Emporia, Kans.

TURNER, DEAN
KTBC, Austin, Texas.

— U —

ULLMER, ELEANORE
KYW, Philadelphia, Pa.

UNDERWOOD, CECIL
NBC, The Great Gilder-
-sleeve, Fibber McGee and
Molly.

— V —

VAIL, LESTER
NBC.

VANCE, WILLIAM
WLS, Chicago, Ill.

VAN HARTSEFELDT, FRANCIS
NBC, The Aldrich Family.

VENTER, MEL
KFRC, San Francisco, Calif.

VERRET, ROY
WIOD, Miami, Fla.

VEST, DON
KVOD, Denver, Colo.

VINCENT, CHARLES
NBC, The O'Neills.

— W —

WAGENER, EDWARD
WLB, Minneapolis, Minn.

WAGES, JACK
ROY, Phoenix, Ariz.

WAHLBERG, H.
KPDN, Pampa, Texas

WALKER, HAL
WISN, Milwaukee, Wis.

WALKER, LOU
WCOP, Boston, Mass.

WALTERS, GILBERT
KRRR, Roseburg, Ore.

WALTON, GEORGE
CJVI, Victoria, B. C.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARBURTON, CHARLES
Blue.

WARRINGTON, FRANK
WTAR, Norfolk, Va.

WASHA, MILO
KYSM, Mankato, Minn.

WATSON, LOREN
WMRC-WPBC, Greenville, S. C.

WAYNE, ROGER
WLIB, Brooklyn, N. Y.

WEAVER, MAL
WWSR, St. Albans, Vt.

WEBB, HUGH
WHMA, Anniston, Ala.

WEBER, EDDIE
WRNL, Richmond, Va.

WEGMAN, ED
WEJR, Buffalo, N. Y.

WEIDENWAAR, CLAIRE
WOWD-WGLZ, Fort Wayne,
Ind.

WELLES, ORSON
CBS, Hello Americans.

WELLING, FRANK
WCHS, Charleston, W. Va.

WELLINGTON, JOHN
Blue.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WERLING, RUPE
WIRG, Philadelphia, Pa.

WHEDEE, CHARLES, H.
WRRF, Washington, N. C.

WHITE, ELEANOR
WPID, Petersburg, Va.

WHITE, HOOPER
WKZO, Kalamazoo - Grand
Rapids, Mich.

WHITE, PAT
KTBS - KWKH, Shreveport,
La.

WHITE, PAUL
CBS, Report to the Nation,
Our Secret Weapon.

WHITNEY, EDWIN
Blue.

WHYTE, GORDON
NBC.

WHITNEY, STAN
WHO, Des Moines, Ia.

WIEST, GEORGE
Blue.

WIGGINS, WALLACE S.
KVOE, Santa Ana, Calif.

WILDY, LAWRENCE
WIL, St. Louis, Mo.

WILEY, HOWARD
WMAQ, Chicago, Ill.

WILLETT, BOB
CJVI, Victoria, B. C.

WILLIAMS, AUSTIN
KLZ, Denver, Colo.

WILLIAMS, EARL
KFOR, Lincoln, Nebr.

WILLIAMS, GENE
WSPD, Toledo, Ohio.

WILLS, HARRY
WATW, Ashland, Wis.

WILSON, BEN
WTAD, Quincy, Ill.

WILSON, DON
CJOR, Vancouver, B. C.

WILSON, FRED
WTAM, Cleveland, Ohio.

WILSON, GEORGE EARLE
KWTO, Springfield, Mo.

WINTERSTEIN, GEORGE, JR.
WGHI, Scranton, Pa.

WOODARD, RAY
WFTC, Kinston, N. C.

WOODLING, M. F.
KHSL, Chico, Calif.

WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.

WOODWORTH, JOHN
KOMA, Oklahoma City, Okla.

WOOLF, JOHN M.
KDYI, Salt Lake City, Utah.

WRIGHT, JEAN
WTOL, Toledo, Ohio.

WRIGHT, JOHN
WBZ-WBZA, Boston-Spring-
field, Mass.

WVOLTAD, MARWIN
KWLJ, Decorah, Ia.

WYANT, DAL
WHEB, Portsmouth, N. H.

WYMER, JOHN
WOMI, Ashland, Ky.

— Y —

YOUNG, CATHERINE
CFGP, Grande Prairie, Alberta

— Z —

ZINK, AL
WEHR, Buffalo, N. Y.

ZINK, ALBERT
WGY, Schenectady, N. Y.

ZITZER, A. L.
KYA, San Francisco, Calif.

INSTRUMENTALISTS



AND THEIR WORK DURING 1942



— A —

ABBOTT, JULES
WGNV, Newburgh, N. Y. Pianist.

ALFORD, ELIZABETH
KRMD, Shreveport, La. Pianist.

ALLEN, BARCLAY
KLZ, Denver, Colo. Pianist, Organist, So This Is Your Birthday, Budget Brigade.

ALLEN, HARRY J.
CKOC, Hamilton, Ont. Organist, Robinson Cathedral Hour.

ANDERSON, AL
WCOL, Columbus, O. Drummer, Cesner Swingtet.

ANDERSON, JOHNNIE
WOAI, San Antonio, Tex. Pianist, Johnnie on the Spot.

ANDERSON, LENNARD
KVI, Tacoma, Wash. Organist, Organ Devotionals.

ARMSTRONG, SHIBLEY
WBOW, Terre Haute, Ind. Organist.

— B —

BAILEY, EBER
WBT, Charlotte, N. C. Guitarist, Avalon Time, Dixie Farm Club, CBS Dixie Net Jamboree.

BAKER, DANNY
KXEL, Waterloo, Iowa. Instrumentalist.

BAKER, DICK
WLS, Chicago, Ill. WIND, Gary, Ind. Pianist.

BARCO, BAILEY
WTAR, Norfolk, Va. Organist.

BARKER, JOE
WWVA, Wheeling, W. Va. Harmonica player, Chuckwagon Gang.

BARTLETT, JANE
WBT, Charlotte, N. C. Pianist-Organist, Vocals with Pennington.

BAXTER, LEO
WBOW, Terre Haute, Ind. Pianist.

BEACH, VANCE
WHEC, Rochester, N. Y. Cellist, This Is My Land.

BERG, IVAN
KGOX, Wolf Point, Mont. Organist, Organ Logs.

BETHANCOURT, JOSE
Blue, Marimbist, Club Matinee, National Farm and Home Hour, Jose Bethancourt.

BICKNELL, JAMES
WOWO, Fort Wayne, Ind. Bass player.

BINA, ALBIN
WKBH, La Crosse, Wis. Pianist, Piano Styles.

BISCHOPF, FRANCES
WSAV, Savannah, Ga. Instrumentalist.

BLAKE, AFTON
KFPW, Fort Smith, Ark. Pianist.

BLAKE, MONTY
WWVA, Wheeling, W. Va. Accordionist, Radio Rangers.

BORTELL, CLAUDE
WFBL, Syracuse, N. Y. Violinist, Musical Clock.

BREWER, IRENE
CKOC, Hamilton, Ont. Pianist, Organist.

BROWN, BURNETT
CJLS, Yarmouth, Canada. Pianist, Sunday Morning Hymnal.

BROWN, JEANNE
WOWO, WGL, Fort Wayne, Ind. Organist.

BROWN, KATHERINE
CJOC, Lethbridge, Alberta, Canada. Organist.

BULLOCK, MARY
KEX-KGW, Portland, Ore. Instrumentalist.

BURNETT, CHESTER
WMAZ, Macon, Ga. Pianist, Friendly Voice.

BUSH, HELEN
WOWO, WGL, Fort Wayne, Ind. Pianist.

BUSKIRK, PAUL
KXEL, Waterloo, Iowa. Instrumentalist.

— C —

CAMERON, CLIFF
WATL, Atlanta, Ga. Organist, Cameron at the Console.

CAMPBELL, CECIL
WBT, Charlotte, N. C. Guitarist, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree, The Briarhoppers.

CANTRELL, SAM
WBT, Charlotte, N. C. Vibraharpist, Twilight in Dixie, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

CARPENTER, ETHEL
WKBB, Dubuque, Iowa. Pianist, Melody Musings.

CARPENTER, EVELYN
WTAR, Norfolk, Va. Organist.

CARROLL, BORM
WOWO, WGL, Fort Wayne, Ind. Pianist.

CARSON, PAUL
Blue, Organist, Bridge to Dreamland.

CASEY, CLAUDE
WBT, Charlotte, N. C. Violinist, The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

CAVE, WALT
KMJ, Fresno, Calif. Instrumentalist.

CELENTANO, JOHN
WHEC, Rochester, N. Y. Violinist, Are You Listening?

CESNER, CHARLES
WCOL, Columbus, O. Organist, Cesner Swingtet.

CHILDRÉ, LEW
WWVA, Wheeling, W. Va. Organist, Boy from Alabam.

CHIMES, MICHAEL

Harmonica player, March of Time NBC, Columbia Workshop CBS, The Goldbergs NBC, Truth or Consequences CBS, Theaurosus Ets, Ivory Soap Ets, Radio Readers Digest CBS.

CHRISTOPHER, HOMER

WRT, Charlotte, N. C. Accordionist, Avalon Time, Dixie Farm Club, CBS Net Jamboree, The Briarhoppers.

CLEARY, LEN

WLS, Chicago, Ill.; WIND, Gary, Ind. Organist.

CODOMO, JOHN

KMJ, Fresno, Calif. Instrumentalist.

COLLINS, JERRY

WNOX, Knoxville, Tenn. Pianist, Merry-Go-Round, Swingster-Time.

CONNER, KARI

WOWO, WGL, Fort Wayne, Ind. Violinist.

COOK, ROBIN

KRVG, Weslaco, Tex. Pianist.

COOK, RONNIE

KGCX, Wolf Point, Mont. Organist, Organ Logs.

COOPER, HERBIE

WNOX, Knoxville, Tenn. Drummer, Merry-Go-Round, Swingster-Time.

COTE, BERT

WCOL, Lewiston, Me. Organist, Novachord Time.

CRASE, SID

KEX-KGW, Portland, Ore. Instrumentalist.

• • • INSTRUMENTALISTS • • •

CROMER, BOB
KTSM, El Paso, Tex. Organist. Even Tide Echoes.

CROWTHER, ERIC
WKNE, Keene, N. H. Pianist.

CULLEN, TOM
KHUB, Watsonville, Calif. Pianist. Frank and Cullen.

CUSICK, PHIL
WBAX, Wilkes-Barre, Pa. Organist.

— D —

DALTON, IRENE
KGB, San Diego, Calif. Pianist.

DAUMAN, RALPH
KFEL, Denver, Colo. Electric Guitarist. Music in a Mellow Mood.

DAVIS, GEORGE
WIBX, Utica, N. Y. Pianist-Organist. Console Melodies.

DEEBLE, CHARLOTTE
WHKC, Columbus, O. Organist. Youth and Music.

DE GRUEN, JOHN
WFLA, Tampa, Fla. Violinist.

DICKINSON, TED
WFBL, Syracuse, N. Y. Accordionist. Musical Clock.

DOSSEY, LEN
KUJ, Walla Walla, Wash. Violinist, Braden Bell Srenaders.

DUNKELBERGER, TOM
WHIO, Dayton, Ohio. Organist. Dunksers Club.

DURHAM, DAVE
WNOX, Knoxville, Tenn. Trumpeter. Merry-Go-Round, Swingster-Time.

— E —

EMERSON, JOHN
CJCA, Edmonton, Alberta, Canada. Pianist. Pianograms.

ESTES, MARY ANN
KXEL, Waterloo, Iowa. Instrumentalist.

EVANS, GIL
WRDW, Augusta, Ga. Instrumentalist. Novachord Fancies.

— F —

FAIRBANKS, CILE
KFIZ, Fond-du-Lac, Wisc. Organist.

FEENEY, JOHN
WFBL, Syracuse, N. Y. Cellist. Musical Clock.

FELTRINELLI, HERB
WFBL, Syracuse, N. Y. Trumpeter. Musical Clock.

FIERS, CLARK
WIOD, Miami, Fla. Organist. Reverie.

FINE, PHIL
WITH, Baltimore, Md. Pianist. Memory Lane, Phil Fine Presents.

FITZSIMMONS, GUY
WOWO, WGL, Fort Wayne, Ind. Clarinetist, Saxophonist.

FLETCHER, REO
Blue, Pianist. Breakfast Club, Club Matinee.

FOUSE, MARION
KEX-KGW, Portland, Ore. Instrumentalist.

FRANKS, BILL
KGB, San Diego, Calif. Pianist.

FRIAR, CHARLES
WBT, Charlotte, N. C. Pianist. Vick's on the Air, Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

FRY, RICHARD L.
CHNS, Halifax, N. S. Organist. Pianist. Organ Melodies, Pianograms, Home and Fireside Melodies.

FYE, BYDLER
KXEL, Waterloo, Iowa. Instrumentalist.

FULLER, FREDERICK
WHA, Madison, Wis. Organist. Organ Reverie.

— G —

GALBREATH, RICHARD
WOWO, WGL, Fort Wayne, Ind. Guitarist.

GANTTER, RAY
WFBL, Syracuse, N. Y. Pianist. Syracuse Voices.

GARCIA, ISLA
WFLA, Tampa, Fla. Organist.

GAUDET, LAURA C.
WTIC, Hartford, Conn. Pianist.

GAYLE, AL
KFI-KECA, Los Angeles, Calif. Accordionist.

GIBSON, DOROTHY
KFPW, Fort Smith, Ark. Pianist, Organist.

GILBERT, JOHN
WHBF, Rock Island, Ill. Organist. Organ Patter.

GILLETTE, JACK
WBT, Charlotte, N. C. Violinist. The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

GLENN, IRMA
Blue, Organist. Songs of a Dreamer.

GRAHAM, LUCILE
WCBI, Columbus, Miss. Organist. Memory Lane.

GRANT, ROY "WHITEY"
WBT, Charlotte, N. C. Guitarist. The Briarhoppers, CBS Dixie Net Jamboree.

GROVER, VIRGINIA
WMRN, Marion, O. Pianist. Personalized Plano Moods.

GRUIS, RAY
WRJN, Racine, Wis. Organist.

— H —

HAGAMAN, CHARLIE
WNOX, Knoxville, Tenn. Guitarist. Merry-Go-Round, Swingster-time.

HALVEKSON, ROY L.
KSUB, Cedar City, Utah. Violinist. Classics You Like Best.

HAMILTON, RALPH
KEX-KGW, Portland, Ore. Instrumentalist.

HARDMAN, GLEN
KTUL, Tulsa, Okla. Organist. Sunshine Man.

HART, BILL
WTML, East St. Louis, Ill. Pianist. Hart Songs.

HARTSHORN, GORDON
KEX-KGW, Portland, Ore. Instrumentalist.

HANSENEYER, RAY
WFBL, Syracuse, N. Y. Bass player. Musical Clock.

HEDQUIST, CARL
WHEC, Rochester, N. Y. Violinist-Guitarist. Silver and Gold.

HEFFENAN, GEORGE
WBT, Charlotte, N. C. Violinist. Avalon Time, Twilight in Dixie, Dixie CBS Net Jamboree, The Briarhoppers.

HERRING, CHARLES
KUJ, Walla Walla, Wash. Bass player. Braden Bell Serenaders.

HEWITT, EDDY
KXEL, Waterloo, Iowa. Instrumentalist.

HICKS, MARY ELIZABETH
WLAC, Nashville, Tenn. Organist.

HILLIARD, JACK
WRDW, Augusta, Ga. Instrumentalist, Jack and Leslie.

HIRSCH, BERTRAND
NBC, American Album of Familiar Music.

HOGAN, JAMES
WFBL, Syracuse, N. Y. Drummer.

HOWARD, JIM
WHLN, Harlan, Ky. Violinist. Blind Jim's Gospel Songs.

HUME, MARGIE
KXEL, Waterloo, Iowa. Instrumentalist.

HUME, MARY
KXEL, Waterloo, Iowa. Instrumentalist.

HUNTER, PETE
KHMO, Hannibal, Mo. Guitarist. Pete Hunter and His Guitar.

HURLBURT, GLEN
KGO, San Francisco, Calif. Pianist. It's Glen Again, KGO Calling. Search for a Genius.

— J —

JACKSON, GUSTAVE
WEBC, Duluth, Minn. Violinist.

JACOBS, KENNETH
WHBF, Rock Island, Ill. Guitarist. Starlet Theatre.

• • • INSTRUMENTALISTS • • •

JASPER, BETTY LOU
KHMO, Hannibal, Mo. Pianist. Melody Quiz.

JESKE, FRED L.
WSYR, Syracuse, N. Y. Pianist. Timekeeper, Dinner Bell Program.

JOHNSON, CURTIS
KYSM, Mankato, Minn. Accordionist. Accordiana.

JOHNSON, GEORGE
KOWH, Omaha, Nebr. Organist.

JOHNSON, THERSE
WSYR, Syracuse, N. Y. Organist. Change of Pace.

JOSEY, JOHN
KFDA, Amarillo, Tex. Organist. John Josey at the Organ.

— K —

KEENAN, MARIE
CFOS, Owen Sound, Ont., Can. Pianist.

KEFRY, FRED
KMJ, Fresno, Calif. Instrumentalist.

KELLOGG, GERTRUDE
WFJR, Wisconsin Rapids, Wis. Organist. Consolidated Hour.

KERSLAKE, VICTOR
CFOS, Owen Sound, Ont., Can. Organist.

KING, DENISE
KGEX, Wolf Point, Mont. Pianist. Piano Moods.

KNAPP, KATHRYN
KPPC, Pasadena, Calif. Organist.

KNICK, WALTER
WBNS, Columbus, O. Pianist.

KNIGHT, JEAN
WKY, Oklahoma City, Okla. Organist. Moods in Melody, Ivory and Melody.

KOCH, STAN
KFEL, Denver, Colo. Saxophonist. Clarinetist. Music in a Mellow Mood.

KOLB, HAL
WTIC, Hartford, Conn. Organist. Medley Time.

KUETTEL, RALPH
KMJ, Fresno, Calif. Pianist. Moods in Ivory.

KYLER, HESTER
WGLO, Janesville, Wis. Organist.

— L —

LACHARITE, S.
CHLT, Sherbrooke, Quebec, Canada.

LANDEKOS, PEPPE
WFBM, Indianapolis, Ind. Violinist.

LANE, LORNA
WROK, Rockford, Ill. Organist. Musical Portraits, Lunch With Lorna, Housewives Jack pots.

LANGF, HENRY
WHIO, Dayton, O. Pianist. Henry Lange and Grand Piano.

LAWSON, BILL
WNOX, Knoxville, Tenn. Clarinet. Merry Go-Round. Swinger Time.

LEIBERT, DICK
Blue. Organist. Sing for Dough.

LINGHAM, LEE
WOLS, Florence, S. C. Pianist. Memories.

LOCKHART, ZELLA
KUJ, Walla Walla, Wash. Pianist. Braden Bell Serenaders.

LONGSWORTH, HOWARD
WOWO, WGL, Fort Wayne, Ind. Bass player.

LORD, EDWARD J.
WLOF, Orlando, Fla. Pianist. Organist.

LYBOLT, FRANK
WHEC, Rochester, N. Y. Organist.

— M —

MALINOWSKI, JOHN
WOOD-WASH, Grand Rapids, Mich. Organist. Morning Organ Program.

MARRACCO, THOMAS
WHEC, Rochester, N. Y. Violinist. Twin Keyboards.

MARTIN, NANCY
Blue. Pianist. Breakfast Club, Club Matinee.

MATHEWS, RONNIE
CJOR, Vancouver, B. C. Pianist. Organist.

MAXEDON, DEAN
WOWO, Fort Wayne, Ind. Guitarist.

MESERVEY, NORMAN
WFBL, Syracuse, N. Y. Pianist. Musical Clock.

METCALF, GEO., JR.
KMJ, Fresno, Calif. Instrumentalist.

MICHELIN, SERGEANT
CJVL, Victoria, B. C. Pianist. Organist.

MOCK, ROSIE
WUPR, Greenville, Miss. Pianist.

MOLDENHAUER, HANS
KFIO, Spokane, Wash. Pianist. Keyboard Hour.

MOORE, BETH
KTBS, Shreveport, La. Pianist.

MORIN, BEA
KTSA, San Antonio, Tex. Pianist. Organist.

MORIN, JOE
KTSA, San Antonio, Tex. Pianist.

MURE, FRED
WLAC, Nashville, Tenn. Pianist.

MURPHY, THELMA
WFMY, Youngstown, Ohio. Organist. Console Capers.

— Mc —

McARTHUR, LOUIS
WMBO, Auburn, N. Y. Pianist.

McCRORY, MARTHA
WHEC, Rochester, N. Y. Cellist. Classics in Rhythm.

McMAHON, EVELYN
WOSC, Charleston, S. C. Pianist. Stars of Tomorrow.

McPHALEAN, FRANK
CJOR, Vancouver, B. C. Guitarist. Hawaiian Hospitality.

— N —

NAGY, CHARLES
WLAC, Nashville, Tenn. Violinist.

NAMARO, JIMMIE
CKCL, Toronto, Ont., Canada. Pianist. Xylophonist. The Ice Cubes.

NEILL, EVERETT
WISR, Butler, Pa. Pianist. Reflections in Black and White.

NELSON, HELEN
KGFV, Kearney, Neb. Organist. Organ Varieties.

NOBLE, WILLIAM M.
WLAW, Lawrence, Mass. Organist. Eventide Moods and Memories.

NOVAK, CURLY
KHMO, Hannibal, Mo. Pianist.

— O —

OLESON, ALICE
WJWC, Hammond, Ind. Pianist. Alice and Joe.

— P —

PAGE, BUDDY
WFCL, Pawtucket, R. I. Organist. Buddy Page's Memory Lane.

PAETTA, STEPHEN
KUJ, Walla Walla, Wash. Accordionist. Braden Bell Serenaders.

PALMER, LESLIE
WRDW, Augusta, Ga. Instrumentalist. Jack and Leslie.

PARKINSON, GEORGE
WBNS, Columbus, Ohio. Organist.

PATTERSON, ANDY
KMJ, Fresno, Calif. Instrumentalist.

PATTON, DON
WINC, Winchester, Va. String Music.

PEABODY, EDDIE
Blue. Banjoist. Meet Your Navy.

PETERSON, GERALDINE
KEX-KGW, Portland, Ore. Instrumentalist.

PIERCE, MATT
WHEC, Rochester, N. Y. Pianist. Ken Sparmon's String Orchestra.

• • • INSTRUMENTALISTS • • •

PIZZUTI, NICK
WOLS, Florence, S. C. Accordionist. Wings Over Carolina.

— R —

RADCLIFFE, FRANK
CFOS, Owen Sound, Ont., Can. Violinist.

RAMIREZ, JOSE RAUL
WIAC, San Juan, P. R. Pianist. The Informal Hour.

RANN, BETTY
Blue, Pianist. Chamber Music Society of Lower Basin St.

REISER, AL
Blue, Pianist.

REISER, LEE
Blue, Pianist.

REISMAN, BEN
Blue, Pianist.

REISMAN, BENJ.
WBAB, Atlantic City, N. J. Pianist.

REYNOLDS, MICKEY
KOMA, Oklahoma City, Okla. Organist.

RIDDLE, ROB
WGAA, Cedartown, Ga. Pianist.

RIGGS, NELL
WHK, Cleveland, Ohio. Pianist.

RIO, ROSA
Blue, Organist. Horror, Inc.

ROBIDOUX, P. M.
CHLT, Sherbrooke, Quebec, Canada, Pianist.

ROMAN, DOROTHY
WHBF, Rock Island, Ill. Pianist. Starlet Theatre.

ROTH, DAVID
WBTA, Batavia, N. Y. Accordionist. Accordionism.

RUVINSKY, ABRAM
WHKC, Columbus, Ohio. Violinist. Abram Ruvinsky Trio

— S —

SALT, RON
KEX-KGW, Portland, Ore. Instrumentalist.

SALTMAN, PHIL
WEEI, Boston, Mass. Pianist. WEEI Piano Club of the Air.

SALYER, RUSSELL
KJ, Walla Walla, Wash. Violinist. Braden Hall Serenaders.

SAWYER, TOM
WLOF, Orlando, Fla. Violinist.

SCOTT, G. H.
WCAP, Asbury Park, N. J. Organist. Organ Melodies.

SELJO, RADAEL
WIAC, San Juan, P. R. Guitarist. The Informal Hour.

SEWELL, LOUISE
KFPW, Fort Smith, Ark., Violinist.

SHEETS, ELOISE
KWFC, Hot Springs, Ark. Pianist. Rainbow Refrains.

SHELLEY, GLENN
KEX-KGW, Portland, Ore. Personality Hour. America

Sings. Organist.

SHERWOOD, GAYLE
WFBM, Indianapolis, Ind. Songs for You.

SHIPE, FRANK
KTTS, Springfield, Mo. Pianist.

SIDELL, JAY
KFEL, Denver, Colo. Organist. Music in a Mellow Mood.

SIMON, BILL
KVOO, Tulsa, Okla. Pianist.

SIMPSON, JIMMY
WAIM, Anderson, S. C. Pianist-Clarinetist.

SLICER, HERNDON
WDBJ, Roanoke, Va. Pianist.

SLOFOOT, DENNY
KXEL, Waterloo, Iowa. Instrumentalist.

SPARNON, ARABELLA
WHEC, Rochester, N. Y. Harpist. Evensong.

STARCHEL, BUDDY
KXEL, Waterloo, Iowa. Instrumentalist.

STARRETT, LUCILLE
WHKC, Columbus, O. Pianist. Rhythmetts.

STENZEL, THEODORE
WHEC, Rochester, N. Y. Bass player.

STIEB, CLIFF
WNOX, Knoxville, Tenn. Bass player. Merry-Go-Round. Swingstertime.

SUTTON, TOMMY
WWVA, Wheeling, W. Va. Guitar player. Radio Rangers.

SWANSON, EDWARD
WCAT, Rapid City, S. D. Pianist. Piano Moods.

— T —

TALLMADGE, JOSEPH
WMBO, Auburn, N. Y. Pianist.

THOMAS, CHARLES
WSYR, Syracuse, N. Y. Pianist. Red Thomas Time. Funny Money Man.

THOMPSON, AL
KSAL, Salina, Kan. Pianist. Piano Moods.

TORRES, ALBINO
KTRF, Houston, Tex. Pianist. Melodie Moments.

TOULSON, JACK
CJCA, Edmonton, Alberta, Can. Pianist. Piano Ramblings.

TREMEER, BRUCE
CKWS, Kingston, Ont., Can. Pianist. Moods in Ivory.

TRUSSELL, ANNE
KTSM, El Paso, Tex. Organist. Time for Leisure.

TURNER, ZEB
WAIM, Anderson, S. C. Guitarist.

TWEDDALS, BERNICE
KEVE, Everett, Wash. Pianist. Music in Song.

— V —

VAN COTT, FRANK
KSUB, Cedar City, Utah. Pianist. Classics You Like Best.

VOEGELI, DON
WHA, Madison, Wis. Pianist. Piano Moods.

— W —

WALKER, JOE
WAIM, Anderson, S. C. Organist.

WALLACE, CATHARINE
WBTA, Batavia, N. Y. Pianist.

WALTERS, WILLIAM
WIBX, Utica, N. Y. Pianist. Keyboard Kapers.

WARD, SGT. NELSON K.
WHEB, Portsmouth, N. H. Organist. Console Charm.

WARNER, GEORGE
KTAR, Phoenix, Ariz. Novachordist.

WARPUT, JOE
WJWC, Hammond, Ind. Accordionist. Alice & Joe.

WARREN, ELMER
WBT, Charlotte, N. C. Guitarist. Dixie Farm Club. Dixie CBS Net Jamboree. The Briarhoppers.

WATKIS, LADDIE
CJOR, Vancouver, B. C. Violinist.

WEELANS, LESTER D.
KLZ, Denver, Colo. Pianist. Melody Master. Budget Brigade.

WEISBERG, JOE
WCOL, Columbus, O. Pianist. Cesner Swinlet.

WHITE, DON
WBT, Charlotte, N. C. Guitarist. The Briarhoppers. Avalon Time. Dixie Farm Club. Dixie CBS Net Jamboree.

WHITE, LEW
Blue, Organist. Inner Sanctum Mystery.

WHITEMAN, BILLY
WBRW, Welch, W. Va. Organist. Console Airs.

WILBANKS, BETTY LOU
KWIL, Albany, Ore. Pianist. Intermezzo Time.

WILKES, BIRDIE
KWFC, Hot Springs, Ark. Pianist. Voice on the Air.

WILLIAMS, DOC
WWVA, Wheeling, W. Va. Guitarist. Border Riders.

WIRGES, BILL
WMCA, New York, N. Y. Organist. Bill Wirges at the Console.

WOLF, ROSEMARY
WWNY, Watertown, N. Y. Pianist. Music Album.

WOOD, ROBIN
CJVI, Victoria, B. C. Pianist.

WRIGHT, GEORGE
KFRC, San Francisco, Calif. Organist. Canary Chorus. Little Show.

WYANT, HELEN
WHK-WCLE, Cleveland, O. Organist.

— Y —

YATES, J. NEWTON
KFVD, Los Angeles, Calif. Organist.

YEAMAN, HOLLADAY
WMVA, Martinsville, Va. Organist. The Organ Loft.

YOUNG, GORDON
KVOO, Tulsa, Okla. Organist.

MUSICAL DIRECTORS OF STATIONS IN THE UNITED STATES and CANADA



When the story of radio's contribution to the winning of the war becomes recorded history the chapter concerning station musical directors will be an impressive one. For it is on the home front that this department is doing an all-out job providing morale-building musical entertainment for war plant workers. That war plant labor-management committees are cognizant of the important job musical directors are doing is indicated by the fact that many plants "pipe in" musical programs throughout the day and night shifts.

Alabama

Anniston, WHMA..... Hugh Webb
Birmingham,
WAPI..... Clo McAlpin
WSGN..... Larry Yeater
Decatur, WMSL..... John L. Slatton
Mobile,
WALA..... Agnes Pirtle
Montgomery,
WCOV..... Joe Byars
WSPA..... Caldwell Stewart

Arizona

Phoenix,
KOY..... Alfred Becker
KPHO..... M. C. Reese, Jr.
Prescott, KYCA..... Augustine Rodarte
Safford, KGLU..... Willard Shoecraft
Tucson, KTUC..... Wayne Sanders

Arkansas

Blytheville, KLCN..... Lloyd Blomeyer
El Dorado, KELD..... Rodney Smith
Fort Smith, KFPW..... John M. Van Horn
Helena, KFFA..... Rosalind Mundt
Hot Springs, KTHS..... Doc Warren
Little Rock, KLR..... Tom Scott

California

Berkeley, KRE..... Harold Hawley
Beverly Hills, KMPC..... Marie Hodson
Chico, KHSL..... Mabel Swift
Eureka, KIEM..... James Fasullo
Fresno, KMJ..... Andy Patterson
Long Beach, KGER..... Helene Smith
Los Angeles,
KECA..... Claude Sweeten
KFAA..... Don Otis
KFI..... Claude Sweeten
KFSG..... Esther Stuart
KFWB..... Leon Leonardi
KHJ..... Leo Arnold
KMTR..... Salvatore Santaella
Lois Carroll
KNX..... Lud Gluskin, Wilbur Hatch

Oakland,
KIX..... Frances Schulman
KROW..... Hal Parkes
Sacramento,
KFBK..... Emil Martin
KROY..... Evangeline Baker
San Diego, KGB..... George Bacon
San Francisco,
KFRG..... Cy Trabbe
KGO..... Phil Bovero, Al White
KSAN..... Ruth Franklin
KYA..... John McSwain
Santa Ana, KVOE..... Wallace Wiggins
San Jose, KQW..... Ernest Gill
San Luis Obispo..... William Reilly
Stockton, KGDM..... Lillian Best
Visalia, KTRC..... Gerry Erwin
Watsonville, KHUB..... Fred Clapp

Colorado

Denver,
KFEL..... Stanley Koch
KLZ..... Lester Weelans
KMYR..... Clarence Hoglund
KOA..... Milton Shrednick
KPOF..... Ruth Staats

Connecticut

Bridgeport,
WICC..... Frank Foti
WNAB..... Johnny Montgomery
Hartford,
WDRG..... Sterling V. Couch
New Britain, WNBC..... Maurice Sechtman
WTHT..... Charlotte Gregory
WTIC..... Moshe Paranov
New Haven, WELI..... Marion J. Reynolds
Waterbury,
WATR..... Edith Sacco
WBRY..... Waldo S. Newberry

Delaware

Wilmington,
Wilmington, WDEL..... J. E. Mathiot

MUSICAL DIRECTORS

District of Columbia

Washington,
 WJNX.....Bob Callahan
 WJSV.....Paul Kain
 WMAL.....Morgan Baer
 WOJ.....Carol Shea
 WRC.....Morgan Baer
 WWDC.....Leonard Friendly

Florida

Gainesville, WRUF.....Elizabeth Tew
 Jacksonville,
 WJAX.....Frank Morris
 WJHP.....Bob Willard
 WPDQ.....Neil Vanderpool
 Lakeland, WLAK.....John V. Fisk
 Miami, WIOD.....Clark Fiers
 Ocala, WTMC.....Becher Hayford
 Orlando,
 WDHO.....Walter Kimble
 WLOF.....Edward J. Lord
 Panama City, WDLF.....Edward J. Contar
 St. Augustine, WFOY.....Ann Bernice Nachtmann
 St. Petersburg, WFSN.....Edith Sexton
 Tallahassee, WTAL.....Judson Chapman
 Tampa,
 WDAE.....M. E. Plattner
 WFLA.....Frank Grasso
 West Palm Beach, WIXO.....Ruth Shockley

Georgia

Atlanta,
 WATI.....Zenas Sears
 WSB.....Perry Bechtel, Earl Landi
 Augusta, WRDQ.....Paul Reed
 Cedartown, WGAA.....Bob Riddle
 Columbus, WRBL.....Gertrude Handley
 Conley, WMJM.....Robert C. Lay
 Macon, WMLL.....Mary Hester Richardson
 Savannah,
 WSAV.....Eleanor Cook
 WTOG.....Jean Wallace

Idaho

Wallace, KWAL.....Glen Whitney

Illinois

Aurora, WMRO.....Mary Louise Brown
 Chicago,
 WAAF.....Lillian de St. John
 WAIT.....E. M. Hinzman
 WCFL.....John W. Kelly
 WEDF.....William P. Brady
 WGES.....John Van
 WGN.....Henry Weber
 WJJD.....Kennedy Nelson
 WLS.....Phil Kalar
 WMAQ.....Roy Shield
 WWSB.....Denn Renick
 Danville, W DAN.....Honore Ronan
 Decatur, WSOY.....Mary Kocio
 East St. Louis, WPMAX.....William Hart
 Peoria, WMBD.....Robert Black
 Quincy, WTAD.....Elythe Raye
 Rockford, WROK.....Lorna Lane
 Rock Island, WBBF.....John Gilbert
 Springfield, WCBS.....John Geil
 Urbana, WITL.....Lanson F. Demming

Indiana

Elkhart, WTRC.....Ethel Geiss
 Fort Wayne, WGL-WOWO.....Jeanne Brown
 Gary, WIND.....Reba Jane Chapman
 Hammond, WJOB.....J. Gibbs Spring
 WJWC.....Don Maya

Indianapolis,
 WFBI.....Walter Reuleaux
 WIBC.....Lester Huff
 WIRE.....Harry Bason
 WISH.....Eddie Hanson
 Vincennes, WAOV.....Mrs. J. W. Shoemaker

Iowa

Ames, WOL.....Howard Chase
 Boone, KPGQ.....Opal Hartung
 Burlington, KBIJ.....Mary Mangold
 Cedar Rapids, WMT.....Maureen Canavan
 Clinton, KROS.....Margery Meinert
 Davenport, WOC.....Mark Russell
 Decorah, KWLC.....Donald Gjerdum
 Des Moines, WHO.....Don Hovey
 Dubuque, WKBB.....Ethel Carpenter
 Ottumwa, KBIZ.....John Elliott
 Shenandoah,
 KPNF.....Perry Douthitt
 KMA.....Mabel McFarland
 Sioux City,
 KSCJ.....Miriam Corkhill
 KTRL.....Bernice Mahr
 Waterloo, KXEL.....Les Hartman

Kansas

Coffeyville, KGGE.....Ozzie Osborne
 Dodge City, KGNO.....Herschell Holland
 Hutchinson, KWBW.....Herbert Clark
 Kansas City, KCKN.....Ruth Royal
 Manhattan, KSAC.....William Lindquist
 Pittsburg, KDAM.....Leota Taylor
 Salina, KSAL.....Al Thompson
 Topeka, WIBW.....Maude Shreffler
 Wichita,
 KANS.....Raymond Shelley
 KFBI.....Zeke Williams
 KFH.....Gus Snyder

Kentucky

Earlan, WHLN.....Frieda Whitehart
 Hopkinsville, WHOP.....Bonnie Bessire
 Lexington, WLAP.....Ed Harrison
 Louisville,
 WAVE.....Earle Keller
 WHAS.....Robert Hutsell
 WYNN.....Stuart Brooks
 New Albany, WGRC.....Jack Curran

Louisiana

Alexandria, KALB.....Doris Gates
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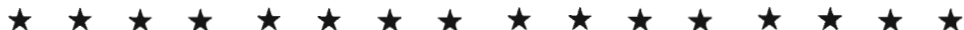
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Superior, WDSM.....Myrna McCauley
Wausau, WSAU.....Lenore DeVries
Wisconsin Rapids, WFHR.....Virginia Lee

Wyoming

Cheyenne, KFBC.....Helene Wentzel
Powell, KPOW.....Rosemary C. Meyer
Rock Springs, KQRS.....Ann Cook
Sheridan, KWYO.....Margaret Heppner

Alaska

Fairbanks, KEAR.....Miriam Dickey

HAWAII

Lihue, KTOH.....Esther Ruzgland,
Mrs. Florence Fernandez

**CANADA
Alberta**

Edmonton, CFRN.....Jenny Jones
Grand Prairie, CFGP.....Betty Stewart
Lethbridge, CJOC.....Helen Anderson

British Columbia

Victoria, CJVI.....Isobel Stuart

New Brunswick

Campbellton, CKNB.....Margaret Taylor
St. John, CHSJ.....Mrs. Maud C. Esty

Nova Scotia

Antigonish, CJFX.....Zita O'Hearn Cameron

Ontario

Chatham, CFCO.....Gwen Nicholls
Kingston, CKWS.....Anne Wiagi
Kirkland Lake, CKKL.....Sonya Barnett
Kitchener, CKCR.....Jean Whiteside
North Bay, CFBH.....Ray Doherty
Owen Sound, CFOS.....Mrs. Stephen Breeze
Prescott, CFPL.....Helen Evenetts
Windsor, CBLW.....Myrtle Labbitt
Wingham, CKNX.....Marg Brophy

Prince Edward Island

Charlottetown, CFCY.....Mrs. R. F. Large
Summerside, CHGS.....Mrs. Irene Dickie

Quebec

Montreal
CFAC.....Roberta Beatty
CFAC.....Odette Oligay
CHLP.....Mrs. Jeanne Grisseallard
Rouyn-Noranda, CKRN.....Pat Sowerby

Saskatchewan

Prince Albert, CKBL.....Aline Rousseau
Regina
CJRM.....Mrs. H. Martenson
CKCK.....Audrey Counsell



MOTION PICTURE COMMENTATORS OF STATIONS IN THE UNITED STATES

(Courtesy of the 1943 FILM DAILY YEAR BOOK)

Alabama

Anniston:

WHMA—Hugh Webb.
WHMA—Malcolm Street.

Birmingham:

WAPI—Lionel F. Baxter.
WBRC—Margaret Cotten.

Muscle Shoals:

WIAY—Becky Burns.

Selma:

WHBB—Marshall Parsons, Jr.

Arizona

Phoenix:

KTAR—Virginia Ricks.

Prescott:

KYCA—Roberta M. Pfister.

Safford:

KGLU—Lester McBride.
KGLU—Willard Shoecraft.

Tucson:

KTUC—Lee Preis.

Arkansas

Helena:

KFFA—Rosalind Mundt.

California

Beverly Hills:

KMPC—Joe Tonner.
KMPC—Frank Robinson
Brown.
KMPC—Sam McKay.

Chico:

KHSL—"Woody" Woodling.

Hollywood:

KMTR—Irwin Allen.
KMTR—Douglas Hatton.
KNX—George Flsher.
KNX—Hedda Hopper.

Los Angeles:

KECA—Erskine Johnson.
KRKD—Glad Hall.

Merced:

KYOS—Jo Ann Evans.

Riverside:

KPRO—Grant Holcomb, Jr.

San Francisco:

KQW—Eddie Tabor.
KQW—Ira Blue.
KYA—Jack Temple.

Colorado

Durango:

KIUP—Raymond M. Beckner.

Connecticut

Bridgeport:

WICC—Denise Keller.

Stamford:

WSRR—Aime Gauvin.

District of Columbia

Washington:

WOL—Walter Compton.
WOL—Russ Hodges.
WOL—Charlie Zurhorst.
WWDC—Jimmie Wilson.
WWDC—Vera Ash.

Florida

Fort Myers:

WFTM—June Warner.

Jacksonville:

WMBR—Ann Evans.

Miami:

WQAM—Leslie T. Harris.

Ocala:

WTMC—Flavius J. Yandle.

Orlando:

WDBO—W. G. McBride.
WDBO—Sally Martin.
WOLF—Barbara Brown.

Panama City:

WDLF—Edward J. Couture
WDLF—Eddie Pierce.

Sarasota:

WSPB—Jayue Taylor.

Tallahassee:

WTAL—Mary Charles
Fendley.

West Palm Beach:

WJNO—Josephine McQuillin.

Georgia

Albany:

WALB—Mrs. Mildred Cann.

Augusta:

WRDW—Ben Lucas.
WRDW—Sara Twigg.

Cedartown:

WGAA—Jean Brooks.
WGAA—Bob Wesley.

Columbus:

WRBL—Miss Billie Wismer.
WRBL—Jack Gibney.

Illinois

Aurora:

WMRO—Miss Lee Isom.

Bloomington:

WJBC—Frank Strand.

Chicago:

WEDC—Marian Whitney.
WJJD—Ruth Shanen.
WLS—Wilma Gwilliam.

Decatur:

WSOX—Dorothy Masterson.

Galesburg:

WGIL—Bob Gibson.

Harrishburg:

WEBQ—Harold Cook.
WEBQ—Virginia Crane.

Herrin:

WJPF—June Janess.

Jacksonville:

WLDS—Becky Vaughan.
WLDS—Edgar Parsons.

Tuscola:

WDZ—Fran Booton.

Indiana

Gary:

WIND—Bob Diller.

Indianapolis:

WIRE—Martha Meadows.

Vincennes:

WAOV—Aline Arnold.

Iowa

Burlington:

KBUR—Mary Weaver.

Dubuque:

KDTH—Jane Thomas.
WKBB—Gleason E. Kistler.

Mason City:

KGLO—Bob Lewis.

Ottumwa:

KBIZ—Harry Colman.
KBIZ—Winn Colman.

Spencer:

KICD—Leo G. Rasmussen.

Kansas

Hutchinson:
KWBW—Vern Minor.
Kansas City:
KCKN—Dorothy Quinan.
KCKN—Ruth Royal.

Kentucky

Bowling Green:
WLBT—Ann Hamilton.
WLBT—Helen Given.
Harlan:
WHLN—Vernan Nunn.
Lexington:
WLAP—Joseph Carl.
Paducah:
WPAD—Gene Peak.

Louisiana

Baton Rouge:
WJBO—Mary deVane.
WJBO—Ralph Sims.
WJBO—Eleanor Tatum.
New Orleans:
WWL—Jill Jackson.

Maryland

Baltimore:
WCAO—Frank Fan.
Frederick:
WFMD—Bill McDonald.
WFMD—James F. Crist.
Salisbury:
WBOC—Lonny Starr.

Massachusetts

Boston:
WBZ—George W. Slade.
WCOP—Russell E. Offhaus.
WEEI—Priscilla Fortescue.
WORL—Mary Ruth.
Fitchburg:
WEIM—Joan Shirlee.
West Yarmouth:
WOCB—Frances B. Blake.
Worcester:
WTAG—Jimmy Lee.

Michigan

Port Huron:
WHLS—Harmon L. Stevens.
Saginaw:
WSAM—Janice Widmoyer.
Sault Ste Marie:
WSOO—Frank F. Firmschild.

Minnesota

St. Cloud:
KFAM—Hubert Hugo Warner.
St. Paul:
WMIN—Bruce G. Hayward.

Mississippi

Greenville:
WJPR—Sallie Kellner.
Natchez:
WMIS—Myra Boudreau.

Missouri

Hannibal:
KHMO—Betty Huston.
Poplar Bluff:
KWOC—Joe Roman.
St. Charles:
KMOX—Katherine Darst.
KMOX—Frances Casement.

Montana

Kalspell:
KGEB—Don Treloar.

Nebraska

Grand Island:
KMMJ—Dick Yarnall.
KMMJ—George C. Kiater.

Nevada

Reno:
KOH—Robert Regent.

New Hampshire

Laconia:
WLNH—Sherwin Greenlaw.
WLNH—Margery Webster.
Portsmouth:
WHEB—Winslow Bettinson.

New Jersey

Atlantic City:
WFPG—Edgar A. Sweet.
WFPG—Ethel Rattay.
Bridgeton:
WSNJ—Donald C. Hart.
Camden:
WCAM—Dayton Lummins.
WCAM—Walter A. Maguire.

New Mexico

Hobbs:
KWEW—Chet L. Gonce.
Roswell:
KGFL—Frank W. Joyce.
KGFL—Howard Brown.

New York

Albany:
WABY—Louise Benay.

Batabia:
WBTA—Dick Driscoll.
Binghamton:
WNBF—Dottie Baker.
WNBF—Wally Buman.
WNBF—Henry Sawtelle.

Buffalo:
WBEN—Jack Paar.
Jamestown:
WJTN—Mrs. Helen Carr.

New York:
WEVD—Mark Toby.
WEVD—Allan Black.
WHN—Adrienne Ames.
WNS—Martin Weldon.
WJZ—Nancy Booth Craig.
WJZ—Allen Prescott.
WJZ—Ed East.
WNEW—Paula Stone.
WOV—Diana Boldi.

Newburgh:
WGNV—Dick Crans.
Niagara Falls:
WHLI—E. Murray Little.

Ogdensburg:
WSLB—Harold Gilman.
WSLB—Ellen Emery.
WSLB—Flo Beach Rowe.

Rochester:
WHEC—Marion Karasick.
WSAY—John Springer.
WSAY—Mort Nusbaum.

Syracuse:
WAGE—Thelma Jean MacNeil.
WAGE—Gordon Alderman.
WOLF—Hamilton M. Woodie.

Watertown:
WATN—Lillian Miles.
WWNY—Robert D. Mowers.

North Carolina

Asheville:
WWNC—Norine Lowe.
Burlington:
WBBB—E. Z. Jones.
Charlotte:
WAYS—Bill Mitcham.
Goldboro:
WGBR—Elizabeth Rosenthal.
Greenville:
WGTC—Frances Simpson.
WGTC—Jimmy Simpson.
High Point:
WMFR—Stan Conrad.

Roanoke Rapids:
WCBT—Philip Cooke.
Salisbury:
WSTP—Miss Winn Jones.
Washington:
WRRF—Charles Whidbie.
WRRF—Bob Brisindine.
WRRF—Mrs. George Martin.

North Dakota

Valley City:
KOVC—Bob Ingstad.

Ohio

Cincinnati:
WCKY—Carol King.
WCKY—Olive Kackley.
WCPO—Georgia Brune.
WCPO—Edna Sherwood.

Cleveland:
WGAR—Joe Wilson.

Columbus:
WCOL—Eugene Ragle.

Marion:
WMRN—Louis T. Marsh.
WMRN—Madge L. Cooper.

Springfield:
WIZE—Laura Leslie.

Oklahoma

Bartlesville:
KWON—Ann Emery.

Muskogee:
KRIX—Lowell Clark.

Oklahoma City:
KOCY—Miss Lou Maystrick.
KTOK—Russell V. Miller.
KTOK—Minnie Jo Curtiss.

Tulsa:
KTUL—Glen Condon.

Oregon

La Grande:
KLBM—Jayne Moss.

Portland:
KGW-KEX—Grace Elliott.
KWJ—Art Morey.
KWJJ—Thea Craig.
KXL—Betty Todd.
KXI—George Heimselch.

Pennsylvania

Butler:
WISR—Bob Kaufman.
WISR—Kaye Balfe.

Dubols:
WCED—Anna Jane Mull.

Erie:
WERC—J. Jacob Young.

Lancaster:
WGAL—Clair R. McCollough.

Lewistown:
WHRF—Preston Rittenhouse.

Philadelphia:
KYW—Jack O'Reilly.
WCAU—Betty Hurd.
WCAU—Powers Gourand.
WDAS—P. J. Stanton.
WIBG—Fred Wieting.

Sharon:
WPIC—Paul Gamble.

South Carolina

Charleston:
WTMA—Alicia Rhett.

Columbia:
WCOS—Howard Hamrick.

Spartanburg:
WORD—G. O. Shepherd.
WSPA—Jane Dalton.
WSPA—Harriet Anderson.

Tennessee

Chanooga:
WDEF—Dolly Madison.

Clarksville:
WJZM—George Stump, Jr.

Jackson:
WTJS—Denny McClain.
WTJS—James Hodgers.

Johnson City:
WJHL—Alice Friberg.

Memphis:
WHBQ—Frances Kieran.

Texas

Amarillo:
KGNC—Wes Izzard.

Beaumont:
KFDL—Clyn Ellis.

Brownwood:
KBWD—T. Corbett.

Dallas:
WFAA-KGKO—John Rosen-
field.
WRR—Alta Faye.

Denton:
KDNT—Mary Grace Smith.
KDNT—Eloise Johnson.

Fort Worth:
KFJZ—George Erwin.

Houston:
KXYZ—Marjorie Hazelwood.

Kilgore:
KOCA—Dorothy Baker.

Laredo:
KPAB—George Day.

Longview:
KFRO—James R. Curtis.

Pampa:
KPDN—Harry Wahlberg.

Sherman:
KRRV—Jo Ann Koriath.

Utah

Cedar City:
KSUB—Herschell Urie.
KSUB—Arthur Higbee.

Logan:
KVNU—Jack Braunagel.
KVNU—Reed Bullen.

Provo:
KOVO—John Krier.
KOVO—Shirl Black.

Vermont

St. Albans:
WWSR—Mal Weaver.
WWSR—Tom Colton.

Virginia

Danville:
WBTM—Miss Dale Carter.

Lynchburg:
WLVA—Claude E. Taylor.

Suffolk:
WLPM—Betty Brooks.
WLMP—Francis Bowie.

Washington

Seattle:
KEVR—Don Klein.

Walla Walla:
KUJ—Shirley Lee.

West Virginia

Beckley:
WJLS—Peter Arnell.

Bluefield:
WHIS—Elsia Thomas.

Charleston:
WGKV—Joe B. Matthews.

Huntington:
WCMI—Ned Brooks.

Welch:
WBRW—Johnny Villani.
WBRW—Sid Tear.
WBRW—Ruth Hutchison.

Williamson:
WBTH—Alice Stein.

Wisconsin

Janesville:
WCLO—Paul Ruhl.
WCLO—Pat Alan.

La Crosse:
WKBH—Russ Huber.

Marinette:
WMAM—Mary Kay.

Medford:
WIGM—Roy La Mere.

Oshkosh:
WOSH—Lorraine Kuehn.

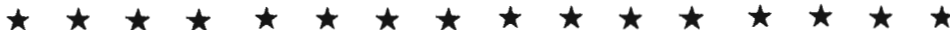
Wisconsin Rapids:
WFHR—Bruce Beichl.

Wyoming

Cheyenne:
KFBC—Margaret O'Brien.

Powell:
KPOW—Rosemary.

Sheridan:
KWYO—Mel Hallack.
KWYO—Herb Siebert.



TELESCRIPTS

... ORIGINATED BY

PA

*are complete scripts, cued for music or sound
effects, and moved on the special*

AP

Radio News Wire.

WIDELY SPONSORED FROM
COAST TO COAST

WHEN RADIO WRITES FOR WAR

*Prepared by DICK DORRANCE and JOSEPH LISS,
OWI, Domestic Radio Bureau*

*A digest of practical suggestions on wartime radio scripts,
prepared at the request of the Nation's radio writers by the
Domestic Radio Bureau, Office of War Information.*

Above All Else

The Office of War Information has received an increasing number of inquiries from radio writers, seeking advice and cooperation on the most effective methods of presenting war information.

This material has been prepared as a digest of the many suggestions supplied by the Domestic Radio Bureau to these writers, and is being issued at their request in the belief that these recommendations may be of assistance to American radio in general.

We have no desire to be censors, no desire to tell writers what they should say. We want only to point out—in accordance with the wish of these writers themselves—some of the common errors that often cause listener confusion.

Competent radio writers realize the responsibility that is theirs to give our Nation an authentic picture of the gravest peril free men have ever faced.

They know that people look to radio for full information on the operations of our armed forces, within the limits of military security. They know that, behind the firing line, at home, and in the war factories, people also look to radio for information. All Americans are anxious to learn how they may best help their sons and brothers in uniform win the war.

You will find that the following suggestions contains more “don'ts” than “do's.” This is because the “do's” can be enumerated simply.

*** * * DO study carefully all Radio Background bulletins sent out by the Office of War Information. They constitute official statements of America's war problems. Read the background material closely. You can't know too much about a subject. It's time well spent, and rewriting saved, if you understand every angle thoroughly.**

* * * DO understand that war information must be aimed accurately, handled with care, with intelligence, with respect. Routine announcements, sensationalism, commercials that capitalize on the exigencies of war, name-calling, over-confidence . . . these are practices that can hardly come under the heading of war information.

Radio must explain and instruct.

What radio says must be authentic, well-considered, simply stated.

Radio must present the war and its problems in true proportions, giving proper emphasis to all matters and observing always the tenets of good taste.

Radio and Its Messages

There are, as you know, two main types of war messages.

- (1) Messages of "action."
- (2) Messages of "understanding."

The "action" messages deal with specific, tangible things. They tell people the why, and what-to-do, of such matters as national mileage rationing, fuel conservation, salvage, etc. The facts involved are expressed simply. They may be put into a few words, supported by "reason why."

But war information is more than messages of "action." There are also things every citizen must know and understand about our fight if he is to play his part in this conflict and in the establishment of a fair and lasting peace. They are complex, continuing, frequently ignored or misunderstood things. In effect, they are ideals—the grasping might-by-right ideals of the Axis, and our own ideals toward a free existence.

These are the background of our war. Radio has an inescapable obligation to give its listeners a fuller understanding of whom we fight, and what we hope to gain in terms of universal freedom for all men everywhere.

Those Who Are Against Us

Consider, first, the enemy.

His existence is our major problem. He is ruthless, calculating, intelligent, in his own warped way. He is as determined to conquer us as we should be to overthrow him.

Don't minimize the enemy's ability, his weapons, his staying power in this fight.

Don't make the enemy an object of humor. Beware of ridiculing him in ways that may lead the public to underestimate his strength, to become complacent, to slacken the intensity of its effort.

Calling the enemy by derogatory names—"yellow rats" or "dirty Huns" is an ineffectual way of fighting. Actions, not epithets, win wars.

Our enemy is the German Nazi, the Italian Fascist, the Japanese militarist. At the same time, our enemy is not necessarily the German, Italian, or Japanese people. They have been misled by despotic rulers, by lies, by false promises based on false premises. And, when those among them who have brought this trouble on the world are eradicated, the people themselves must be permitted to know the fuller, better life that is our aim for all the world.

The enemy is not only in the Axis lands. His doctrines can come among us—into the cities and homes of America—when people here embrace the Axis ideals and philosophy of life. Men and women who foster racial prejudices are fighting for the enemy. So are the unwitting isolationists who want to appease and make shallow compromises with our enemies.

The Axis lives by war, by destruction, by death and the trampling of all human rights. Our enemies are all those persons and governments that think the Axis way is the right way. This globe is too small for them and us.

Those Who Are With Us

The United Nations, of course, are the antithesis of the Axis. Our theme is one of unity—of common action, common love of freedom, common consideration and esteem of one group of people for another.

We're not at war with the Axis just because it happens to be on the opposite side of the battle line. The United Nations are at war because the world the Axis wants to create has no place for men of free will.

Look upon the United Nations as *people* . . . people who may speak different languages, worship in different churches, live in diverse lands with different climates, customs, economies, histories and governments. Regardless of this, they still are bonded in an imperishable

desire to have all men, everywhere, know the fundamental freedoms.

The American public, by and large, still fails to understand the fullness of the term "United Nations." It does not mean a simple fraternalism that springs from a common plight. Instead the aim of the United Nations coalition is a sound and sensible working agreement upon which we can rest all our hopes for a successful post-war world.

The United Nations are more than just "the allies." They are *not* merely a collection of political entities, an array of governments geared opportunistically in a military enterprise of neck-saving proportions.

When you deal with them in scripts, don't take the superior viewpoint that the Yanks are coming and now the world's worries are over. Remember that America's part in this global struggle still has far, far to go before it matches that of the British, Russians, Chinese, and other United Nations. They have thrown resources and manpower and sacrifices into the fight that overshadow our own preliminary efforts.

Don't take the attitude that all the rest of the world is following America. Don't talk about America as the future center of world culture.

Don't give the impression that we're the only nation making planes and tanks.

Don't come out with flag-draped statements about Americans being the "best fighters" in the world.

The United Nations have found it necessary to fight for the existence of these liberties—the freedom of speech and religion, the freedom from want and fear.

When the peril has gone, the task of the United Nations will be but half-done. The United Nations who worked together in war must also work together in peace, must build for *all* men a better world in which horrors like the Axis can never again occur.

Blueprint for the Future

The common aim of the United Nations, therefore, is a just and well-planned world after the war.

The silhouette of this world has been sketched in a pioneer document of liberty supported by all of the United Nations—the Atlantic Charter.

Briefly, it proposes these as characteristics of the world in which we hope to face the future.

- (1) No selfish ambitions, territorial or otherwise, by one or more nations against others.
- (2) No territorial changes without the democratic consent of the peoples concerned.
- (3) The right of all peoples to choose their own form of government.
- (4) A world trade in which all may participate on equal terms.
- (5) Full collaboration between all nations to improve labor standards, foster economic advancement and social security.
- (6) A continued peace, wherein all men may live out their lives in freedom from want and fear.
- (7) Full freedom of the seas for vessels of all nations.
- (8) A universal abandonment of force in all world relations.

The aims, of course, are generalized. The specific means by which they should be attained can come only through the cooperation and intelligent action of the peoples themselves.

We face a grave danger. If peace comes, and the people are not ready to assume the responsibility of world reconstruction, there is certain risk that once again we shall have won a war and lost a peace.

Radio today should do all that it can, in practical and commonsense ways, to stimulate public discussions of the post-war world, to get people thinking and arguing about the kind of world they want to live in, and the practical ways we should proceed to assure that this time nothing goes amiss. Then, when peace comes, people with plans will be better equipped to tackle such problems than people who face a new future in bewilderment.

Some Have Had Thoughts

Consider these prophetic utterances by representative leaders and thinkers among the United Nations . . .

President Franklin D. Roosevelt:

There are a few people in this country who, when the collapse of the Axis begins, will tell our people that we are safe once more; that we can tell the rest of the world to "stew in its own juice"; that never again will we help to pull "the other fellow's chestnuts from the fire"; that the future of civilization can jolly well take care of itself insofar as we are concerned. But it is useless to win battles if the cause for which we fought these battles is lost. It is useless to win a war unless it stays

won . . . The objective of today is clear and realistic. It is to destroy completely the military power of Germany, Italy and Japan to such good purpose that their threat against us and all the other United Nations cannot be revived a generation hence. We are united in seeking the kind of victory that will guarantee that our grandchildren can grow and, under God, may live their lives, free from the constant threat of invasion, destruction, slavery and violent death.

Generalissimo Chiang Kai-shek:

Unless real world cooperation replaces both isolationism and imperialism of whatever form in the new interdependent world of free nations there will be no lasting security for you or for us.

Vice President Henry A. Wallace:

Everywhere the common people are on the march. Thousands of them are learning to read and write, learning to think together, learning to use tools . . . When the freedom-loving people march—when the farmers have an opportunity to buy land at reasonable prices and to sell the produce of their land through their own organizations, when workers have the opportunity to form unions and bargain through them collectively, and when the children of all the people have an opportunity to attend schools which teach them the truths of the real world in which they live—when these opportunities are open to everyone, then the world moves straight ahead.

Joseph Stalin:

. . . abolition of racial exclusivity, equality of nations and integrity of their territories, liberation of enslaved nations and restoration of their sovereign rights, the right of every nation to arrange its affairs as it wishes, economic aid to nations that have suffered and assistance to them in attaining their material welfare, restoration of democratic liberties, the destruction of the Hitlerite regime.

Viscount Lord Halifax:

Nations, like individuals, can only exist in freedom and security if they are prepared to cooperate for mutual economic welfare and, if need be, for mutual defense. In the economic sphere, indeed, everything depends upon such cooperation. But no party to such an association as we picture will be ambitious to dominate its partners. Every nation, great or small, will have its place and make its own contribution. Moreover, past experience teaches that a stable international order must admit of ordered change in the relations between states. Just as the liberty of the individual must have regard to the needs of the community, so must every nation in future accept its obligations to the general family of nations.

Mechanically Speaking . . .

We've dwelt at some length on the importance of these three over-all topics—the enemy, the United Nations, the after-war world. Every-

thing else hinges or pivots on them. Every specific war message that radio conveys to its listeners contributes toward the downfall of the enemy and the strengthening of the United Nations.

This article, of course, has no thought of telling you things about the business of writing radio scripts. You're qualified to do that. What we *are* trying to do is give you a few of the same answers we've passed along in reply to sundry queries from time to time.

Our suggestions are presented for an important reason. When listeners are confused by muddled presentation of factual information on war issues, policy, operations, or progress—no matter how well-intentioned the writer of a program may have been—it retards our progress to victory. Inaccuracies, over-emphasis, poor taste, racial prejudices, super-confidence, ill-chosen words are all dangerous to a well-informed public.

Let's get down to cases

The Sins of Over-statement

Superlatives are handy catch-phrases, cherished by some writers as a quick way to emphasize a point. Generally, however, superlatives and over-statements are inaccurate. This is total war. Each part of our total strength is dependent on the others. To characterize one element in the fighting and winning of the war as the *only* way, or the *best* way, is invariably inaccurate. It leads to unhealthy competition at a time when our objective should be cooperation. For example:

"The only way to win the war is to buy War Bonds."

"The best way to win the war is to turn out food for freedom."

"We will lose the war if we continue our high accident rate."

These matters are important—naturally—but none of them is the *only* thing that contributes to the job of winning the war.

Calling every new campaign of the United Nations "The Second Front" is also bad. The term "second front" has come to connote an actual invasion of Europe. The North African campaign, the battles at Guadalcanal are not "The Second Front." They are the North African campaign, the South Pacific theater of war, or "a new front."

Brass Buttons & Bands

War is not pretty. Wars aren't fought so that people can wear pretty uniforms. People don't join the armed forces or the merchant

marine "to see the world." Women don uniforms and go into war factories so they can do hard useful work. The fighting man's job is to destroy the enemy, to fight for "our way of life."

"Our way of life" is a broad statement. There isn't always time during a short recruiting announcement to go into a definition of post-war aims. This difficulty, nevertheless, is no justification for any radio writer to present such misleading sales talk as:

"Join the WAACS (or WAVES) and wear the good-looking, proud khaki (or blue) of the service. Look smart."

"Remember, nurses (or WAACS or WAVES) have a high percentage of marriage in their ranks."

"Join the merchant marine and travel to places you have read about, places you've dreamed of visiting all your life. See Waikiki Beach, etc. . . ."

These samples, of course, are not actual spot announcements, but a compound of wrong elements, all fused together to show what shouldn't be presented as a primary persuasion theme.

Conversely, there's no need to get gruesome and describe the rigors and risks of wartime life. It is important to stress the reason why men and women should serve their country. And, as a further incentive, there is no harm in pointing out the useful skills they acquire will serve them well in the post-war world.

Horror Stuff

The Code of Wartime Practices for American Broadcasters, drawn up by the Office of Censorship in collaboration with the radio industry, states: "Radio is requested to avoid dramatic programs which attempt to portray the horrors of war, and sound effects which might be mistaken for air-raid alarms."

War, once again, is not pretty. There's no point rubbing it in, or bathing in blood baths, or having seamen fried in oil. Not only is it detrimental to manpower procurement, but the womenfolk at home can picture all too vividly the horrors that may befall their men without hearing radio paint the possibilities in primary colors.

An old expert in drama—Aristotle—has been telling dramatists for more than 2,000 years that horror is inept dramaturgy. When it comes as close to home as it does in war, it's unnecessarily harmful. Here, for example, is something that both Aristotle and the women of America would shudder at:

"Every man was an expert at gouging, strangling, bone crushing, knifing, bayoneting, and otherwise putting the enemy out of action."

Horror on the air has often been employed as a device of escapism. But when the horror portrayed is *realism*—something that's really happening in this war—then it can hardly be considered either escapism or entertainment. Listeners instantly associate it with someone dear to them who may be serving under hazardous circumstances of war.

Don't picture soldiers having their legs blown off or picking shrapnel from their flesh. Go easy on screams, moans, sounds of physical pain, death rattles. And be careful that some over-dramatic actor doesn't take a sob in one of your scripts and build it up to a blood-chilling shriek. Don't have doctors saw off legs, or bodies crackle in the flaming wreckage of a bomber.

In short, stick close to the standards of good taste. Remember that excessive horror can have a serious psychological effect upon people. That's why the Axis permitted horror stories and pictures to help soften up every country its troops have invaded.

We Supreme Americans!

Over-zealous patriotic programs have not yet reached the point of closing with "Heil America"—but sometimes the effect is almost the same. Unconscious jingoism can well build up into a serious problem, threatening any intelligent consideration of the post-war world.

Take the word "yellow." Its use connotes a "white supremacy." But remember that the Chinese, Mongolians, and other Asiatic nationalities—besides the Japanese—have yellow skins.

A native of China is a *Chinese*, not a Chinaman. And all Chinese don't say "velly good" or talk like traditional laundrymen or Fu Manchu.

A native of the British Isles is a *Britisher* or the archaic *Briton*—not a "limey." A Britisher may be a Welshman, an Irishman, a Scotsman, or an Englishman. A Britisher is not exclusively an Englishman. And they don't like to be characterized as the "I say ol' top, by jove" type of puffwit.

Among Negroes—as among white men—there are college professors, scientists, soldiers who fight fascism, doctors, war production workers, human beings. When portraying a Negro on a radio program, avoid the Stepin Fetchit type, the minstrel man, the stooge, the dumb

domestic, the guy always being chased by ghosts. And Negroes have names as commonplace as John and Mary. Seldom are they colorful as "Eight-ball," "Ironhead," "Blackboy," or "Razor." When Negro characters appear in a script, try to have them played by real Negroes—straight and intelligently—if Negro actors are available. And they *are* available in all large radio production centers.

Sticks & Stones . . .

What should we call our enemies? They're Germans, Japanese, Italians, Nazis, Hitlerites, or Fascists. To pepper them with epithets like yellow Japs, dirty Huns, beasts, monsters, snakes—or to describe them as stupid, dumb, filthy, wooden-headed and so on—is not the way to win battles. Guns are more effective than name-calling. Besides, when we say the enemy is "stupid" or "dumb," we underestimate him and fool only ourselves. Don't minimize the Japanese by typing them as funny little men whose teeth protrude, who always wear thick-lensed spectacles, and say "so-solly" with an unctuous oiliness. Actually, the Japanese are tough fighting men, ruthless and fanatical in their military aspirations.

We can't hope that people will stop using the name "Japs." It's a convenient abbreviation—but after the war its continued use will not help the peace. After the warlords are overthrown, we shall have to accept the Japanese people into the common brotherhood of all men. The chauvinistic monicker of "Jap" will always bear the stigma of describing a hated enemy. Remember, incidentally, that loyal Japanese-Americans—now in western U. S. relocation (not concentration) camps—strongly resent being called "Japs."

Boasting about what we did in old wars won't help win this one. Boasting about old wars when we fought people who now fight beside us hardly promotes world unity. Don't dwell at length on the past military exploits of this country as evidence that we are invulnerable. This does not mean we shouldn't point with pride to times when we've fought in defense of the ideals of free men.

Fun as Usual

Writers are not expected to lose their sense of humor when they write war scripts. Comedy and farce, when properly handled, can be a good vehicle for war messages. Certain situations that were funny

in peace-time, however, no longer seem so funny to listeners in view of wartime restrictions and sacrifices.

Programs that will be relayed overseas should avoid gags or situations that show "business as usual" on the home front. A day at the race track, crowds in a night club, vacation excursions, and the like may be construed by troops on the fighting fronts to indicate that the people back home are not really in the war. Besides, it might supply useful fodder for enemy propaganda machines.

Because of the rubber shortage and nationwide mileage rationing, scripts should avoid sequences where automobiles are used for non-essential purposes. Don't have the hero and heroine go for a ride in the moonlight. Don't show automobiles being used for long inter-city trips. Cut out the cross-country racing at 70 miles an hour.

Placing war messages on comedy scripts requires particular care if worthwhile results are to be attained. Be careful not to subordinate the message to the humor. Don't let it get lost in the laughs. End up on a serious note. The change of tempo punches the message home all the harder.

In our judgment, it is poor taste to tie commercial plugs in with war messages. Listeners lose confidence, not only in the message but also the product which tries to capitalize on the gravity of the war. Surveys and letters of protest show a strong public resentment to the practice of commercial advertisers injecting high-power pressure at the expense of the war.

There is no more horrible example to give you than the slogan flaunted by the maker of a hair-removal cream—"For a nation under arms, watch your under-arms." Equally opportunistic are commercials that hitch-hike on war production incentive and nutritional needs, urging housewives to feed their husbands plenty of Smuggins Krispy-Crax for breakfast so they can help win the war.

The Right Words

Words are important tools in the waging of war. Here are some rusty ones that can stand a little polishing.

War effort is apologetic. *Effort* can mean nothing more than *severe exertion* or *attempt*. Since the word implies questionable endeavor and, at the same time, has been done to

death, why use so weak a term? What's wrong with *war job*, *war drive*, *fighting the war* or just plain *war*?

Sabotage has also been over-used and applied to any and everything that might hamper the war. If a man doesn't show up for work, it's *sabotage*. If you don't vote, it's *sabotage*. If you go Sunday driving, it's *sabotage*. Words quickly lose their original meaning when used so indiscriminately.

There are no *defense plants*. They are *war plants*.

War is not a *game*. It's not fun to shoot down "Jap" planes.

Don't *exterminate the enemy*. Don't boast that we'll kill all the Japanese and Germans on the face of the globe. Extermination is Hitler's policy—not ours.

Avoid the word *conquer* in referring to successful military expeditions that have recovered territory from the Axis. The policy of the United Nations is not one of conquest. Our aim is to liberate, to restore countries to their rightful owners.

Don't use the expression *gasoline rationing*. The proper term is *mileage rationing*. There is no gasoline shortage except along the Atlantic seaboard. We are rationing miles so as to save rubber.

A Few Other Suggestions

Audience reaction toward some programs on the air today makes it advisable to point out a few other faults that can be quickly remedied:

Whenever working messages into dialogue and dramatizations, try to keep a logical, natural atmosphere. Don't have a poorly educated character launch into a brilliant exposition of ways to avoid inflation. Avoid soapbox oratory, long and tiresome harangues, stilted recitations of facts. The way to work messages into dialogue is with in-character conversations, plot structure, plausible situations.

When you build up an argument *against* some particular war measure so as to knock it down with reasons and logic *for*, be sure that you knock it down *convincingly and completely*. To leave any lingering doubts in a listener's mind is, obviously, harmful.

"Scare" broadcasts can be dangerous. The idea of having a guttural voice break into an apparently routine broadcast with "Stop!" in the name of the Third Reich!" and pretend to take over the station,

followed by a plug for War Bonds on the ground “this really isn’t happening, but it might” is needlessly sensational. It gives listeners a sense of being duped, followed by resentment. In some cases, it has resulted in near-panic. Making America jittery is a poor way of selling the war.

No Room for Rumor

Here are some suggestions about rumor—a tricky subject that must obviously be handled with care.

The first rule for radio, when dealing with rumors, is *don't quote an actual rumor on the air*.

Actual tests show that this usually results in even wider circulation than would be the case if radio hadn't entered the picture at all. Don't quote them for purposes of refutation or ridicule or adding a gag twist.

Even if only one or two people miss the point, there's still the chance they may send the whisper running through ever-widening circles. Besides, don't forget that some crepe-hangers are never happier than when they have a juicy rumor to play with.

A denial rarely catches up with or effaces the original impression created by a rumor. Leave the spiking of them to government officials.

Avoid dramatizing rumors and rumor-mongering in specific terms and incidents. This only encourages people to go witch hunting or snooping on the man next door. Even fictitious examples of rumor are likely to back-fire.

This, however, should not be construed to mean that radio can't do anything useful in this battle against malicious gossiping. The most effective antidote is *information*—straight-forward, authentic, complete information. Tell your listeners the facts, but make no *reference to existence of the rumor* that required dissemination of such facts. In this way, you fight it directly without running the risk of spreading its harm.

The Bugaboo of Propaganda

Don't talk too much in your programs about the menace of Axis propaganda. There has been considerable indifference to it thus far, but we always face the danger of exaggerating its importance. Which,



W***E***, in the ***Printing*** profession, one of
the ***oldest*** forms of public
information and recreation,
are proud to be so closely
associated with the ***Radio***
profession, one of the ***newest***
and most active forms of public information and recreation.

We have a long established tradition to uphold, while ***Radio***
still in its infancy, is constantly establishing new and amazing
traditions that will endure for a great many years to come.

This Radio Annual will remain as the printed record of the
many traditions created during the year ***nineteen forty-two***.

The Barnes Printing Co., Inc.

229 West 28th Street - - - - ***New York***

of course, is just what the Axis wants us to do. They've worked hard to build up an illusion of invincibility. Let's not play their game.

Don't spotlight specific cases where the Axis propaganda machine has been at work, even for purposes of ridicule—except when released by an official government agency.

It's worth remembering that comparatively few persons listen to shortwave broadcasts. These, of course, are the principle channel by which the Axis tries to pour poison into the United States. To spotlight any specific item of propaganda which has not been officially released by the U. S. Government may stimulate listeners' curiosity to the point of eavesdropping directly on Berlin, Rome, or Tokyo.

One Final Word

Clearance does *not* mean censorship.

The clearance of scripts is performed in the interest of accuracy, consistent war information policy, and to avoid common errors that often cause listener confusion.

In the case of private or commercial programs, not presented in cooperation with government agencies and not for overseas consumption, clearance is optional. (Scripts for overseas must be cleared by the Office of Censorship.) However, when using material that relates to governmental or military problems, realize the advisability of clearing the final script for accuracy of message, technical authenticity of the scene, and the safeguarding of vital information.

ALL programs sponsored by Government agencies—fully or in part—must be cleared with the Script Editor, Domestic Radio Bureau, Office of War Information, or any of its regional branches.

Clearance IS NOT—

- . . . censorship.
- . . . a means of holding up your script. A script can be cleared, in many cases, within a half hour. But give the clearance editor more time. He may have more scripts on his desk than just yours.

Clearance IS—

- . . . a way to make your scripts better.
- . . . a guarantee of accuracy and uniformity of information.

The Domestic Radio Bureau of the Office of War Information at Washington, or any of its regional offices throughout the country, will be **glad** to give you advice on all clearance matters.

FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means *business*. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are making a definite contribution to Victory . . . by helping to buy guns, tanks, and planes that America and her allies *must* have to win. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month can buy when the war ends!

For Victory today . . . and prosperity *tomorrow*, keep the War Bond Pay-Roll Savings Plan rolling in *your* firm. Get that flag flying now! For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street N.W., Washington, D. C.



SAVE WITH
War Savings Bonds

This Space Is a Contribution to America's All-Out War Program by

RADIO DAILY



COMMERCIAL NETWORK PROGRAMS



Sponsor



Product



Program



Network



Advertising Agency



A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1942

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1943. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of the Blue Network, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast; Int., International.

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|------------------------------------|----------------------|---------------------------|
| Acme White Lead and Color Works Paints & Lin-x | Breakfast Club | Blue | Henri Hurst & McDonald |
| Adam Hat Stores Hats | Boxing Bouts | Blue and Blue-Int. | Glicksman Advertising Co. |
| Affiliated Products, Inc. Edna Wallace Hopper Cosmetics | John's Other Wife | Blue | Blackett-Sample-Hummert |
| Albers Milling Co. Cereals, Flour | Whodunit | NBC—PC | Lord & Thomas |
| American Bird Products, Inc. Bird Food | American Radio Warblers | MBS | Weston-Barnett |
| American Chiclet Co. Chiclets, Dentfyn, Beeman's Gum | By The Way, with Bill Henry | CBS—PC and NBC—PC | Badger, Browning & Hersey |
| American Cigar & Cigarette Co. Pall Mall Cigarettes | Bill Henry, News Analyst | CBS—PC | Badger, Browning & Hersey |
| American Oil Co. Gas and Oil | Gracie Fields | Blue and Blue-Int. | Ruthrauff & Ryan |
| | The Human Side of the News | CBS | Joseph Katz Co. |

ADVERTISER and PRODUCT

American Tobacco Co.
Lucky Strike Cigarettes

Anacin Co.
Anacin

Armour & Co.
Treat, Luxor Toiletries

Armstrong Cork Co.
Armstrong Quaker Rugs

Austin Studios
Photographs

B. T. Babbitt, Inc.
BAB-O Cleaner, Lyonsa

P. Ballantine's & Son
Beer & Ale

Barbasol Co.
Shaving Accessories

Bathasweet Corp.

Bayer Co.
Aspirin

Bayuk Cigars, Inc.
Phillies

PROGRAM

Your Hit Parade
Kay Kyser's College of Musical
Knowledge
Information Please

Our Gal, Sunday
America The Free
Easy Aces
Just Plain Bill
Front Page Farrell
Treat-Time

Armstrong Theatre of Today

Hero of the Week

David Harum

Three Ring Time

Gabriel Heatter, News

John B. Kennedy

Bob Garrod

Second Husband
American Album of Familiar Music
Young Widder Brown
Stella Dallas
Lorenzo Jones
American Melody Hour
Inside of Sports

Sizing Up The News

ADVERTISING AGENCY

CBS and CBS-Int. Lord & Thomas
NBC and NBC-Int. Lord & Thomas

NBC, Blue-PC and Lord & Thomas
NBC-Int.

CBS Blackett-Sample-Hummert
NBC and NBC-Int. Blackett-Sample-Hummert
CBS and Blue Blackett-Sample-Hummert
Blue and NBC Blackett-Sample-Hummert
MBS Blackett-Sample-Hummert
CBS Lord & Thomas

Batten Barton, Durstine & Osborn

Blue-PC Glasser, Gailey & Co.

CBS and NBC Maxon, Inc., Duane Jones Co.

Blue and Blue-Int. J. Walter Thompson Co.

MBS Erwin, Wasey & Co.

CBS Erwin, Wasey & Co.

CBS-PC H. M. Kiesewetter Advertising Agency

CBS and Blue Blackett-Sample-Hummert
NBC Blackett-Sample-Hummert
NBC Blackett-Sample-Hummert
NBC Blackett-Sample-Hummert
CBS and Blue Blackett-Sample-Hummert
MBS Ivey & Ellington

MBS Ivey & Ellington



| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---------------------|---|
| Bekins Van & Storage Co. Moving and Storage | Bill Henry, News | CBS—PC | Brooks Advertising Agency |
| The Bell Telephone System Telephone Service | Harry W. Flannery, News The Telephone Hour | CBS NBC | Brooks Advertising Agency N. W. Ayer & Son |
| Benson & Hedges Cigarettes | Paul Schubert, The War News Analyst | MBS | Duane Jones Co. |
| The Best Foods, Inc. Nucoa, Hellman's and Best Foods Mayonnaise | We The Abbotts | NBC | Benton & Bowles |
| Bisodol Co. | Mr. Keen, Tracer of Lost Persons The Romance of Helen Trent | CBS and Blue CBS | Blackett-Sample-Hummert Blackett-Sample-Hummert |
| Bowey's Inc. Dari-Rich Products | Stars Over Hollywood | CBS | Sorenson & Co. |
| A. S. Boyle Co. Old English Wax | Breakfast At Sardi's | Blue—PC | J. Walter Thompson Co. |
| Breakfast Club Coffee, Inc. Coffee | Rita Murray | CBS—PC | Lockwood-Shockleford Advertising Agency |
| Bristol-Myers Co. Vitalis | Mr. District Attorney | NBC | Padlar & Ryan |
| Bristol-Myers Co. Ipana, Sal Hepatica | Time to Smile Those We Love | NBC NBC | Young & Rubicam Young & Rubicam |
| Bristol-Myers Co. Minit-Rub | Minit-Rub News | NBC—PC | Young & Rubicam |
| Bristol-Myers Co. Minit-Rub, Mum | Duffy's In Person, Dinah Shore | Blue Blue | Young & Rubicam Padlar & Ryan |
| Brown & Williamson Tobacco Corp. Avalon Cigarettes | Harry W. Flannery, News Bob Garred Reporting | CBS—PC CBS—PC | Russel M. Seeds Co. Russel M. Seeds Co. |
| Brown & Williamson Tobacco Corp. Bugler Cigarettes | Plantation Party | NBC | Russel M. Seeds Co. |
| Brown & Williamson Tobacco Corp. Raleigh Cigarettes and Tobacco | Tommy Dorsey Red Skelton and Company Uncle Walter's Dog House | NBC NBC NBC | Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co. |
| Brown & Williamson Tobacco Corp. Wings Cigarettes | Wings of Destiny Captain Flagg and Sergeant Quirt People Are Funny | NBC NBC NBC | Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co. |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|---|------------------------------------|---|
| California Fruit Growers Exchange Citrus Fruits | Sunkist Presents Hedda Hopper's Hollywood | CBS | Lord & Thomas |
| California Packing Co. Del Monte Products | Today At the Duncans William Winter, News | CBS | Lord & Thomas |
| California Prune & Apricot Growers Assn. Fruit Products | Dick Joy and the News | CBS—PC | McCann-Erickson |
| Campana Sales Co. Toiletries | First Nighter Dick Powell Campana Serenade | MBS—CBS NBC NBC | Long Advertising Service |
| Campbell Soup Co. Soup, Beans, Tomato Juice, Spaghetti, Macaroni | Radio Reader's Digest Amos n' Andy Fletcher Wiley The Man I Married Arkansas Traveler Starring Bob Burns | CBS CBS CBS CBS CBS | Aubrey, Moore & Wallace Aubrey, Moore & Wallace Aubrey, Moore & Wallace Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ruthrauff & Ryan |
| Canada Dry Ginger Ale, Inc. Beverages | Lanny Ross Michael Piper | CBS Blue | Ruthrauff & Ryan, Inc. J. M. Mathes, Inc. |
| Carnation Co. Milk | Contented Program Portraits in Music | NBC NBC | Erwin, Wasey & Co. Erwin, Wasey & Co. |
| Carter Products, Inc. Little Liver Pills | Inner Sanctum Mystery Good Old Days Jimmie Fidler From Hollywood | Blue and Blue-Int. Blue Blue | Street & Finney, Stack-Goble Advertising Agency and Tod Bates, Inc. Street & Finney Small & Seiffer |
| Carter Products, Inc. Attrid | Caswell's Concert Petite | NBC—PC | Long Advertising Service and Botsford, Constantine & Gardner |
| George W. Caswell Co. Coffee and Food Products | Great Moments In Music | CBS and CBS-Int. | Young & Rubicam |
| Celanese Corporation of America Celanese Products | Dave Lane, Songs Phil Hanna | CBS—PC CBS—PC | Cary-Ainsworth, Inc. Cary-Ainsworth, Inc. |
| Chamberlain Laboratories Hond Lotion | | | |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|---|----------------------------------|--|
| Chlorine Solutions, Inc. Hy-Pro | Breakfast At Sardi's | Blue—PC | Barton A. Stebbins Advertising Agency |
| Chesebrough Manufacturing Co. Vaseline Preparations | Dr. Christian | CBS | McCann-Erickson |
| Chrysler Sales Corp. Institutional | Major Bowes Original Amateur Hour | CBS and CBS-Int. | Ruthrauff & Ryan, Inc. |
| Cities Service Co. Gas and Oil | Cities Service Concert | NBC | Lord & Thomas |
| D. L. Clark Co. Candy Bars | Service With a Smile | Blue | Albert P. Hill Co. |
| Coca Cola Co. Beverage | Pause That Refreshes on the Air Spotlight Band Program | CBS and CBS-Int. Blue and MBS | D'Arcy Advertising Co. D'Arcy Advertising Co. |
| Colgate-Palmolive-Peet Co. Dental Products | Stepmother Guy Lombardo and His Orchestra Can You Top This | CBS CBS NBC | Sherman & Marquette Ted Bates, Inc. Ted Bates, Inc. |
| Colgate-Palmolive-Peet Co. Shaving Cream | Al Jolson | CBS and CBS-Int. | Sherman & Marquette |
| Colgate-Palmolive-Peet Co. Shaving Cream | Sports Newsreel of the Air | NBC and NBC-Int. | Sherman & Marquette |
| Colgate-Palmolive-Peet Co. Palmolive Soap | Hobby Lobby | CBS | Ted Bates, Inc. |
| Colgate-Palmolive-Peet Co. Super Suds Products | Bachelor's Children | NBC | Ward Wheelock Co. |
| Colgate-Palmolive-Peet Co. Octagon Products, Crystal White Cosmetics | Myrt and Marge Bess Johnson | CBS NBC | Sherman & Marquette Sherman & Marquette |
| Colonial Dames, Inc. Cosmetics | Woman of Courage | CBS | Ted Bates, Inc. |
| Conti Products, Inc. Cosmetics | Find the Woman | CBS—PC | Glasser, Gailley & Co. |
| Continental Baking Co. Bakery Products | Treasure Hour of Song Walter Compton, News | MBS MBS | Birmingham, Castleman & Pierce Birmingham, Castleman & Pierce |
| Continental Radio & Television Corp. Radios | Maudie's Diary Bachelor's Children | CBS CBS | Ted Bates, Inc. Ted Bates, Inc. |
| | World News Today | CBS | Cruttenden & Eaar |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|------------------|--------------------------------------|
| Corn Products Refining Co. Corn Products | Stage Door Canteen | CBS and CBS-Int. | C. L. Miller Co. |
| Cream of Wheat Corp. Cereal | Breakfast Club | Blue | Batten, Barton, Durstine & Osborn |
| Cudahy Packing Co. Old Dutch Cleanser | Help Mate | NBC | Grant Advertising, Inc. |
| Cummer Products Co. Engine | Manhattan At Midnight | Blue | Young & Rubicam |
| Cummer Products Co. Molle Shaving Cream | Battle of the Sexes | NBC | Young & Rubicam |
| Curtis Candy Co. Candy Bars | News With Jackson Wheeler News With Warren Sweeney | CBS CBS | C. L. Miller Co. C. L. Miller Co. |

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| Delaware, Lackawanna & Western Coal Co. Blue Coal | The Shadow | MBS | Ruthrauff & Ryan |
| Detroit Bible Class Religious | Detroit Bible Class | MBS | Aircasters, Inc. |
| Doubleday-Doran Co. Books | Breakfast At Sardi's | Blue | |
| E. I. Du Pont de Nemours & Co. Institutional | Cavalcade of America | NBC | Batten, Barton, Durstine & Osborn |

E

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|--|---|-------------------------|--|
| Eagle Oil & Refining Co., Inc. Gasoline | The World Today | CBS—PC | General Advertising Agency |
| Elgin National Watch Co. | Elgin Thanksgiving Canteen Elgin Christmas Canteen | CBS CBS | J. Walter Thompson Co. J. Walter Thompson Co. |
| Emerson Drug Co. Bromo-Seltzer | Ellery Queen Vox Pop | NBC and NBC-Int. CBS | Ruthrauff & Ryan Ruthrauff & Ryan |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|------------------------------------|----------------------------|------------------|--------------------|
| J. C. Eno, Ltd. Dentifrice | Hollywood Whispers | CBS—PC | Atherton & Carrier |
| Eversharp, Inc. Pen and Pencils | Take It Or Leave It | CBS and CBS-Int. | The Biow Company |
| Ex-Lax, Inc. Laxative | The Street Singer | Blue | Joseph Katz Co. |

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|---|--|------------------|-------------------------------------|
| Firestone Tire & Rubber Co. Tires and Tubes | The Voice of Firestone | NBC | Sweeney & James Co. |
| Fisher Flouring Mills, Inc. Flours and Cereals | Breakfast At Sardi's | Blue—PC | Pacific National Advertising Agency |
| F. W. Fitch Co. Shampoo | Fitch Bandwagon | NBC and NBC-Int. | L. W. Ramsey Co. |
| J. A. Folger & Co. Coffee | America's Home Front | CBS—PC | Raymond R. Morgan Co. |
| Ford Motor Co. Motor Cars | Sunday Evening Hour Watch the World Go By | CBS Blue | McCann-Erickson Maxon, Inc. |

G

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|--|---|-------------------------|--|
| Gallenkamp Stores Co. Shoes | William Winter, News Dick Joy and the News Maid of America | CBS—PC CBS—PC MBS | Long Advertising Service Long Advertising Service Ruthrauff & Ryan |
| General Cigar Co. White Owl Cigars, Van Dyck Cigars | Raymond Gram Swing William Winter, News Raymond Clapper | MBS CBS—PC MBS | J. Walter Thompson Co. Federal Advertising Agency J. Walter Thompson Co. |
| General Electric Co. Lamps, Institutional | Hour of Charm G. E. News Program with Frazier Hunt | NBC CBS | Batten, Barton, Durstine & Osborn and Foster & Davies Maxon, Inc. |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|--|---|--|
| General Foods Corp. Grape Nuts Products | Kate Smith Hour William L. Shirer Jack Benny We Love And Learn Those We Love | CBS and CBS-Int. CBS NBC and NBC-Int. CBS CBS | Young & Rubicam Young & Rubicam Young & Rubicam Young & Rubicam Young & Rubicam |
| General Foods Corp. Jello Products | The Jello Program, starring Jack Benny The Second Mrs. Burton Duffy's Tavern Kate Smith Hour | NBC, Blue—PC and NBC-Int. CBS—PC CBS CBS | Young & Rubicam Young & Rubicam Young & Rubicam Young & Rubicam Young & Rubicam |
| General Foods Corp. Maxwell House Coffee | Maxwell House Coffee Time Kate Hopkins | NBC and NBC-Int. CBS | Benton & Bowles Benton & Bowles |
| General Foods Corp. Diamond Crystal Salt, Calumet, Swansdown | Kate Smith Speaks | CBS | Benton & Bowles and Young & Rubicam |
| General Foods Corp. La France, Satina, Minute Tapioca, Postum | Joyce Jordan, Girl Interne | CBS | Young & Rubicam |
| General Foods Corp. Swansdown, Calumet, La France, Satina, Baker's Chocolate, Diamond Crystal Salt | When a Girl Marries | NBC | Benton & Bowles |
| General Foods Corp. Sanka | We, the People William L. Shirer Duffy's Tavern The Second Mrs. Burton | CBS CBS CBS CBS—PC | Young & Rubicam Young & Rubicam Young & Rubicam Young & Rubicam |
| General Foods Corp. Postum, Walter Baker's Chocolate and Cocoa | Night Editor | NBC—PC | Benton & Bowles |
| General Foods Corp. Postum | Aldrich Family | NBC and NBC-Int. | Young & Rubicam |
| General Foods Corp. Post Toasties and Bran Flakes | Young Dr. Malone Post Toasties Time The Second Mrs. Burton Don Winslow of the Navy Portia Face Life | CBS and NBC NBC and NBC-Int. CBS—PC Blue NBC | Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles |
| General Mills, Inc. Cheerios | Light of the World Hop Harrigan Harvey And Dell Hymns of All Churches | NBC Blue—PC CBS CBS | Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|---|--|---|
| General Mills, Inc. Food Products | General Mills Family Party | NBC | Blackett-Sample-Hummert |
| General Mills, Inc. Corn Kit, Cheerboards | Arnold Grimm's Daughter The Lone Ranger Lightning Jim | NBC Blue and MBS Blue—PC | Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert |
| General Mills, Inc. Flour | Betty Crocker Arnold Grimm's Daughter Sam Hayes Hymns of All Churches Light of the World Lonely Women Sam Hayes Valiant Lady | CBS and NBC NBC CBS—PC CBS and NBC NBC NBC CBS—PC CBS and NBC | Blackett-Sample-Hummert Blackett-Sample-Hummert Westco Advertising Agency Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Westco Advertising Agency Blackett-Sample-Hummert and Knox Reeves Advertising |
| General Mills, Inc. Institutional | Harvey And Dell Thus We Live | CBS CBS | Blackett-Sample-Hummert Batten, Barton, Durstine & Osborn |
| General Mills, Inc. Wheaties | Jack Armstrong The Lone Ranger The Mystery Man Stories America Loves Guiding Light Kitty Foyle | MBS and Blue MBS NBC CBS NBC CBS | Knox Reeves Advertising Blackett-Sample-Hummert Knox Reeves Advertising Knox Reeves Advertising Knox Reeves Advertising Knox Reeves Advertising |
| General Motors Corp. Institutional | Cheers From the Camps | CBS and CBS-Int. | Campbell-Ewald Co. |
| General Petroleum Corp. Gas & Oil | I Was There | CBS—PC | Smith & Drum |
| Gillette Safety Razor Co. Shaving Accessories | Orange Bowl Football Game East-West Football Game Professional Football Playoff Army All-Star Football Series World Series Boxing Bout Cotton Bowl Football Game Sugar Bowl Football Game Kentucky Derby | CBS MBS MBS MBS MBS MBS MBS Blue CBS | Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. |
| Golden State Co., Ltd. Dairy Products | Dave Lane, Songs William Winter, News | CBS—PC CBS—PC | Ruthrauff & Ryan Ruthrauff & Ryan |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|---|------------------|------------------------------------|
| Gospel Broadcasting Association Religious | Old Fashioned Revival | MBS | R. H. Alber & Co. |
| Gilmore Oil Co. Petroleum Products | Furlough Review | NBC—PC | Ruthrauff & Ryan |
| Gotham Silk Hosiery Co. Hosiery | Strictly Personal, Pageen Fitzgerald | MBS | Grady & Wagner |
| Grove Laboratories, Inc. Bromo Quinine | Adventures of Sherlock Holmes | NBC | Russel M. Seeds Co. |
| Gulf Oil Co. Gas & Oil | Reveille Roundup | NBC | Russel M. Seeds Co. |
| | Screen Guild Theatre | CBS | Young & Rubicam |
| | We, The People | CBS and CBS-Int. | Young & Rubicam |
| Hall Brothers, Inc. Greeting Cards | Tony Wons Radio Scrapbook | NBC | Henri, Hurst & McDonald |
| Healthaids, Inc. Serutan | Meet Your Navy | Blue | Henri, Hurst & McDonald |
| Hecker Products Corp. Flour | Pearson and Allen | Blue | Raymond Spector & Co. |
| Hecker Products Corp. Cereals | This Is Life | MBS | Leo Burnett Co. |
| Hecker Products Corp. Shinola, 2-In-1, Bixby's Jar, Oil | Moylan Sisters | Blue | The Clements Co. |
| Howard Clothes, Inc. Men's Clothes | Lincoln Highway | NBC | Benton & Bowles |
| Richard Hudnut Cosmetics | The Adventures of Bulldog Drummond | MBS | Redfield-Johnstone, Inc. |
| | Hollywood Showcase | CBS—PC | Benton & Bowles, Kenyon & Eckhardt |
| Igglehart Bros. | Johnson Family | MBS | Young & Rubicam |
| International Cellucotton Products Co. Kleenex | Ginny Simms, Songs | CBS | Lord & Thomas |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|--|---------------------------|--|
| International Salt Co. Salt | Wife Saver | NBC | J. M. Mathes, Inc |
| International Silver Co. Silverware | Silver Theatre Edward R. Murrow Broadcasting From London | CBS CBS | Young & Rubicam |
| Ironized Yeast Co. Ironized Yeast | Good Will Hour Are You a Missing Heir A Helping Hand Lights Out | Blue CBS CBS CBS | Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan |

J

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|---|--|--------------------------------------|---|
| Andrew Jergens Co. Soaps & Cosmetics | Jergens Journal with Walter Winchell The Parker Family Adventures of the Thin Man | Blue Blue NBC | Lennen & Mitchell Lennen & Mitchell Lennen & Mitchell |
| Johns-Manville Corp. Insulation | Elmer Davis Cecil Brown, News | CBS CBS | J. Walter Thompson Co. J. Walter Thompson Co. |
| Johnson & Johnson Band-aid | Voice of Broadway Edwin C. Hill | CBS CBS | Young & Rubicam Young & Rubicam |
| S. C. Johnson & Son Floor Wax | Fibber McGee & Molly Meredith Willson's Orchestra and John Nesbitt | NBC and NBC-Int. NBC and NBC-Int. | Needham, Louis & Brorby Needham, Louis & Brorby |

K

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|--|--|----------------------------|---|
| Kerr Glass Mfg. Co. Jars, Caps and Lids | Breakfast At Sardi's | Blue—PC | Raymond R. Morgan Co. |
| Knowlton Danderine Co. Danderine | Lorenzo Jones | NBC | Blackett-Sample-Hummert |
| Kolynos Co. Dentifrice | Romance of Helen Trent Mr. Keen, Tracer of Lost Persons Front Page Farrell | CBS Blue and CBS NBC | Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert |

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|---|---|--|---|
| <p>ADVERTISER and PRODUCT Kraft Cheese Co. Cheese and Salad Dressing, Margarine</p> | <p>PROGRAM The Kraft Music Hall The Great Gildersleeve</p> | <p>NETWORK NBC and NBC-Int. NBC</p> | <p>ADVERTISING AGENCY J. Walter Thompson Co. Needham, Louis & Brorby</p> |
|---|---|--|---|



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|--|---|--|---|
| <p>Lady Esther, Ltd. Cosmetics</p> | <p>Freddy Martin and his Orchestra Screen Guild Players Lady Esther Presents Orson Welles</p> | <p>CBS CBS CBS</p> | <p>Pedlar & Ryan Pedlar & Ryan Pedlar & Ryan</p> |
| <p>Lance, Inc. Peanut Products and Confections</p> | <p>Sunday Toastchee Time</p> | <p>Blue</p> | <p>Morse International, Inc.</p> |
| <p>Land o' Lakes Creameries, Inc. Dairy Products</p> | <p>Boake Carter, News</p> | <p>MBS</p> | <p>Campbell-Mithun, Inc.</p> |
| <p>Langendorf United Bakeries Bakery Products</p> | <p>Red Ryder</p> | <p>Blue—PC</p> | <p>Ruthrauff & Ryan</p> |
| <p>Lever Brothers Co. Spray</p> | <p>Aunt Jenny's Real Life Stories</p> | <p>CBS</p> | <p>Ruthrauff & Ryan</p> |
| <p>Lever Brothers Co. Rinso</p> | <p>Big Sister Big Town Grand Central Station Mayor of the Town Edna May Oliver The Remarkable Miss Tuttle The Remarkable Miss Crandall</p> | <p>CBS CBS NBC CBS NBC NBC NBC</p> | <p>Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan Young & Rubicam</p> |
| <p>Lever Brothers Co. Lifebuoy</p> | <p>Meet Mr. Meek Bob Burns, The Arkansas Traveler</p> | <p>CBS CBS</p> | <p>Ruthrauff & Ryan Ruthrauff & Ryan</p> |
| <p>Lever Brothers Co. Lux Toilet Soap</p> | <p>Lux Radio Theatre</p> | <p>CBS and CBS-Int.</p> | <p>J. Walter Thompson Co.</p> |
| <p>Lever Brothers Co. Swan, Silver Dust</p> | <p>Burns and Allen With Paul Whiteman Bright Horizon Tommy Riggs And Betty Lou</p> | <p>CBS and NBC CBS CBS, CBS-Int. and NBC</p> | <p>Young & Rubicam Young & Rubicam and Batten, Barton, Durstine & Osborn Young & Rubicam</p> |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|--|-------------------------|--|
| Lewis-Howe Co. Tums | The Tums Show Starring Frank Fay Horace Heidt's Treasure Chest | NBC NBC and NBC-Int. | Stack-Goble Advertising Agency Stack-Goble Advertising Agency Roche, Williams & Cunningham Roche, Williams & Cunningham |
| Libby-Owens-Ford Glass Co. Flat Glass Products | Crumit And Sanderson | CBS | Fuller & Smith & Ross |
| Liggett & Myers Tobacco Co. Chesterfield Cigarettes | War Reporter | NBC | Newell-Emmett Co. Newell-Emmett Co. |
| Thomas J. Lipton, Inc. Tea, Soup Mix | Glenn Miller and His Orchestra Chesterfield Presents Fred Waring In Pleasure Time | CBS NBC | Newell-Emmett Co. |
| Local Cooperative Program Various | Harry James And His Music Makers | CBS | Newell-Emmett Co. |
| Local Cooperative Program Various | Helen Hayes Theater Bright Horizon | CBS CBS—PC | Young & Rubicam Young & Rubicam |
| Local Cooperative Program Various | Fulton Lewis, Jr. | MBS | Various and Direct |
| Local Cooperative Program Various | Adventures of Bulldog Drummond | MBS | Direct |
| Local Cooperative Program Various | B. S. Bercofici | MBS | Direct |
| Local Cooperative Program Various | Boake Carter | MBS | Direct |
| Local Cooperative Program Various | Cedric Foster | MBS | Direct |
| Local Cooperative Program Various | Bill Hay Reads the Bible | MBS | Direct |
| Local Cooperative Program Various | The Lone Ranger | MBS | Direct |
| Local Cooperative Program Various | The Shadow | MBS | Direct |
| Local Cooperative Program Various | Johnson Family | MBS | Direct |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|---|---------------------|--|
| Local Cooperative Program Various | For Your Information | MBS | Direct |
| Local Cooperative Program Various | Here's Morgan | MBS | Direct |
| Local Cooperative Program Various | Letters To My Son | MBS | Direct |
| Local Cooperative Program Various | Philip Keyne Gordon, News Commentary | MBS | Direct |
| Local Cooperative Program Various | Shaffer Parker And His Circus | MBS | Direct |
| Local Cooperative Program Various | President's News Conference | MBS | Direct |
| Local Cooperative Program Various | Superman | MBS | Direct |
| Local Cooperative Program Various | Your Date With Don Norman | MBS | Direct |
| Lockheed Aircraft Corp. Institutional | Ceiling Unlimited | CBS | Lord & Thomas |
| P. Lorillard Co. Old Gold Cigarettes | The New Old Gold Show Nelson Eddy | CBS and Blue CBS | J. Walter Thompson Co. J. Walter Thompson Co. |
| P. Lorillard Co. Sensation Cigarettes, Beech-Nut Cigarettes | Don't Be Personal Beech-Nut King Size Weekly | NBC—PC NBC—PC | Lennen & Mitchell Lennen & Mitchell |
| Los Angeles Soap Co. Soap | Bob Anderson, News Knox Manning, News | CBS—PC CBS—PC | Raymond R. Morgan Co. Raymond R. Morgan Co. |
| Luden's, Inc. Cough Drops | Dave Lane, Songs | CBS—PC | J. M. Mathes, Inc. |
| Lumbermen's Mutual Casualty Co. | Kaltenborn Edits the News Upton Close | NBC MBS | Leo Burnett Co. Leo Burnett Co. |
| Lutheran Laymen's League Religious | Lutheran Hour | MBS | Kelly, Zahndt & Kelly |
| Luxor, Ltd. Cosmetics | Wayne King and His Orchestra | CBS | Lord & Thomas |

M

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|---|--|--|
| MacFadden Publications, Inc. True Story Magazine | Bob Garred Reporting Paul Sullivan Reviews the News The Human Side of the News | CBS—PC CBS CBS | Erwin, Wasey & Co. Erwin, Wasey & Co. Erwin, Wasey & Co. |
| Magazine Repeating Razor Co. Razors and Blades | Duffy's Tavern | CBS | J. M. Mathes, Inc. |
| Mail Pouch Tobacco Co. Cigars and Tobacco | Counter Spy | Blue | Walker & Downing |
| Manhattan Soap Co. Sweetheart Soap | Bob Garred Reporting Dick Joy, News | CBS—PC CBS—PC | Russel M. Seeds Co. and Franklin Bruck Advertising Corp. |
| Marrow's, Inc. | George Fisher, Hollywood Reporter | MBS | Hays MacFarland & Co. |
| Mars, Inc. Candy Bars | Dr. I. Q. | NBC | Grant Advertising Inc. |
| McKesson & Robbins, Inc. Calox Toothpowder | Dick Joy and the News | CBS—PC | J. D. Tarcher & Co. |
| Mennen Co. Toilet Articles | Bob Garred Reporting Dick Joy, News Captain Flagg and Sergeant Quirt | CBS—PC CBS—PC Blue | Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co. |
| Mentholatum Co. Salve | William Winter, News | CBS—PC | J. Walter Thompson Co. |
| Miles Laboratories, Inc. Alka-Seltzer and Vitamins | Quiz Kids National Barn Dance Lum and Abner Alka-Seltzer News of the World | Blue NBC and NBC-Int. Blue and NBC—PC NBC | Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency |
| Minneapolis-Honeywell Regulator Co. Air Conditioning | Alias John Freedom | Blue | Addison Lewis & Associates |
| Mode O'Day Corporation Mode O'Day Dresses | Knox Manning, News Dick Joy, News | CBS—PC CBS—PC | Glasser, Gailey & Co. Glasser, Gailey & Co. |
| Modern Food Process Co. Doa Food, Philadelphia Scrapple | Olivio Santoro The Moylan Sisters | Blue and NBC Blue | Clements Co. Clements Co. |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|--|--------------------------------------|--|
| The Malle Co. Shaving Cream | Battle of the Sexes | NBC | Young & Rubicam |
| Benjamin Moore & Co. Paints | Betty Moore Hints On Interior Decorating | NBC | Direct |
| John Morrell & Co. Dog Food | Bob Becker's Chats About Dogs | NBC | Henri, Hurst & McDonald |
| Philip Morris & Co. Cigarettes | Johnnie Presents Johnnie Presents Ginny Sims | NBC and NBC-Int. NBC and NBC-Int. | The Blow Co. The Blow Co. |
| Philip Morris & Co. Cigarettes | Philip Morris Playhouse The Crime Doctor | CBS CBS | The Blow Co. The Blow Co. |
| C. F. Mueller Co. Macaroni Products | Mark Hawley and the News Morning Market Basket | CBS Blue | Maxon, Inc. and Duane Jones Co. Duane Jones Co. |
| Neighbors of Woodcraft Life Insurance | Grandpappy and His Pals | Blue—PC | McCWilkins & Cole |
| Nesbitt Fruit Products, Inc. Oranges | Bob Garred Reporting | CBS—PC | Walter K. Neill, Inc. |
| Nestle's Milk Products, Inc. Alpine Coffee | Breakfast At Sardi's | Blue—PC | Leon Livingston Advertising Agency |
| Northwest Yeast Co. Yeast | Songs of a Dreamer | Blue | MacFarland, Aveyard & Co. |
| Northern Pump Co. Institutional | Upton Close Great Lakes Training School Graduation | NBC CBS | Batten, Borton, Dursline & Osborn Batten, Borton, Dursline & Osborn |
| Ohio Oil Co. Gas and Oil | Views On the News | NBC | Stockton-West-Burkhardt, Inc. |
| Ontario Travel Bureau Travel | The Ontario Show | Blue | Walsh Advertising Co. |

P

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|---|--------------------------------------|--|
| Pacific Coast Borax Co. Borax Products | Death Valley Days | CBS | McCann-Erickson |
| Packard Bell Co. Radios, Phonorecords | News Makers | NBC—PC | Barton A. Stebbins |
| Pacquin, Inc. Cosmetics | Speaking of Glamour | Blue—PC | William Esty & Co. |
| Pan-American Coffee Bureau Coffee | Comments by Mrs. Roosevelt | Blue | Buchanan & Co. |
| Par Soap Co. Soap | It Happened In the Service Galen Drake | NBC—PC CBS | Long Advertising Service Tomatschke-Elliott |
| Parker Pen Co. Crank | Eric Sevareid | CBS | J. Walter Thompson Co. |
| People's Church, Inc. | Cadle Tabernacle | MBS | Ivey & Ellington |
| Peperell Mfg. Co. Toothbrush | Eleanor Early, Commentator | MBS | H. B. Humphrey Co. |
| Pepsi-Cola Co. Beverages | War Savings Bond Jingle Contest | Blue | Newell-Emmett Co. |
| The Pepsodent Co. Antiseptic & Dentifrice | The Pepsodent Show Starring Bob Hope A Date With Judy | NBC and NBC-Int. NBC and NBC-Int. | Lord & Thomas Lord & Thomas |
| Peter Paul, Inc. Candy Bars and Gum | Bob Garred Reporting Truman Bradley, News Bob Anderson, News | CBS—PC CBS—PC CBS—PC | Brisacher, Davis & Staff Brisacher, Davis & Staff Brisacher, Davis & Staff |
| 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. |
| Philco Corp. Institutional | Our Secret Weapon | CBS | Sayre M. Ramsdell Associates |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|--|---|--|
| Charles H. Phillips Chemical Co. Milk of Magnesia, Creams, Holey's M.O. | Lorenzo Jones Stella Dallas Waltz Time Young Widder Brown Backstage Wife Amanda of Honeymoon Hill | NBC NBC NBC NBC NBC CBS and Blue | Blockett-Sample-Hummert Blockett-Sample-Hummert Blockett-Sample-Hummert Blockett-Sample-Hummert Blockett-Sample-Hummert Blockett-Sample-Hummert |
| Charles H. Phillips Chemical Co. Dentifrice | Breakfast At Sardi's | Blue—PC | Mayers Co. |
| Photo-Developing, Inc. Film Developing | Clara, Lu 'n' Em The Musical Millwheel | CBS Blue | McCann-Erickson McCann-Erickson |
| Pillsbury Flour Mills Co. Flour | What's On Your Mind William Winter, News Bob Garred Reporting Truman Bradley | CBS—PC CBS—PC CBS—PC CBS—PC | Raymond R. Morgan Co. Raymond R. Morgan Co. Raymond R. Morgan Co. Raymond R. Morgan Co. |
| Plinters Nut & Chocolate Co. Peanut Products | Don't You Believe It | CBS—PC | Lake-Spiro-Shurman, Inc. |
| Procter & Gamble Co. Camay | Pepper Young's Family | CBS and NBC | Pedlar & Ryan |
| Procter & Gamble Co. Chipsa | The Road of Life Pepper Young's Family | CBS and NBC CBS | Pedlar & Ryan Pedlar & Ryan |
| Procter & Gamble Co. Crisco | Vic and Sade | CBS and NBC | Compton Advertising |
| Procter & Gamble Co. Dreft | Lone Journey The Goldbergs Shirley Temple in Junior Miss | CBS and NBC CBS CBS | Blockett-Sample-Hummert Blockett-Sample-Hummert Blockett-Sample-Hummert |
| Procter & Gamble Co. Drene | Knickerbocker Playhouse Abie's Irish Rose | NBC NBC | H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co. |
| Procter & Gamble Co. Duz | Vic and Sade The Goldbergs The Bartons The Road of Life | CBS CBS NBC NBC | Compton Advertising Compton Advertising Compton Advertising Compton Advertising |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|---|---|---|
| Procter & Gamble Co. Ivory Products | Life Can Be Beautiful Story of Mary Marlin Against the Storm The O'Neills Truth and Consequences Ransom Sherman Shirley Temple In Junior Miss | CBS CBS and NBC NBC CBS NBC CBS CBS | Compton Advertising Bentan & Bowles Compton Advertising Compton Advertising Compton Advertising Compton Advertising Bentan & Bowles |
| Procter & Gamble Co. Oxydol | Ma Perkins Road of Life Woman in White | CBS and NBC NBC CBS | Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert |
| Procter & Gamble Co. Teel Dentifrice | Knickerbocker Playhouse Abie's Irish Rose | NBC NBC and NBC-Int. | H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Adv. Co. |
| Procter & Gamble Co. White Naphtha | Right To Happiness | NBC | Compton Advertising |
| Prudential Insurance Co. Life Insurance | Prudential Family Hour | CBS and CBS-Int. | Benton & Bowles |
| Pure Oil Co. Gas and Oil | Kaltenborn Edits the News | NBC | Leo Burnett Co. |
| P | | | |
| Quaker Oats Co. Cereals and Flour | That Brewster Boy | CBS and NBC | Ruthrauff & Ryan |
| R | | | |
| Ralston-Purina Co. Wheat Cereal, Ry-Krisp | Tom Mix Ralston Straight Shooters Elsa Maxwell's Party Line | Blue Blue | Gardner Advertising Co. Gardner Advertising Co. |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|--|--|
| R. J. Reynolds Tobacco Co. Camel Cigarettes Prince Albert Tobacco | Camel Caravan Grand Ole Opry Blondie How'm I Doin' Abbott and Costello Vaughn Munroe's Orchestra Thanks To The Yanks Cugat-Rumba Revue | CBS and CBS-Int. NBC CBS and CBS-Int. CBS and NBC NBC CBS and CBS-Int. CBS Blue and NBC and Int. CBS, NBC and 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. |
| Richfield Oil Co. Gas & Oil | Al Pearce and his Gang | | William Esty & Co. |
| Riggio Tobacco Corp. | Richfield Reporters Confidentially Yours Regent Time with Jerry Wayne | NBC—PC MBS MBS | Hixson & O'Donnell Advertising Hixson-O'Donnell Advertising M. H. Hockett, Inc. |
| Scudder Food Products Co. Food Products | Bob Garred Reporting | CBS—PC | Brisacher, Davis & Staff |
| Schenley Import Corp. Wines | Cresta Vianca Carnival | MBS | William H. Weintraub & Co. |
| Sealtest, Inc. Milk and Milk Products | Sealtest-Rudy Vallee Program | NBC | McKee & Albright |
| Seaside Oil Co. Gas & Oil | Spelling Beeliner Seaside News | CBS—PC Blue—PC | The McCarty Co. The McCarty Co. |
| R. B. Semler, Inc. Hair Tonic | Gabriel Heatter, News | MBS | Erwin, Wasey & Co. |
| The W. A. Sheaffer Pen Co. Pens, Pencils, Ink | World News Parade | NBC | Russel M. Seeds Co. |
| Serutan Co. Serutan | Drew Pearson | Blue | Raymond Spector Co. |
| Sherwin-Williams Co. Paints | Metropolitan Auditions of The Air | Blue and NBC | Warwick & Legler |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|--|------------------------------------|---|
| Signal Oil Co. Gas & Oil | The Signal Carnival Upton Close | NBC—PC NBC—PC | Barton A. Stebbins Advertising Agency Barton A. Stebbins Advertising Agency |
| Stelly Oil Co. Gas & Oil | Alex Dreier Cliffon M. Utley | NBC NBC | Henri, Hurst & McDonald Henri, Hurst & McDonald |
| Skinner & Eddy Corp. Soup | Breakfast At Sardi's | Blue—PC | J. William Sheets |
| Smith Bros. Cough Drops | Bob Anderson, News Dick Joy, News Nelson Pringle, News News | CBS—PC CBS—PC CBS—PC Blue | J. D. Tarcher & Co. J. D. Tarcher & Co. J. D. Tarcher & Co. J. D. Tarcher & Co. |
| Socony-Vacuum Co. | Raymond Gram Swing | Blue | J. Stirling Getchell, Inc. |
| Soil Off Manufacturing Co. Cleaning Fluid | Bob Garred Reporting | CBS—PC | Hillman-Shane Advertising Agency, and Buchanan & Co. |
| Sperry Flour Co. Flour, Cereals | Truman Bradley, News | CBS—PC | Buchanan & Co. |
| E. R. Squibb & Sons Squibb Products | Sam Hayes Dr. Kate | NBC—PC NBC—PC | Knox Reeves Advertising Knox Reeves Advertising |
| Standard Brands Inc. Chase & Sanborn Coffee | Frank Parker Keep Working, Keep Singing, America | CBS CBS | Geyer, Cornell & Newell Geyer, Cornell & Newell |
| Standard Brands Inc. Tender Leaf Tea, Kaya Desserts | Chase and Sanborn Program | NBC | J. Walter Thompson Co. |
| Standard Brands, Inc. Baking Powder, Desserts | One Man's Family | NBC | J. Walter Thompson Co. |
| Standard Brands Inc. Fleischmann's Fall Yeast | The O'Neills | NBC | Ted Bates, Inc. |
| Standard Oil Co. of Calif. Petroleum Products | I Love a Mystery Vaudeville Show Star Spangled Vaudeville One Man's Family What's My Name | Blue NBC NBC NBC MBS | Kenyon & Eckhardt Arthur Kudner, Inc. Arthur Kudner, Inc. Kenyon & Eckhardt Kenyon & Eckhardt |
| Standard Oil Co. of Indiana Petroleum Products | Standard School Broadcast Standard of California Symphony Auction Quiz | NBC—PC NBC—PC Blue | Batten, Barton, Durstine & Osborn Batten, Barton, Durstine & Osborn McCann-Erickson |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|--|---------------------------------|--|
| Standard Oil Co. of N. J. Esso Products | Army-Navy Football Game | CBS | Marschalk & Pratt |
| 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 | Blue | Roche, Williams & Cunningham |
| Sunnyvale Packing Co. Food Products | Jane Endicott, Reporter Galen Drake | CBS—PC CBS—PC | Lord & Thomas Lord & Thomas |
| Swift & Co. Food Products | Breakfast Club | Blue | J. Walter Thompson Co. |
| T | | | |
| Texas Co. Gas and Oil | Texaco Star Theatre Metropolitan Opera Broadcasts Texas Star Theatre Summer Show | CBS and CBS-Int. Blue CBS | Buchanan & Co. Buchanan & Co. Buchanan & Co. |
| Tetley Tea Co. Soups | Morning Market Basket | Blue | Duane Jones Co. |
| Tide Water Associated Oil Co. Gas and Oil | Football Games | Blue and CBS—PC | 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 | Blue and NBC | Young & Rubicam |
| Trimount Clothing Co. Clipper Craft Clothing | Dorothy Thompson | Blue | Emil Magul, Inc. |
| U | | | |
| Union Oil Co. Gas and Oil | Nelson Fringie, News Analysis Point Sublirize | CBS—PC NBC—PC | Lord & Thomas Lord & Thomas |
| United Fruit Co. Bananas | The World Today | CBS | Batten, Barton, Durstine & Osborn |
| U. S. Tobacco Co. Tobacco | Gay Nineties Revue | CBS and CBS-Int. | Arthur Kudner, Inc. |

V

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|-----------------------------------|------------------|--|
| Vick Chemical Co. Vapo-Rub, Vatronal | News for Women | CBS | Morse International, Inc. |
| Vick Chemical Co. Vitamin Plus, Inc. | The Nichols Family of Five | NBC | Morse International, Inc. |
| F. G. Voght & Sons Thrive Dog Food | Dr. I. Q. | NBC and NBC-Int. | Grant Advertising Inc. |
| Voice of Plophcey, Inc. | Olivio Santoro | NBC | Clements Co. |
| | Voice of Prophecy | MBS | Jack Parker & Associates and O. C. Hoskins & Associates |

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|---|---------------------------------|--------------|-------------------------------------|
| Wander Company Ovaltine | Captain Midnight | Blue and MBS | Blackett-Sample-Hummert |
| William R. Warner Co. Sloan's Lintiment | Gang Busters | Blue | Warwick & Legler |
| Washington Coop Egg & Poultry Assn. Chicken | Breakfast At Sardi's | Blue-PC | Pacific National Advertising Agency |
| R. L. Watkins Co. Dr. Lyons Toothpowder, Multisified Shompoo | Backstage Wife | NBC | Blackett-Sample-Hummert |
| | Manhattan Merry-Go-Round | NBC | Blackett-Sample-Hummert |
| | Stella Dallas | NBC | Blackett-Sample-Hummert |
| | Orphans of Divorce | Blue | Blackett-Sample-Hummert |
| | Monday Merry-Go-Round | NBC—Blue | Blackett-Sample-Hummert |
| | Second Husband | CBS and Blue | Blackett-Sample-Hummert |
| | Amanda of Honeymoon Hill | CBS and Blue | Blackett-Sample-Hummert |
| Welch Grape Juice Co. Grape Juice | Dear John | CBS and Blue | H. W. Kastor & Sons Advertising Co. |
| Wesley Radio League Religious | Reverend J. Zoller | MBS | Aircasters, Inc. |
| Wesson Oil & Snowdrift Sales Co. Salad Oil | Hawthorne House | NBC—PC | Fitzgerald Advertising Agency |
| Western Conference of Teamsters Union | Curtain, America | MBS | Clarence Juneau Agency |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|--|---|---|--|
| Wheeling Steel Corp. Steel | Wheeling Steelmakers | Blue and Blue-Int. | Critchfield & Co. |
| Whitehall Pharmacal Co. | John B. Hughes, News Commentator Arthur Van Horn, News | MBS MBS | Blackett-Sample-Hummert Blackett-Sample-Hummert |
| J. B. Williams Co. Shoving Accessories | True or False | Blue | J. Walter Thompson Co. |
| Williamson Candy Co. Oh Henry Candy Bars | Famous Jury Trials | Blue and Blue-Int. | Aubrey, Moore & Wallace |
| Wilson Milk Co. Milk | Smile Awhile | Blue | Keeling & Co. |
| William Wrigley, Jr. Co. Chewing Gum | Melody Ranch Scattergood Baines Ben Bernie The First Line Sergeant Gene Autrey | CBS and CBS-Int. CBS CBS CBS and CBS-Int. CBS | J. Walter Thompson Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. J. Walter Thompson Co. |
| Wyeth Chemical Co. Freezone, Hills Cold Tablets | John's Other Wife Front Page Farrell | Blue NBC | Blackett-Sample-Hummert Blackett-Sample-Hummert |
| Young People's Church of the Air Religious | Reverend Percy Crawford | MBS | R. H. Alber Co. and Ivey & Ellington, Inc. |
| Zonite Products Corp. Fonhan's Toothpaste | Gabriel Heatter, News | MBS | Erwin, Wasey & Co. |

SHOWMAN'S CALENDAR

FOR 1943

January

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
- 2: Georgia Admitted (1788).
- 4: Utah Admitted (1896).
- 6: New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Admitted (1788).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- 21: Stonewall Jackson Born (1824).
- 29: McKinley Born (1843).
Kansas Admitted (1861).
- 30: Franklin D. Roosevelt's Birthday.



February

- 3: Horace Greeley Born (1811).
- 6: Massachusetts Admitted (1788).
- 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).
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).
- 19: Ohio Admitted (1803).
- 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

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
- 4: Pennsylvania Day.
Vermont Admitted (1791).
- 5: Boston Massacre (1770).

- 7: Luther Burbank's Birthday (California).
- 10: Ash Wednesday (First day of Lent).
- 15: Maine Admitted (1820).
- 17: St. Patrick's Day.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 25: Maryland Day.
- 30: Seward Day (Alaska).



April

- 1: All Fools' Day.
- 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.
Pan-American Day.
- 18: Palm Sunday.
- 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).
Good Friday.
- 24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).
- 25: War Declared with Spain (1898).
Easter Sunday.
- 26: Confederate Memorial Day (Alabama, Florida, 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).
Maryland Admitted (1788).
- 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).
- 9: Mother's Day (2nd Sunday).
- 10: Confederate Memorial Day (Kentucky, North Carolina).

- 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).
Rhode Island Admitted (1790).
- 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 (Louisiana, 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.
- 25: Virginia Admitted (1788).
- 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 (Phillippines).
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 20: Benjamin Harrison Born (1833).

September

- 6: Latayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.
Labor Day.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
Jewish New Year.
- 17: Constitution Day.
- 21: Day of Atonement (Hebrew).
- 22: Nathan Hale Executed (1776).
First Day of Autumn.
- 26: American Indian Day (4th Friday).



October

- 1: Missouri Day.
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
- 8: Chicago Fire (1871).
Farmer's Day (2nd Friday) (Florida).
- 9: Fraternal Day (Alabama).
- 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).
- 2: General Election Day.
North and South Dakota Admitted (1889).
- 4: John Philip Sousa Born (1854).
- 8: Montana Admitted (1889).
- 11: Armistice Day.
Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 21: North Carolina Admitted (1789).
- 25: 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).
Mississippi Admitted (1817).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
- 14: Alabama Admitted (1819).
- 16: Boston Tea Party (1773).
- 18: New Jersey Admitted (1787).
- 21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 28: Iowa Admitted (1848).
- 29: Texas Admitted (1845).
- 31: 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.

RULES AND REGULATIONS OF F. C. C. REGARDING PRODUCTION BY RADIO BROADCAST STATIONS

As of January 1, 1943

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 com-

munities, 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 location 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 of these rules regarding sharing time 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, except (a) where the Class I station is located east of the Class II station in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I

station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

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 of these rules on minimum operating schedule.

General Rules Applicable to Standard and High Frequency Broadcast Stations

The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner.

The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

The licensed operator on duty and in charge of a standard or high frequency broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: Provided, However, That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. In the Program Log

a. An entry of the time each station identification announcement (call letters and location) is made.

b. An entry briefly describing each

program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

B. In the Operating Log

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

(1) Operating constants of last radio stage (total plate current and plate voltage).

(2) Antenna current.

(3) Frequency monitor reading.

(4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

(1) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

Logs of standard or high frequency broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or incidents to or involved in an investigation by the Commission or concerning which the licensee has been notified, in which case they shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them; Provided, further, That logs incident to or involved in any claim or complaint of which the licensee has notice, shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

Station Identification

A licensee of a standard or high frequency broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and either on the half hour or quarter hour following the hour and at the quarter hour preceding the next hour: Provided

Such identification announcement during operation need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production of longer duration than thirty minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity and at the conclusion of such program.

Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity, and at the conclusion of the program, *Provided*, That an announcement within 5 minutes of the half hour or at the quarter hour following the hour or at the quarter hour preceding the next hour, will satisfy the requirements of identification announcements.

In case of variety show programs, baseball game broadcasts, or similar programs, of longer duration than thirty minutes, the identification announcement shall be made within five minutes of the hour and of the half hour or at the quarter hour following the hour or at the quarter hour preceding the next hour.

In case of all other programs the identification announcement shall be made within two minutes of the hour and on the half hour and at the quarter hour following the hour and at the quarter hour preceding the next hour.

In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

Mechanical Reproduction

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than thirty minutes, shall be identified by appropriate announcement at the beginning of the program, at each

thirty minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each thirty minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, religious service, symphony, concert or operatic production of longer duration than thirty minutes;

2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of thirty minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.
5. The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a "transcription" or an "electrical transcription" or as "transcribed" or "electrically transcribed" 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.



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| Director | District | States Comprising District |
|--|----------|---|
| *E. L. Hayek KATE, Albert Lea, Minn. | 11 | Minnesota; North Dakota; South Dakota, excluding 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; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic. |
| William B. Way KVOO, Tulsa, Okla. | 12 | Kansas, Oklahoma. |
| Hugh A. L. Half WOAI, San Antonio, Texas | 13 | Texas. |
| Ed Yocum KGHL, Billings, Mont. | 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. |
| *Arthur Westlund KRE, Berkeley, 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. |
| Calvin J. Smith KFAC, 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 1943.

DIRECTORS-AT-LARGE*

Large Stations

Edwin W. Craig
WSM, Nashville, Tenn.

J. O. Maland
WHO, Des Moines

Medium Stations

Eugene P. O'Fallon
KFEL, Denver, Colo.

Don S. Elias
WWNC, Asheville, N. C.

Small Stations

Herbert Hollister
KANS, Wichita, Kan.

James W. Woodruff, Jr.
WRBL, Columbus, Ga.

Networks

Paul W. Kesten
CBS, New York, N. Y.

Frank M. Russell
NBC, Washington, D. C.

COMMITTEES

Accounting

Chairman—Harold Wheelahan, WSMB, New Orleans, La.

S. R. Dean, CBS, New York, N. Y.

Virgil J. Hasche, WGY, Schenectady, N. Y.

Ray Jordan, WDBJ, Roanoke, Va.

Harry F. McKeon, NBC, New York, N. Y.

Code

Chairman—Earl J. Glade, KSL, Salt Lake City, Utah.

Grant F. Ashbacker, WKBZ, Muskegon, Mich.

William S. Hedges, NBC, New York, N. Y.

Arden X. Pangborn, KEX, Portland, Ore.

William B. Quarton, WMT, Cedar Rapids, Ia.

Edney Ridge, WBIG, Greensboro, N. C.

Jan Schimek, CBS, New York, N. Y.

Lee B. Wailes, KYW, Philadelphia, Pa.

William B. Way, KVOO, Tulsa, Okla.

Engineers' Executive Committee

Chairman—John V. L. Hogan, WQXR, New York, N. Y.

E. K. Cohan, CBS, New York, N. Y.

F. M. Doolittle, WDRC, Hartford, Conn.

O. B. Hanson, NBC, New York, N. Y.

G. Porter Huston, WCBM, Baltimore, Md.

Insurance

Chairman—William I. Moore, WBNX, New York, N. Y.

S. R. Dean, CBS, New York, N. Y.

R. J. Teichner, NBC, New York, N. Y.

Labor Executive Committee

Chairman—Ralph R. Brunton, KJBS, San Francisco, Calif.

Martin B. Campbell, WFAA, Dallas, Texas.

John Elmer, WCBM, Baltimore, Md.

W. E. Hutchinson, WAAF, Chicago, Ill.

Henry P. Johnston, WSGN, Birmingham, Ala.

C. L. Thomas, KXOK, St. Louis, Mo.

John H. MacDonald, NBC, New York, N. Y.

Frank White, CBS, New York, N. Y.

Research

Chairman—Roger W. Clipp, WFIL, Philadelphia, Pa.

Barry T. Rumble, NBC, New York, N. Y.

John C. McCormack, KWKH, Shreveport, La.

Dr. Frank N. Stanton, CBS, New York, N. Y.

G. Bennett Larson, WWDC, Washington, D. C.

Sales Managers

District 1

Kingsley F. Horton, WEEI, Boston, Mass.

District 2

Charles Phillips, WFBL, Syracuse, N. Y.

District 3

John E. Surrick, WFIL, Philadelphia, Pa.

District 4

J. Dudley Saumenig, WIS, Columbia, S. C.

District 5

John M. Outler, Jr., WSB, Atlanta, Ga.

District 6

J. C. Eggleston, WMC, Memphis, Tenn.

District 7

William I. Orr, WBNS, Columbus, Ohio.

• • • **National Association of Broadcasters** • • •

District 8

J. B. Conley, WOWO, Fort Wayne, Ind.

District 9

James F. Kyler, WCLO, Janesville, Wisc.

District 10

Sam H. Bennett, KMBC, Kansas City, Mo.

District 11

Thomas G. Gavin, WMFG, Hibbing, Minn.

District 12

Clark A. Luther, KFH, Wichita, Kans.

District 13

Jack Keasler, WOAI, San Antonio, Texas.

District 14

W. E. Wagstaff, KDYL, Salt Lake City, Utah.

District 15

Wilt Gunzendorfer, KSRO, Santa Rosa, Calif.

District 16

Charles A. Storke, KTMS, Santa Barbara, Calif.

District 17

W. B. Stuht, KOMO-KJR, Seattle, Wash.

Sales Managers Executive Committee

Chairman—John M. Outler, Jr., WSB, Atlanta, Ga.

Small Stations: Dietrich Dirks, KTRI, Sioux City, Ia.

Medium Stations: William Malo, WDRC, Hartford, Con.

Large Stations: Frank R. Bowes, WBZ, Boston, Mass.

CBS: Arthur Hull Hayes CBS, New York, N. Y.

MBS: Donald D. Davis, WHB, Kansas City, Mo.

NBC: George H. Frey, NBC, New York, N. Y.

Retail Promotion Committee

Consultant—Sheldon B. Coons, New York, N. Y.

Chairman—Paul W. Morency, WTIC, Hartford, Conn.

Robert E. Bausman, WISH, Indianapolis, Ind.

Gene L. Cagle, KFJZ, Fort Worth, Texas.

William Crawford, WOR, New York, N. Y.

Dietrich Dirks, KTRI, Sioux City, Ia.

John Esau, KTUL, Tulsa, Okla.

Sherman D. Gregory, WEAJ, New York, N. Y.

Kenneth K. Hackathorn, WHK-WCLE, Cleveland, Ohio.

Arthur Hull Hayes, WABC, New York, N. Y.

Walter Johnson, WTIC, Hartford, Conn.

C. L. McCarthy, KQW, San Jose, Calif.

John M. Outler, Jr., WSB, Atlanta, Ga.

Oliver Runchey, KOL, Seattle, Wash.

Wage and Hour Committee

Chairman—C. T. Lucy, WRVA, Richmond, Va.

Quincy A. Brackett, WSPR, Springfield, Mass.

Norris L. O'Neil, WSJS, Winston-Salem, N. C.

A. K. Redmond, WHP, Harrisburg, Pa.

James B. Rock, KDKA, Pittsburgh, Pa.

LEGAL—LEGISLATIVE ACTIVITIES

By *Russell P. Place*
N.A.B. Counsel

OUTSTANDING among the problems dealt with by the NAB in 1942 was the Sanders Bill in Congress to amend the Communications Act of 1934 and the attempt by the International Allied Printing Trades Council to saddle broadcasters with a discriminatory time-sales tax. Also of importance to broadcasters was the retention of the average-earnings basis for computing the Excess Profits Tax. Still pending on the Congressional front is Executive Resolution "E" for adherence to the International Copyright Convention; although vigorously opposed by the NAB and all others interested in copyright, the State Department is persistently advocating adherence to the Convention and the problem is still before the industry. A host of knotty problems grew out of the war effort. Highlighted among these were matters involving priorities, selective service and rationing of tires and gasoline. Subsequent to the declaration of war the Code Committee promptly tackled the question of the handling of war news.

Communications Act Amendment

Properly to report the activities and concerns of the Legal Department for 1942, it is desirable to begin with the promulgation by the FCC of the Chain Broadcasting Regulations on May 2, 1941, just prior to the St. Louis Convention. Stemming therefrom were the introduction of a resolution (S. Res. 113) by Senator Wallace White of Maine calling for an investigation by the Senate of the effect of the regulations and for amendment of the Communications Act, and the introduction of bills by Representative Sanders of Louisiana (H. R. 5497) and Senator White (S. 1806) to amend the Communications Act.

At St. Louis, the NAB membership voted unanimously to support the White resolution and seek amendment of the Communications Act of 1934. Pursuant to that vote Neville Miller, President, testified before the Senate Interstate Commerce Committee in favor of adoption of the resolution. Hearings, which were well attended by broadcasters, lasted nearly three weeks and were recessed on June 20 subject to the call of the Chair. They have not been resumed. Hearings on Senator White's bill have not been scheduled.

Early in September, in pursuance of the mandate of the resolution adopted by the Convention, NAB sought hearings on the Sanders bill in the House. An analysis of both the Sanders and White bills was prepared and promptly circulated to the membership. The House Committee on Interstate and Foreign Commerce scheduled hearings on the Sanders bill to begin April 14, and ended July 1, 1942. First witnesses to testify were the representatives of the Federal Communications Bar Association.

They were followed by the appearance of Mr. Miller who testified in support of the proposed changes in administrative organization, procedure and judicial review as advocated by the Federal Communications Bar Association. In addition, NAB proposed three amendments: (1) to provide for declaratory rulings on administrative action; (2) to prohibit the imposition by the Commission of unauthorized penalties and sanctions; and (3) to enact the language of the Sanders Brothers case prohibiting government supervisory control of programs, of business management and of policy of radio stations.

Although the bill died with the 77th Congress, the reported testimony will remain as an expression of the views of various interests and should be of great value to the Committee if the bill or a similar one is introduced in the next Congress.

Radio Time-Sales Tax

In April, 1942, again advocating a discriminatory tax on radio time sales, Mr. John B. Haggerty, representing the International Allied Printing Trades Council, appeared before the Ways and Means Committee. On April 17, Mr. Alvord appeared for NAB in opposition. The IBEW supported the NAB by filing a statement in opposition to the tax. Later, the NAB filed a memorandum in opposition to the tax with the Senate Finance Committee. The tax was not enacted in the Revenue Act of 1942.

Int'l Copyright Convention

There is still pending before the Senate of the United States Executive Resolution "E," the adoption of which by the Senate would result in making the United States a party to the International Copy-

right Convention without prior revision of our own law. The adoption of this resolution has been consistently opposed by the NAB and entry into the Convention during war times would have more than normally disastrous results to broadcasting because a very large volume of the great European musical works of the past fifty years, now in the public domain, would thereby become wholly unavailable for broadcasting use.

Liquor Advertising

In March Representative Rankin (D-Miss.) introduced a bill (H. R. 6785) to prohibit the advertising of alcoholic beverages over the radio. Like the Johnson Bill (S. 517) for the same purpose, re-introduced at the second session, it died without hearings having been held. NAB is opposed to such legislation.

State Legislation

In the closing days of the 1941 session of the Florida Legislature a bill was enacted purporting to abolish any asserted common law rights to collect royalties on the recorded performances embodied in phonograph records and electrical transcriptions once they are sold in commerce for use in Florida. Florida also amended its libel law by giving a radio station the right to require the submission of written script 24 hours before the time of broadcast; such submission of the script frees the station from liability for any libelous or slanderous utterances broadcast which were not contained in the script.

In 1942 Legislatures of eight states met in regular session. In Kentucky two bills to ban the sale of alcoholic beverages advertised over the radio died in their respective branches. NAB cooperated with Kentucky broadcasters in their efforts to defeat these bills. Mississippi enacted an anti-sabotage law with particular reference to communications facilities. NAB Legislative Contacts in the various states have been most cooperative at all times.

In New York the activities of the New York State Legislative Committee led to the passage of two measures beneficial to radio. An NAB-sponsored bill, permitting a corporation engaged in broadcasting to prohibit or restrict the transferability of its stock to aliens, is now on the Governor's desk. A new child labor law was amended, at the request of the NAB, to permit children under 16 to participate in broadcasting for not more than two hours a week where the performance is of a non-professional character and occurs outside school hours, and to authorize the granting of permission by the proper authorities for professional

appearances of children in series of radio performances.

Litigation

The power of the FCC to issue subpoenas in an investigation seeking information applicable to the legislative standards set up in the Communications Act was upheld on January 26, 1942, by the United States Court of Appeals for the District of Columbia in the Stahlman case. The court negated the Commission's authority to require witnesses whom it summons to bare their records, relevant or irrelevant, in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment. The court flatly stated that the Commission has no power to ban ownership of radio stations by newspapers as such.

On February 20, 1942, the United States District Court for the Southern District of New York ruled against the networks in their suit against the Government. The decision was not on the merits of the case—the powers of the FCC—but on the question of the court's jurisdiction. The court, however, stayed operation of the network regulations, and on March 9, CBS and NBC appealed to the United States Supreme Court, which ruled in favor of the networks. In the fall of 1942, the statutory three-judge court in New York, without taking evidence, decided on the merits in favor of the FCC. The networks appealed again to the Supreme Court, and argument will be heard early in 1943. Meanwhile, operation of the "network regulations" is stayed.

The Supreme Court on April 6, 1942, affirmed the power of the United States Court of Appeals for the District of Columbia to stay orders of the FCC pending determination of appeals to that court from Commission orders. The question was raised on certification by a divided Court of Appeals after Scripps-Howard Radio, Inc., licensee of Station WCOP, had appealed from the Commission's denial of its petition to vacate an order granting, without hearing, Station WCOL a CP for change of frequency and increase of power.

Code Committee

Since the first of the year the Code Committee has met four times. Notable in its work was the promulgation of recommendations with reference to news broadcasts in war time, made in collaboration with other elements of the industry and government officials, and its assistance in clarifying the application of the Code to the purchase of time by the Cooperative League of the U.S.A.

NAB WAR ACTIVITIES

By Arthur Stringer

NAB Director of Promotion and Secretary, NAB War Committee

SEASONED and toughened by a year of wartime service the broadcast industry is adjusted for even greater responsibilities during 1943. These may be expected to increase with the size of our fighting forces, with combat participation and with our changing economy.

Ability to meet larger responsibilities successfully depends largely on three factors. The first one is the ability of the industry to solve its own complex operating problems. Factors two and three, which never before have had to be considered by broadcasters, are: (2) release by government of materials for the manufacture of tubes and component parts for the maintenance of transmitting facilities as well as home radios; and (3) the recruiting and training of replacement personnel for station operation and repair of home radios after parts have been provided. All this is a formidable undertaking necessitating, for success, the cooperation of all branches of the radio industry and of several government agencies.

Man-Power Problem

During 1942 the NAB department of promotion was concerned primarily with activities directly bearing on winning the war. The manpower problem was emphasized every day of the year, through the coordination of continuous recruiting campaigns for the Army, Navy, Marine Corps, Coast Guard and Civil Service. Response of stations was positive and productive. Quotas for the fighting forces were constantly maintained.

"Fundamentals of Radio," an educational course prepared by the NAB and conducted on and off campus by colleges and universities, exceeded eight hundred different classes by May. More than twenty-two thousand persons in forty-six states were under instruction at the end of the first quarter. Approximately fifteen thousand others were studying "Fundamentals" in the fourth quarter. Graduates went to the armed forces, Civil Service, to broadcasting and manufacturing.

These figures are but partial indication of the widespread influence of the course outline, "Fundamentals of Radio,"

as prepared by NAB. Sales figures of 100,000 copies of a text book, written especially for the course, are more enlightening. In addition other texts in other classes were used in connection with the NAB course outline. Consequently, the NAB course outline was instrumental in the acquisition of technical radio knowledge by many other persons not included among the 100,000 using the volume, "Fundamentals of Radio." Army Signal Corps and the Navy requested NAB to increase this radio technician training program immediately after Pearl Harbor. Of its own volition NAB had launched the program the previous August.

Civilian Defense Aid

The department, in cooperation with broadcast stations, assisted the Office of Civilian Defense in the distribution of 10,000,000 forty-eight page booklets, "What Can I Do," and the Civil Aeronautics Administration in its non-combat flying training program.

Broadcasters sold war bonds and stamps by the millions and influenced their purchase by the billions. Radio was the backbone of the Treasury's campaign.

"Swap Bulletin"

Since stations must be kept on the air, if programs are to reach and influence people, a "Swap Bulletin" was launched June 6, on behalf of the NAB Engineering Committee. Usually published weekly, "Swap Bulletin" contains items which stations wish to buy and surplus items which they are willing to sell in order to help other stations stay on the air. According to letters the parts and supplies advertised have kept many stations operating.

The wide variety of tasks performed directly for the war effort is indicated by the tabulation on pages 286 and 287 of this volume. Figures show the number of programs and announcements of *local* origination for the six months ending with October, 1942. Not included is the large volume of programs and announcements, of network origination, in support of the war effort.

LISTENER ACTIVITY

EACH year NAB has endeavored to broaden and strengthen the relations of the broadcasting industry with the listening public. During 1940-41 Dorothy Lewis, vice-president of the Radio Council on Children's Programs undertook, under NAB auspices, a nationwide survey. The principal objective was to gather helpful information on radio programs for children from broadcasters and interested organizations of listeners. In addition, Mrs. Lewis cooperated with leaders of local and area groups in strengthening existing Radio Councils and in organizing new ones. On her return from her first nationwide tour, NAB published Mrs. Lewis' report, "Broadcasting to the Youth of America." Over 30,000 copies of this publication have been distributed. No reprint is contemplated for reasons which will hereafter appear.

Early in 1942 it was decided to enlarge the scope of this activity and Mrs. Lewis, at her request, agreed to serve on a volunteer basis, as Coordinator of Listener Activity. The Radio Council of Greater Cleveland, through its President, Mrs. Walter V. Magee, cooperated with Mrs. Lewis in arranging constructive sessions in connection with NAB's 21st Annual Convention at Cleveland. Outstanding speakers addressed an audience composed of broadcasters and listeners. These sessions marked a significant step toward more understanding relations between the broadcasters and the listeners.

Work of Radio Councils

In the fall of 1942 Mrs. Lewis made her second swing 'round the circuit, visiting many states and several provinces in Canada. As a result, new Radio Councils are springing up in many areas from New England to California. Interest has been aroused in Canada as well. These Radio Councils are active in the issuance of accredited lists of good listening; making local studies and surveys; setting up war coordinating committees to relieve pressure on local broadcasters and listening post committees on war news; and appointing Peabody Award Committees; and promotion and publicity committees. They also handle the job of reaching all participating organizations with programs about their

American system of radio, and help to increase newspaper cooperation and better listings. Radio Education Committees expedite the equipment of schools, establish radio divisions in state and local Departments of Education and try to interest teachers in using radio as a teaching aid. Children's Program Committees help to promote current local children's programs and assist in the creation of new ones through cooperation of schools, libraries, and local little theater groups. Regional Directors of Listener Activity for NAB have been appointed in various sections of the country. These representatives have been chosen from club and civic groups to promote better understanding of radio in their districts. Close contact is maintained with most national women's organizations through their presidents and radio chairmen.

Radio in Education

In addition to her work with the councils, Mrs. Lewis has cooperated with schools and colleges by addressing classes and in organizing listener groups, and encouraging the establishment of courses of study bringing about more effective use of radio as an aid to education, etc. Complete reports covering the many phases of these activities are now in process of preparation—one on children's programs, and the other a "Handbook for Radio Chairmen." They will replace the prior publication, "Broadcasting to the Youth of America."

Another activity undertaken in connection with the Listener Activity phase of the NAB, has been the organization of the Association of Women Directors. This organization embraces the women in all of the NAB stations who have charge of women's programs. Ruth Chilton, WSYR, Syracuse, is president of the Association. There are over 300 stations represented in membership, in every district and nearly all of the states. A quarterly bulletin, covering wartime activities and matters of interest to these directors will be issued. From time to time releases of interesting material will be made from national organizations and government bureaus.

THE N A B CODE

CONTINUED public approval of the Code and the adoption by the Code Compliance Committee of principles for the handling of war news highlighted the year 1942. Misunderstanding between the Cooperative League of the U. S. A. and certain stations as to the purchase of time by the League was cleared up with the Committee's assistance. In his message to the 1942 annual convention NAB President Neville Miller stated:

"The past year saw the industry once again take the leadership in solving some of our problems by means of self regulation. Not only did the Code Committee continue actively the work of interpreting the Code, but with the coming of the war, new principles were outlined for the handling of war news which met with the approval of both the industry and the public. Realizing that government as a rule undertakes no services or regulation unless private agencies have proved themselves incapable or unwilling, the industry has wisely adopted a policy to continue its activities in the field of self regulation. New phases of the war will undoubtedly bring new problems. I am sure with the continued cooperation of the broadcasters we shall solve them."

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 such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, 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.

Recommendations of the NAB Code Committee for the Handling of News Programs in Wartime (Adopted February 6, 1942)

Radio listeners are anxious news listeners today. On each broadcast they eagerly await the word of happenings all over the world. Consequently, broadcasters have a deep responsibility in giving out this news in a manner which will satisfy the eagerness of the listener without resorting to production techniques that dramatize or excite situations. The use of commercial copy should conform to this objective pattern of simplicity in presentation and calmness in manner. In order to achieve this, we suggest the following:

- a. The opening commercial identification should be as short as possible. Get into the news rapidly without attempting to make the listener take a solid commercial first.
- b. Clever "lead-ins", use of a few teaser news items before the commercial, promises of an "exclusive item" after the commercial—all such advertising technique will defeat the aim of broadcasting under present conditions. Therefore, the practice should not be employed.
- c. Great care should be exercised in the placement of the so-called "middle commercial". It should come after the body of news has been given. This position therefore will vary with the contents of the news in each radio edition. In some routines used by some stations it will come after a roundup of official communiques; or after a combination of international and national news items; or after a commentators' resume and comment on these stories. The placement will of course be determined by the individual method used by each station in the presentation of its news. But the position given it should be based on the determination to give the listener the outstanding news in a well-rounded pattern before the insertion of the commercial.
- d. Whenever the commercial is inserted, the broadcaster should be extremely cautious about its content in relation to the news which precedes. For example, under the present circumstances it is bad taste to insert advertising copy immediately following a story of a great disaster or catastrophe. Some method should be used to separate the two. Here are some suggestions of various methods:
 1. Use of a short sports or general news item before going into a commercial.
 2. Some stations may be able to use two voices, with the news voice pausing a second or two and bringing in the commercial with an introduction.
 3. When same announcer is used, in addition to the pause, he should identify the succeeding talk as a "message from the sponsor", or some identifying lead-in.

The Commercials:

- a. Broadcasters should insist that all commercials adhere to the standards of good taste.
- b. "Scare copy" or copy based on "fear of what will happen" should be avoided.
- c. Any attempt to write into the commercial accepted "news phrases";

such as “flash,” “bulletin,” “headlines from,” “good news for,” “to-day all over the world,” etcetera must be halted.

- d. The use of transcribed jingles, musical introductions to commercials, sound effects, etcetera should be discouraged. If a broadcaster accepts such, then a news item of sports or human interest—*definitely not a war or peril item*—should precede their use. They then should be placed close to the end of the news broadcast in order not to interrupt the news pattern.
- e. Commercials should not contain copy praising the sponsor for bringing the news or commending the client for bringing it “first” —“or at great expense”—“or through the resourcefulness of.”
- f. All copy should conform to the general theme of news broadcasting outlined above in the interests of eliminating the causes of criticism. Hence the copy theme, the use of verbiage should be in keeping with calmness in delivery and good taste in approach.
- g. *The manner of presentation:*
 - a. All production techniques which foster excitement should be abandoned. This would mean the avoidance of dramatization, sound effects and attention compellers.
 - b. All announcers and commentators must deliver with calmness and restraint. Shouters, dramatists and announcers who use a “heavy sell” should conform in microphone manner to the new spirit of news broadcasting.
 - c. The use of infection etcetera, to suggest the importance or the “exclusivity” of an item of news would violate the spirit of the new pattern.

Suggestions:

It has been suggested that the present method of identifying sponsors of news broadcasts be adjusted so as to eliminate the use of “through the courtesy of”; “is made possible by”; “is brought to you by.”

In order to do this, perhaps the following method could be adopted,—“a daily service of the XZZ Company,” or “a service of the XZZ Company,” or conclude the news with a service announcement such as defense bond, army, navy or marine enlistment, man power announcements, etcetera and then follow with a tag line commercial killing direct reference to “*sponsorship*,” “*courtesy*,” etcetera.

Network or station should reserve to itself the right on an appropriate occasion to refuse a middle commercial, or to insist upon its coming later in the program, when its use earlier interrupts a continuing description of a single situation. For example, if ten minutes of a fifteen minute news broadcast were devoted to the Roberts Report, the news of that report should not be interrupted by a commercial. Similarly, should some transcendental situation take up the entire news, the sponsor’s middle message should not be permitted at all.

Sponsorship of individual and sporadic news bulletins which results in single news items or two or three brief news items reaching the audience under commercial sponsorship should not be permitted.

Such as—sponsorship of a news bulletin in a station break announcement.

Any changes in present standard news broadcasting practices required in order to institute the foregoing standards should be made promptly.



ORGANIZATIONS

PERSONNEL—ADDRESSES

Acoustical Society of America

120 S. LaSalle St., Chicago, Ill.
Randolph 8460

OFFICERS

President..... E. C. Wente
(Bell Telephone Laboratories, Inc.)
Vice-President..... H. F. Olson
(RCA Laboratories)
Secretary..... Wallace Waterfall
(The Celotex Corp.)
Treasurer..... Lonsdale Green, Jr.
(Acoustical Construction Corp.)
Editor..... F. A. Firestone
(University of Michigan)

EXECUTIVE COUNCIL

Robert M. Morris, National Broadcasting Co.; Benjamin Olney, Stromberg-Carlson Tel. Mfg. Co.; H. S. Knowles, Jensen Radio Mfg. Co.; Robert W. Young, C. G. Conn Ltd.; Harold Burris-Meyer, Stevens Institute of Technology; Robert B. Lindsay, Duke University.

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

President..... Bert Lytell
First Vice-President..... Walter Huston
Second Vice-President..... Cornelia Otis Skinner
Third Vice-President..... Augustin Duncan
Fourth Vice-President..... Dudley Digges
Executive Secretary-Treasurer..... Paul Dullzell
Recording Secretary..... John Beal
Counsel..... Paul N. Turner
Auditor..... Frank Mesurac
Honorary President..... John Emerson
President Emeritus..... Frank Gillmore

COUNCIL

Terms Expire in 1947: Ilka Chase, Philip Gordon (CEA), Walter N. Greaza, William Harrigan, Aline MacMahon, Raymond Massey, Elliott Nugent, Roy Roberts, Tom Powers, Calvin Thomas, Ethel Wilson.

Terms Expire in 1946: John Alexander, Louis Calhern, Mady Christians, John Eliot (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, Jack Sheehan, Kent Smith.

Terms Expire in 1944: Alexander Clark, Patricia Collinge, Dudley Digges, E. John Kennedy, Philip Loeb, John A. Lorenz, Emily Marsh (CEA), Hiram S. Sherman, Jack Whiting, Mervin Williams, Harold Vermilyea.

Terms Expire in 1943: Edith Atwater, Philip Bourneuf, Broderick Crawford, Eric Dressler, Earle Larmore, Gerald Moore (CEA) Brandon Peters, Hugh Rennie, Anne Seymour, Edgar Stehli, Katherine Warren.

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd., Hollywood, Calif.
San Francisco: Theodore Hale, 26 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

President..... James A. Welch
(Crowell-Collier Publishing Co.)

Vice-President..... Willard D. Egolf
(Radio Station KVOO)

Vice-President..... Forbes McKay
(Progressive Farmer-Ruralist Co.)

Vice-President..... Howard C. Minnich
(Ohio Fuel Gas Co.)

Vice-President..... Beatrice Adams
(Gardner Advertising Co.)

Secretary..... Clara H. Zillessen
(Philadelphia Electric Co.)

Treasurer..... Robert S. Peare
(General Electric Co.)

General Manager..... Earle Pearson
Director, Bureau of Research & Education

General Counsel..... Alfred T. Falk
..... Charles E. Murphy

DIRECTORS

Elon G. Borton, La Salle Extension University; Fred O. Bohen, Meredith Publishing Co.; Joe M. Dawson, Tracy-Locke-Dawson, Inc.; Herbert E. Fiske, Outdoor Advertising Association of America, Inc.; Mabel G. Flanley, The Borden Co.; Paul Garrett, General Motors Corp.; William A. Hart, E. I. duPont de Nemours & Co.; Ray Maxwell, Missouri Pacific Lines; Merrill C. Meigs, Chicago Herald-American; D. C. Murray, Fortune Magazine; Henry Obermeyer, Consolidated Edison Co.; John H. Platt, Kraft Cheese Co.; Allen T. Preyer, Vick Chemical Co.; William C. Savage, Cincinnati Post; Dorothy Shaver, Lord & Taylor; C. Joseph Snyder, James A. Welch, The Crowell-Collier Publishing Co.

WAR ADVERTISING COMMITTEE

Allan T. Preyer, Vick Chemical Co., Chairman; Eric Zimmerman, Railway & Industrial Engraving Co., Vice-Chairman; Beatrice Adams, Gardner Advertising Co.; Paul Bolton, Division of Defense Transportation; H. H. Caswell, W. F. Young, Inc.; Ken R. Dyke, Office of War Information; Herbert E. Fisk, Outdoor Advertising Assn. of America, Inc.; Mabel G. Flanley, The Borden Co.; K. E. Kellenberger, Union Switch & Signal Co.; Forbes McKay, Progressive Farmer-Ruralist Co.; D. C. Murray, Fortune Magazine; Tom Nokes, Johnstown Poster Advertising Co.; E. A. Sheridan, Office of Civilian Defense.

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

Washington, D. C.
Republic 4142—Extension 6373

OFFICERS

Chief..... Elwyn J. Rowell
Senior Radio Specialist..... Bernard W. Molohon

Associate Radio Specialist.....Beulah Rodgers
 Assistant Radio Specialist.....Lucile Cohan

BRANCH OFFICERS

BOSTON: 408 Atlantic Ave.; Charles E. Esbach, Director.

CHICAGO: 5 So. Wabash Ave.; Don E. Rogers, Regional Chief; Lance G. Hooks, Radio Specialist.

ATLANTA: Western Union Bldg.; Harry Carr, Regional Chief.

NEW YORK: 150 Broadway; Millard Faught, Regional Chief; Donald G. Lerch, Assoc. Radio Specialist.

SAN FRANCISCO: 821 Market St. E.; H. Spoor, Regional Chief.

DENVER: Room 420, 1536 Walton St.; A. M. Trachman, Regional Chief.

DALLAS: 425 Wilson Bldg.; Meno Schoenbach, Regional Chief.

DES MOINES: 700 Old Colony Bldg.; Joe M. Graham, Acting Regional Chief.

FUNCTIONS AND ACTIVITIES

The function of this Government agency is the preparation and presentation of broadcasts and broadcast material for use on network, regional and local programs; programs are prepared and presented on grades and standards, on School Lunch, School Milk programs, Stamp Plan, and all phases of Lend-Lease activities in connection with foods; issues "Radio Roundup on Food", a weekly backgrounds bulletin for Home Economist Editors at radio stations. In addition, this Section supervises remote control programs devoted to market news presented over more than 25 stations, and broadcasts information to homemakers presented over 75 stations; and is providing market reports direct to radio stations and through press associations covering leading markets for all important crops and livestock.

American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York, N. Y.
 LEXington 2-7980

OFFICERS

Chairman of Board.....William Reydel
 President.....John Benson
 Managing Director.....Frederic R. Gamble
 Vice-President.....Thomas D'A. Brophy
 Secretary.....J. J. Hartigan
 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: 921 Tower Bldg.
 Washington, D. C.
 Phone District 2141

COMMITTEE

Chairman.....Herbert M. Bingham
 Committeeman.....Edwin M. Borchard
 Committeeman.....Kenneth F. Burgess
 Committeeman.....Howard L. Kern
 Committeeman.....David H. Cannon

FUNCTIONS

The Committee is authorized to consider and report on all questions pertaining to laws and treaties governing the transmission of intelligence through the application of electrical energy or other use of electricity, whether by wire or wireless.

American Communications Association (C. I. O.)

10 Bridge St., New York, N. Y.
 BOWling Green 9-3005

OFFICERS

President.....James P. Selly
 Vice-President.....Dominick Panza
 Vice-President.....Harry A. Mcrgan
 Vice-President.....O. M. Salisbury
 Secretary-Treasurer.....Josephine Timms

American Council on Education

744 Jackson Place, Washington, D. C.
 NATIONAL 5691

EXECUTIVE OFFICERS

President.....George F. Zook
 Vice-President.....C. S. Marsh
 Assistant to President.....Donald J. Shank
 Chief Accountant.....Grace R. Ontrich

FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

American Federation of Musicians

1450 Broadway, New York, N. Y.
 PENnsylvania 6-2545

OFFICERS

President.....James C. Petrillo
 Vice-President.....Charles L. Bagley
 Financial Secretary-Treasurer.....Harry E. Brenton
 Secretary.....Leo Cluesman

EXECUTIVE COMMITTEE

A. Rex Riccardi, Chauncey A. Weaver, J. W. Parks, Walter M. Murdoch, Oscar F. Hild.

American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.
 VANDerbilt 6-1810

NATIONAL OFFICERS

President.....Lawrence Tibbett
 Vice-President.....Jean Hersholt
 Vice-President.....Virginia Payne
 Vice-President.....Ben Grauer
 Vice-President.....Kenneth Carpenter
 Vice-President.....William P. Adams
 National Executive Secretary.....Emily Holt
 Associate Secretary & Treasurer.....George Heller
 Recording Secretary.....Alex McKee
 Counsel.....Paul N. Turner
 Associate Counsel.....Henry Jaffe

BOARD OF DIRECTORS

Wm. P. Adams, Ben Alexander, Edward Arnold, Gunnar Back, Norman Barry, Hal Berger, Theodore Bliss, Truc Boardman, Nellie Booth, William Brandt, John Brown, Alan Bunce, Eddie Cantor, Kenneth Carpenter, Lon Clark, Clayton Collyer, Ted de Corsia, William T. Days, Jr.; Verna Felton, Thomas Freebairn-Smith, Ben Grauer, George Heller, Jean Hersholt, Fred Howard, John B. Hughes, Raymond Jones, Carleton Kadell, Phil Lord, Ted Maxwell, Alex McKee, Paul Nettinga, Richard

ORGANIZATIONS

Osgood, Arnold Moss, Virginia Payne, Vincent Pelletier, Minerva Pious, Walter Preston, Alan Reed, Kenneth Roberts, Anne Seymour, Del Sharbutt, Wayne Short, Lawrence Tibbett, Lucille Wall, Lewis Wareham, Ned Weaver, Tudor Williams.

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—26 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—717 Penobscott Bldg., Detroit, Mich.
St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 85, 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.; San Diego, Calif.; Fresno, Calif.; Lawrence, Mass.; Grand Rapids, Mich.

American Guild of Musical Artists, Inc. (A. F. L.)

2 West 45th St., New York, N. Y.
Murray Hill 2-5644

OFFICERS

President.....Lawrence Tibbett
First Vice-President.....Jascha Heifetz
Second Vice-President.....Richard Bonelli
Third Vice-President.....Margaret Speaks
Fourth Vice-President.....Jose Iturbi
Fifth Vice-President.....Howard Hanson
Recording Secretary.....Elizabeth Hoepfel
Treasurer.....Frank Chapman
Executive Secretary.....Blanche Witherspoon
Counsel.....Henry Jaffe

BOARD OF GOVERNORS

Paul Althouse, Arthur Anderson, Zlatko Balokovic, Ruth Breton, John Brownlee, George Cehanovsky, Amy El'erman, Eva Gauthier, Coc Glade, Walter Golde, Herbert Graf, John Gurney, Roland Guerdar, Edward Harris, Julius Huehn, Edwin Hughes, Sascha Jacobsen, Frederick Jagel, Arthur Kent, Alexander Kipnis, Arthur Mahoney, James Melton, Lonny Ross, Alexander Smallens, Georgia Standing, Kerstin Thorborg, Armand Tokatyan.

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

President.....Albert Haring
(Indiana University)
1st Vice-President.....Wroe Alderson
(Curtis Publishing Co.)

2nd Vice-President.....Philip Salisbury
(Sales Management)

Treasurer.....Howard Whipple Green
(Real Property Inv. of Metro Cleveland)

Secretary.....Ross M. Cunningham
(Massachusetts Institute of Technology)

Editor-in-Chief, Journal of Marketing.....Reavis Cox
(War Production Board)

Business Manager, Journal of Marketing, Robert N. King
(Batten, Barton, Durstine & Osborn)

DIRECTORS

Everett R. Smith, Macfadden Publications, Inc.; Lyman Hill, Servel Corp.; Henry E. Erdman; Virgil Reed, War Production Board.

FUNCTIONS

American Marketing Association is an organization for the study of marketing research.

American Newspaper Publishers Association

370 Lexington Ave., New York, N. Y.
CA:edonia 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.

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS

President.....George W. Bailey
Vice-President.....Charles E. Blalock
Managing Secretary.....Kenneth B. Warner
Treasurer.....David H. Houghton
Acting Communications Manager.....George Hart

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.
Columbus 5-7464

OFFICERS

President.....Deems Taylor
Vice-President.....Gustave Schirmer
Vice-President.....Oscar Hammerstein
Secretary.....George W. Meyer
Treasurer.....Max Dreyfus
Assistant Secretary.....J. J. Breeman
Assistant Treasurer.....Irving Caesar
General Manager.....John C. Paine

BOARD OF DIRECTORS

Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, J. J. Robbins, John O'Connor, Max Dreyfus, L. Wolfe Gilbert, Donald Gray, Roy Henderson, R. F. Murray, Geoffrey O'Hara, Richard Rodgers, Walter Fischer, Oscar Hammerstein II, Otto A. Harbach, Geo. W. Meyer, Jack Mills, Gustave Schirmer, Oley Speaks, Herman Starr, Deems Taylor.

ADMINISTRATIVE OFFICERS

General Manager..... John C. Paine
 Assistant General Manager..... Herman Greenberg
 Comptroller..... George A. Hoffman
 Director of Public & Customer Relations
 Robert L. Murray

DIVISION SUPERVISORS

Western District
 6331 Hollywood Blvd., Hollywood, Calif.
 Supervisor..... Robert J. Powers

Mid-Western District
 7 South Dearborn St., Chicago, Ill.
 Supervisor..... John C. Wooden

Southern District
 607-11 First National Bldg., Atlanta, Ga.
 Supervisor..... I. T. Cohen

Eastern District
 30 Rockefeller Plaza, New York, N. Y.
 Supervisor..... F. C. Erdman

DISTRICT MANAGERS

Western
 Larry Shes, 414 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
 Herman Kenin, 911 Public Service Bldg., Portland, Ore.
 Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.
 H. A. Levinson, Room 422, 111 Sutter Bldg., San Francisco, Calif.

Mid-Western
 Martin Meltzer, 730 Des Moines Bldg., Des Moines, Ia.
 Richard I. Davis, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.
 E. A. Sherwood, 1515 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
 E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.

Southern
 Messrs. Grosner & Burak, 782-4 Penobscot Bldg., Detroit, Mich.

Eastern
 Stanley Shepard, 603 Hibernia Bank Bldg., New Orleans, La.
 Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.
 P. O. Alexander, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.
 I. E. Pittle, 503 Liberty Life Bldg., Charlotte, N. C.
 David Nelson, 607 First National Bank Bldg., Atlanta, Ga.

Eastern
 Samuel Berkett, 44 School St., Boston, Mass.
 Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Baltimore, Md.
 H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.
 William J. O'Brien, 509 Grant Bldg., Pittsburgh Pa.
 Lawrence B. Schlums, 1140 Lincoln Alliance Bldg., Rochester, N. Y.
 Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.

FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

American Standards Association's War Committee on Replacement Parts for Civilian Radio

29 West 39th St., New York, N. Y.
 Phone, Pennsylvania 6-7284

MEMBERS

O. H. Caldwell, Radio Retailing Today, Chairman;
 John Borst, John F. Rider, Publisher, Inc.; M. M. Brandon, Underwriters' Laboratories; J. D. Filgate, Hazeltine Service Corp.; Earl A. Graham, OPA; Frank A. McIntosh, Radio Branch, WPB; Samuel Weisbroth, WPB, Alternate; G. Montjoy, RCA License Laboratories; M. J. Schinke, Stewart-Warner Corp.; P. R. Butler, General Electric Co., Alternate; K. S. Geiges, WPB; Dr. P. G. Agnew, American Standards Association; S. L. Chertog, American Standards Association, Secretary.

FUNCTIONS

This committee was organized at the request of the Office of Price Administration and War Production

Board to undertake a program of standardization and simplification of radio replacement parts.

American Television Society

Headquarters: 1140 Broadway, New York, N. Y.
 CAledonia 5-7430
 Meeting Place: Hotel Woodstock, New York, N. Y.

OFFICERS

President..... Norman D. Waters
 Vice-President..... Don McClure
 Treasurer..... Robert Champlain
 Secretary..... Kay Reynolds

DIRECTORS

David O. Alber, Halsey V. Barrett, William Caro, Don McClure, Robert Champlain, Olga Lee, Kay Reynolds, George Wallace, Norman D. Waters.

COMMITTEES

Defense: I. A. Hirschmann, Chairman
 Production: Thomas H. Hutchinson, Chairman
 Script: Don McClure, Chairman
 Talent: Olga Lee, Chairman
 Motion Pictures: S. S. Liggett, Chairman
 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 opportunity to view and study television technique.

Associated Actors and Artistes of America

45 West 47th St., New York, N. Y.
 Phone: BRyant 9-3550

OFFICERS

President-Executive Director..... Frank Gillmore
 Executive Secretary..... Paul Dullzeli
 1st Vice-President..... Jean Greenfield
 2nd Vice-President..... Kenneth Thomson
 Treasurer..... Ruth Richmond
 Counsel..... Paul N. Turner

FUNCTIONS

Associated Actors and Artistes 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 Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.

International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington, D. C.
 District 3764

OFFICERS

International President..... Ed J. Brown
 International Secretary..... G. M. Bugnizet

FUNCTIONS

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over radio operators, technicians, and engineers in radio broadcasting. Local Unions of radio broadcast technicians are now established in 56 cities in the United States, and approximately 300 standard commercial broadcast stations have agreements with IBEW.

ORGANIZATIONS

Association for Education By Radio

228 N. La Salle St., Chicago, Ill.
Dearborn 7801

OFFICERS

President.....Major Harold W. Kent
First Vice-President.....William D. Boutwell
Second Vice-President.....I. Keith Tyler
Treasurer.....Robert L. Hudson
Secretary.....Elizabeth Goudy

COMMITTEE CHAIRMEN

Kay Lardie, Membership; Mike Hanna, College Broadcasting; Elizabeth Goudy, Publications; Ronnie Lowdermilk, Equipment; John Gunstream, Program; Erik Barnouw, Script; Dorothy Johnson, Business Education; Vanett Lawlor, Music; Gordon Hubbel, Consumer Education; Donald Cherry, Transcription; Holland Roberts, Research; Kathryn Matchett, High School Workshop; Muriel Greer, Television.

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 News Analysts

100 E. 82nd St., New York, N. Y.
BUtterfield 8-5398

President.....H. V. Kaltenborn
Vice-President.....Raymond Gram Swing
Secretary-Treasurer.....Quincy Howe

FUNCTIONS

Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The Association's function is to improve quality and standards of radio news analysts.

Assn. of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto, Ont.
ADElaide 9774

OFFICERS

President.....P. K. Abramson
(The Borden Co., Ltd.)
Vice-President.....J. W. Moore
(Maple Leaf Milling Co., Ltd.)
Vice-President.....J. E. Mason
(Canada Dry Ginger Ale, Ltd.)
Vice-President.....R. L. Sperber
(Sterling Products, Ltd.)
Vice-President.....H. E. Stephenson
(Canada Starch Co., Ltd.)
Treasurer.....W. O. H. James
(The Dominion Bank)
Secretary-Manager.....Athol McQuarrie

DIRECTORS

D. E. Bankart, Northern Electric Co. Ltd.; George Bertram, Swift Canadian Co. Ltd.; Robert E. Jones, General Foods, Ltd.; L. E. Phenner, Canadian Cellulose Products Co. Ltd.; Neil B. Powler, Howard Smith Paper Mills Ltd.; Syd R. Skelton, Goodyear Tire & Rubber Co. of Canada Ltd.; Lee Trenholm, Underwood Elliott Fisher Ltd.; A. Usher, RCA Victor Co. Ltd.; S. H. Young, Christie, Brown & Co. Ltd.

FUNCTIONS

This association was incorporated in March 1917. For 28 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

Assn. of National Advertisers, Inc.

330 West 42nd St., New York, N. Y.
BRyant 9-6330

OFFICERS

Chairman of Board.....Charles G. Mortimer, Jr.
(General Food Sales Corp.)
Vice-Chairman.....Carleton Healy
(Hiram Walker, Inc.)
Vice-Chairman.....C. C. Carr
(Aluminum Company of America)
President.....Paul B. West
Treasurer.....Robert B. Brown
(Bristol-Myers Co.)
Secretary.....G. S. McMillan

DIRECTORS

Robert V. Beucus, Andrew Jergens Co.; Albert Brown, The Best Foods, Inc.; Robert B. Brown, The Bristol-Myers Co.; A. O. Buckingham, Cluett, Peabody & Co.; Paul S. Ellison, Sylvania Electric Products, Inc.; W. A. Hart, E. I. du Pont de Nemours & Co.; M. H. Leister, Sun Oil Co.; J. P. Miller, Pet Milk Sales Co.; H. W. Roden, Harold H. Clapp, Inc.; H. M. Warren, National Carbon Co.

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. Schrada.

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. Note: Association is inactive at the present time.

Australian Broadcasting Commission

264 Pitt St., Sydney, N. S. W., Australia
Phone M6991

Chairman.....William J. Cleary
Vice-Chairman.....Edward C. Rigby
Acting General Manager.....T. W. Bearup

FUNCTIONS

The Australian Broadcasting Commission provides the programs of the Australian National Broadcasting service which emanate from the National stations in each state. The transmitters are linked in a National network and a National Alternative network. The Commission is also responsible for Australian Short-Wave services and also publishes a journal. (Editor's Note: Inasmuch as wartime conditions make rapid communication impossible, changes may have taken place since this listing was received.)

Authors' Guild

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President.....Carl Carmer
Vice-President.....Manuel Komroff
Secretary.....Helen Hull

COUNCIL

Louis Adamic, Franklin P. Adams, Frederick Lewis Allen, Helen Christine Bennett, Van Wyck Brooks, Ben Lucien Burman, Elmer Davis, Bernard DeVoto, Mignon Eberhart, Walter D. Edmonds, Henry Pratt Fairchild, C. S. Forester, Maurice Hindus, Fannie Hurst, Inez Haynes Irwin, Will Irwin, Christopher La Farge, Lewis E. Lawes, Denis Tilden Lynch, Martha Ostenso, Fredrick C. Painton, Henry F. Pringle, Carl Sandburg, Oscar Schisgall, Rex T. Stout, James Thurber, Margaret Widdemer, Thyra Samter Winslow, 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
Treasurer Arthur Schwartz

COUNCIL

Louis Adamic, Forrest Barnes, Stephen Vincent Benet, Irving Berlin, True Boardman, Elaine Sterne Carrington, Hector Chevigny, Marc Connelly, Norman L. Corwin, Russel Crouse, Elmer Davis, Merrill Denison, Paul Franklin, Frances Goodrich, Moss Hart, Philo Higley, Inez Haynes Irwin, Will Irwin, Sidney Kingsley, Fred Kross, John Howard Lawson, Denis Tilden Lynch, Albert Maltz, William Brown Meloney, Kenyon Nicholson, Nathaniel Peffer, Arthur Richman, Orin Tovrov, Oscar Schisgall, Lyman Beecher Stowe, A. E. Thomas, George Roosen, 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.

2100 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 rights societies and to provide equal opportunity of recognition for all writers and composers.

Board of War Communications

Chairman's Office: c-o Federal Communications Commission, Washington, D. C.

PERSONNEL

James Lawrence Fly, Chairman, Federal Communications Commission; Major General Dawson Olmstead, Chief Signal Officer, of U. S. Army; Captain Carl F. Holden, 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 rearsury Enforcement Activities; Commander R. J. Mauerman, U. S. Coast Guard.

COMMITTEES

Alternates: E. K. Jett, Chief Engineer, Federal Communications Commission; Brigadier General Frank E. Stoner, Chief, Army Communications Branch; Captain Thomas B. Inglis, Assistant Director of Naval Communications; Francis C. de Wolf, Principal Divisional Assistant of the Division of International Communications; Captain E. M. Webster, Chief of Communications of the 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. Willenbuecher, Department of Navy; Captain E. M. Webster, Chief of Communications, U. S. Coast Guard.

Law: Charles R. Denny, General Counsel of Federal Communications Commission, Chairman; Colonel Conrad E. Snow, Chief, Legal Branch, Office of the Chief Signal Officer, Department of War; John E. Shea, Department of Treasury; Commander Franz O. Willenbuecher, Department of Navy; Raymond T. Yingling, Department of State.

Labor Advisory: Robert J. Watt, Chairman; Paul E. Griffith, Secretary.

Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jolliffe, Secretary.

Priorities Planning: Lt. Colonel Lyle D. Wise, Chairman; George J. Dempsey, Secretary.

Amateur Radio: George W. Bailey, Chairman; E. M. Webster, Secretary.

Aviation Communications: R. O. Smith, Chairman; Ford Studebaker, Secretary.

Cable: C. Mills, Chairman; Benedict P. Cottone, Secretary.

Domestic Broadcasting: Neville Miller, Chairman; A. D. Ring, Secretary.

Interdepartment Radio Advisory: Dr. P. H. Dellinger, Chairman; Commissioner T. A. M. Craven, Vice Chairman; P. F. Siling, Secretary; L. R. Brady, Assistant Secretary.

International Broadcasting: Walter C. Evans, Chairman; P. F. Siling, Secretary.

Radio Communications: E. M. Webster, Chairman; F. M. Ryan, Secretary.

Communications Liaison for Civilian Defense: Wm. N. Krebs, Chairman; Herbert A. Friede, Secretary.

Priorities Liaison: Lt. Commander R. H. Griffin, Chairman; Gerald C. Cross, Secretary.

Telegraph: E. R. Shute, Chairman; Wm. J. Nortleat, Secretary.

Telephone: Z. Z. Hugus, Chairman; Clyde S. Bailey, Secretary.

State and Municipal Facilities: Captain Donald S. Leonard, Chairman; G. E. Nielson, Secretary.

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; Frank K. White, Columbia Broadcasting System; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kapner, WCAE.

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 Assn. of Broadcasters

2100 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

ORGANIZATIONS

DIRECTORS

Harry Sedgwick, CFRB, Toronto; J. N. Thivierge, CHRC, Quebec; E. T. Sandell, CKTB, St. Catharines; George Chandler, CJOR, Vancouver; J. W. B. Browne, CKOV, Kelowna; J. A. Cooke, CKGB, Timmins; Phil LaLonde, CKAC, Montreal; A. A. Murphy, CFQC, Saskatoon; N. Nathanson, CJCJ, 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 Right Soc., 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.....Gene Buck
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.....Lida Kane
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

128 W. 71st St., New York, N. Y.
ENdicott 2-0412

OFFICERS

President.....Joseph Avery Durkin
1st Vice-President.....Edwin P. Kilroe
2nd Vice-President.....Richard Reid
3rd Vice-President.....Charles Moran
Treasurer.....Clarence E. Heller
Financial Secretary.....Eleanor M. Tucker
Corresponding Secretary.....Bernadette A. Forrest
Counsel.....Henry N. Steinert
Spiritual Director.....Rev. John B. Kelly
Honorary President.....Most Rev. Francis Joseph Spellman

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 Morley, Katherine Ederly, 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.....Allan B. Miller
Treasurer.....Harold Hough
Counsel.....Louis G. Caldwell

FUNCTIONS

The function of the Clear Channel Broadcasting Service is to foster the interests of independently-owned clear channel standard broadcast stations in matters of engineering allocation, national and international, to the end of preserving and improving radio reception to rural and sparsely settled areas and to cities and towns having no stations of their own.

Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.
MUrray Hill 5-7367

OFFICERS

Chairman.....John Benson
Executive Director.....Kenneth Dameron

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and other interested in management problems arising from consumer movements.

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, Patricia Collin, Marc Connelly, Rachel Crothers, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Dorothy Fields, Rose Franken, Frances Goodrich, Paul Green, Lorenz Hart, Lillian Hellman, Arthur Kober, Melvin Levy, Howard Lindsay, Eugene O'Neill, Arthur Richman, Arthur Schwartz, Robert E. Sherwood, George Sklar, Lulu Vollmer, Kurt Weill, 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 Radio Education Committee (FREC)

Room 3355 South Interior Bldg., Washington, D. C.
REpublic 1820, Extension 2280

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....C. F. Klinefelter
Secretary-Editor.....Gertrude G. Broderick
Assistant to the Chairman.....W. D. Boutwell
Director, Script & Transcription Exchange,
R. R. Lowdermilk

EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education; eGeorge P. Adair, Federal Communications Commission; Lyman Bryson, Columbia Broadcasting System; John Elmer, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.; Rev. George Johnson, National Catholic Welfare Conference; Harold B. McCarty, Station WHA; Neville Miller, National Association of Broadcasters; Levering Tyson, Muhlenberg College; Judith C. Waller, National Broadcasting Co.

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.....Garland S. Ferguson
Commissioner.....Charles H. March
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Commissioner.....Robert E. Freer
Secretary.....Otis B. Johnson
Chief Counsel.....Wm. T. Kelley
Chief Examiner.....James A. Horton
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

231 S. La Salle St., Chicago, Ill.
State 5547

OFFICERS

President.....L. E. Rownsend
(Bank of America)
First Vice-President.....Lewis F. Gordon
(Citizens & Southern National Bank)
Second Vice-President.....J. Lowell Lafferty
(Fort Worth National Bank)
Third Vice-President.....Dale Brown
(National City Bank)
Treasurer.....Fred W. Mathison
(National Security Bank)
Executive Vice-President.....Preston E. Reed

Federal Communications Bar Assn.

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 Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York, N. Y.
GRamercy 5-3475

OFFICERS

Executive Secretary.....Frank C. Goodman
Assistant Executive.....Ethel A. Rich
Secretary.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio was organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces eight non-sectarian religious radio programs each week, as well as special programs, over national networks.

First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelly
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.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Oakland, Calif.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

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)

Office of the President: 333 W. State St., Milwaukee, Wis.
Office of the Secretary-Treasurer: 21 Brookline Ave., Boston, Mass.

OFFICERS

President.....Walter J. Damm
Vice-President.....Theodore C. Streibert
Secretary-Treasurer.....Robert T. Bartley

DIRECTORS

John Shepard, 3rd, John V. L. Hogan, Paul W. Morency, Carl Meyers, Ray H. Manson, Jack deWitt, Jr., Franklin M. Doolittle, Walter J. Damm, Theodore C. Streibert.

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 WMAZ, Macon, Ga.
Phone 3131

OFFICERS

President....."Red" Cross
(WMAZ, Macon)
Vice-President.....Ray Ringson
(WRDW, Augusta)
Secretary-Treasurer.....Allie V. Williams
(WMAZ, Macon)

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.

(Editor's Note: The International Short Wave Club has suspended activity for the duration.)

The Lambs

130 W. 44th St., New York, N. Y.
BRyant 9-8020

OFFICERS

Shepherd Boy Fred Waring
Corresponding Secretary Raymond Feck
Recording Secretary Bobby Clark
Treasurer Jack Whiting
Librarian Ralph Trier
Assistant Secretary John Golden
T. H. Druitt

MEMBERS OF THE COUNCIL

Kenneth Webb, Martin Gilen, James E. Meighan, Earl Benham, Edward C. Lilley, John McManus, Percy Moore, Edwin Burke, Dr. M. Saye 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 Elmo Roper
(Elmo Roper)
Vice-President D. B. Lucas
(New York University)
Secretary-Treasurer Ray Robinson
(Crowell-Collier Publishing Co.)

EXECUTIVE COMMITTEE

Elmo Roper, D. B. Lucas, Ray Robinson, John L. Bogert, Will S. Johnson.

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.

Minnesota Radio Council

1001 Hennepin Ave., Minneapolis, Minn.
Phone, MA 2571

OFFICERS

President Miss Ruth Rosholt
First Vice-President Dr. Raymond J. Chadwick
Second Vice-President Miss Katharine Kohler
Recording Secretary Mrs. Arthur P. Peterson
Corresponding Secretary Mrs. W. H. MacNeil
Treasurer Miss Marguerite Breen

BRANCH OFFICES: Duluth, St. Cloud, Winona, A. Bet Lea.

FUNCTIONS

The Minnesota Radio Council aims to coordinate and cooperate with women's organizations, schools, religious groups and other educational institutions with radio programs. The Council plans to establish standards for the guidance of those concerned with the planning and production of radio programs; publicize approved radio shows; collect and distribute information concerning the reaction of listeners to all types of radio programs.

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

Nat'l Assn. of Broadcast Engineers

1509 N. Vine St., Hollywood, Calif.
GRanite 7273

OFFICERS

President James H. Brown
Vice-President Frank C. Schnepfer
Secretary-Treasurer Thor E. LaCroix

FUNCTIONS

The NABE is an independent national labor organization representing radio broadcasting engineers and technicians exclusively. Chapters are located throughout the country.

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 Labor Relations Joseph L. Miller
Director of Broadcast Advertising Lewis H. Avery
Director of Research Paul F. Peter
Director of Engineering Howard S. Frazier
Director of Promotion Arthur C. Stringer
Auditor Everett E. Revercomb
Coordinator of Listener Activities Mrs. Dorothy Lewis

BOARD OF DIRECTORS

District

- 1—Paul Morency, WTIC, Hartford, Conn.
- 2—Kolin Hager, WGY, Schenectady, N. Y.
Paul W. Kesten, CBS, New York, N. Y. (network director.)
- 3—Isaac D. Levy, WCAU, Philadelphia, Pa.
- 4—G. Richard Shafto, WIS, Columbia, S. C.
Frank M. Russell, Washington, D. C. (network director.)
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—Hcyt B. Wooten, WREC, Memphis, Tenn.
Edwin W. Craig, WSM, Memphis, Tenn.
- 7—J. H. Ryan, WSPD, Toledo, Ohio
- 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—E. L. Hayek, KATE, Albert Lea, Minn.
- 12—William B. Way, KVOO, Tulsa, Okla.
Herbert Hollister, KANS, Wichita, Kans. (director-at-large)
- 13—Kern Tips, KPRC, Houston, Tex.
- 14—Ed Yocum, KGHL, Billings, Mont.
Eugene P. O'Fallon, KFEL, Denver, Colo. (director-at-large)
- 15—Arthur Westlund, KRE, Berkeley, Calif.
- 16—Calvin J. Smith, KFAC, 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 Assn. 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

ORGANIZATIONS

Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Joison, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Jacob Rosenberg, Fabien Sevitky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul White-man, Victor Young, Efrem 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.....Phillips Wyman
Secretary.....Warren C. Agry
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

Nat'l Assn. Educational Broadcasters

Exec. Sec'y., Radio Station WILL, Univ. of Illinois, Urbana, Illinois

OFFICERS

Acting President.....Gilbert D. Williams
(WBAA, West Lafayette, Ind.)
Treasurer.....W. I. Griffith
(WOL, 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 Independent Broadcasters

(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. Aflack, WJJD, Chicago, Ill.; S. A. Cisler, WGCR, 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, W/BK, Detroit, Mich.; C. J. Lanphier, WEM?, Milwaukee, Wisc.; Martin L. Leich, WBOW, Terre Haute, Ind.; Ben Ludv, 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, KGEW, 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.....Herbert V. Mergready
(Magnus Chemical Co.)
Vice-President.....Robert J. Barbour
(Bakelite Corporation)
Vice-President.....Allan P. Colby
(National Supply Co.)
Vice-President.....Wilmer S. Cordes
(American Steel & Wire Co.)
Vice-President.....John A. M. Galilee
(Canadian Westinghouse Co., Ltd.)
Vice-President.....Harry A. Keene
(Grinnell Company, Inc.)
Vice-President.....Frederic I. Lacksen
(The Hays Corp.)
Vice-President.....Anthony Neher
(Century Electric Co.)
Vice-President.....H. S. Schuler
(Westinghouse Electric & Mfg. Co.)
Secretary-Treasurer.....Arnold Andrews
(Bucyrus-Erie Company)
Past President.....R. P. Dodds
(Truscon Steel Company)
Headquarters Secretary.....Mildred R. Webster

DIRECTORS

C. M. Buchanan, Van Sant, Dugdale & Co., Baltimore, Md.; M. J. Donahue, Anchor Post Fence Co., Baltimore, Md.; K. R. Sutherland, Sutherland-Abbott, Boston, Mass.; James H. Watson, S. D. Watson Co., Boston, Mass.; W. Lane Witt, Crane Co., Chicago, Ill.; Blaine G. Wiley, All-Steel-Equip Co., Aurora, Ill.; Wm. E. McFee, American Rolling Mill Co., Middletown, Ohio; Theodore Brown, Perry-Brown, Inc., Middletown, Ohio; Ernest C. Roberts, The Clark Controller Co., Cleveland, Ohio; C. B. Cook, The Ellwell-Parker Electric Co., Cleveland, Ohio; J. X. Farrar, The Jeffrey Mfg. Co., Columbus, Ohio; Charles E. Brown, Denison Engineering Co., Columbus, Ohio; Bruce Morsc, Square D Co., Detroit, Mich.

John A. Marshall, Wolverine Tube Co., Detroit, Mich.; Harold A. Quinlan, Spencer W. Curtiss, Inc., Indianapolis, Ind.; J. A. Delo, Continental Steel Corp., Kokoma, Ind.; R. Calvert Haws, Western Precipitation Corp., Los Angeles, Calif.; Don Mack, Weber Showcase & Fixture Co., Los Angeles, Calif.; Frank W. Pensinger, Landis Tool Co., Waynesboro, Va.; Terry Mitchell, Frick Co., Waynesboro, Pa.; Walter E. Schutz, Delta Manufacturing Co., Milwaukee, Wis.; E. J. Goes, Koehring Co., Milwaukee, Wis.

Lowell H. Swenson, Wm. Bros. Boiler & Mfg. Co., Minneapolis, Minn.; Roy H. Smallwood, Wm. H. Ziegler Co., Minneapolis, Minn.; A. P. Darcel, Crane, Ltd., Montreal, Canada; W. A. Bates, Steel Co. of Canada, Ltd., Montreal, Canada; John Coakley, Thomas A. Edison, Inc., West Orange, N. J.; Samuel E. Gold, Lignum-Vitae Corp., 96-100 Boyd Ave., Jersey City, N. J.; C. M. Neighbors, Babcock & Wilcox Co., New York, N. Y.; E. Scott Pattison, C. M. Bassford Co., New York, N. Y.; A. O. Witt, Schramm, Inc., West Chester, Pa.; J. S. McCullough, Yale & Towne Mfg. Co., Philadelphia, Pa.; C. E. Herington, Mechanite Research Institute of America, Inc., Pittsburgh, Pa.; Harold S. Downing, Walker & Downing, Pittsburgh, Pa.

Walter A. Bowe, Carrier Corp., Syracuse, N. Y.; Wallace W. Lockwood, Taylor Instrument Companies, Rochester, N. Y.; M.R. Crossman, Cramer-Krasselt Co., Milwaukee, Wis.; Walter Hagstrom, Mattison Machine Works, Rockford, Ill.; Gordon W. Monfort, Caterpillar Tractor Co., San Leandro, Calif.; W. H. Wilde, The McCarty Co., San Francisco, Calif.; Charles W. Bolan, Carter Carburetor Corp., St. Louis, Mo.; O. R. French, Oakleigh R. French & Associates,

St. Louis, Mo.; T. K. Almoth, Owen-Illinois Glass Co., Toledo, Ohio; Ben C. Gardner, The DeVilbiss Co., Toledo, Ohio.

L. B. Hicks, Canadian Electric Co., Ltd., Toronto, Canada; Donald McCrimmon, C. A. Dunham Co., Toronto, Canada; G. M. Fletcher, The Stanley Works, New Britain, Conn.; H. E. Merrill, General Electric Co., Bridgeport, Conn.; William S. Miller, The General Fireproofing Co., Youngstown, Ohio; A. M. Wearstler, Wearstler Advertising, Inc., Youngstown, Ohio; Fred B. Holcomb, National Automatic Tool Co., Richmond, Ind.; Alan A. Ballantyne, Novo Engine Co., Lansing, Mich.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

Nat'l Television System Committee

PERSONNEL

| | |
|-------------------------------|--|
| Chairman | Dr. W. R. G. Baker |
| | (General Electric Co.) |
| Secretary | Virgil M. Graham |
| | (Sylvania Electric Products, Inc.) |
| Committeeman | Dr. Ralph Bown |
| | (Bell Telephone Labs., Inc.) |
| Committeeman | Leonard H. Hole |
| 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 | Madison Cawein |
| | (Farnsworth Television & Radio Corp.) |
| Committeeman | Dr. E. F. W. Alexander |
| 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) |
| Committeeman | E. W. Engstrom |
| Alternate | Dr. C. B. Jolliffe |
| | (RCA Manufacturing Co.) |
| Committeeman | D. C. Little |
| | (Westinghouse Elec. & Mfg. Co.) |
| COMMITTEE CHAIRMEN | |
| 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 Verdi |
| Second Vice-President | Lester Rose |
| Treasurer | Frank O'Connell |
| Recording Secretary | Rosa Crouch |

DIRECTORS

Charles Preston, Juliet Heath, Joe Ross, George Crowley, Leon E. Bendon, Vic Christie, Bert Spencer, Joe Woods, Wilbur Hold

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.
Phone: 432

OFFICERS

| | |
|---------------------|---------------------|
| President | Jud Woods |
| | (KFOR, Lincoln) |
| Vice-President | L. L. Hilliard |
| | (KGKY, Scottsbluff) |
| Secretary-Treasurer | Art Thomas |
| | (WJAG, Norfolk) |

DIRECTORS

W. I. LeBarron, KGNF, North Platte; Vernon H. Smith, KOWH, Omaha; John J. Gillin, Jr., WOW, Omaha.

MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KGKY, Scottsbluff, KGNF, North Platte; KMMJ, Grand Island; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha; KBON, 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 Crane, 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 John C. Bird
WCAP, Asbury Park, N. J.
Phone: Asbury Park 1911

OFFICERS

| | |
|---------------------|-------------------|
| President | A. Harry Zoog |
| | (WTTM, Trenton) |
| Vice-President | I. R. Rosenhaus |
| | (WAAT, Newark) |
| Vice-President | O. L. Maxey |
| | (WSNJ, Bridgeton) |
| Secretary-Treasurer | John C. Bird |

EXECUTIVE BOARD

A. Harry Zoog, O. L. Maxey, John C. Bird, WCAP, Asbury Park, 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 |
|----------|-----------------|

ORGANIZATIONS

Vice-Chairman Walter J. Damm
 Treasurer Dean Fitzler

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 Assn. of Broadcasters

President's Office: C/o WSTP, Salisbury, N. C.

OFFICERS

President Bryce P. Beard
 (WSTP, Salisbury)
 Vice-President Jerry Winters
 (WGBR, Goldsboro)
 Treasurer A. E. Joscelyn
 (WBT, Charlotte)
 Secretary Nathan Frank
 (WCBT, Roanoke Rapids)

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 San Francisco Studios
 140 Jessie St., San Francisco, Calif.

OFFICERS

President Arthur Westlund
 (KRE, Berkeley)
 Secretary-Treasurer C. L. McCarthy
 (KQW, San Jose)

FUNCTIONS

The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

Ohio Association of Broadcasters

33 N. High St., Columbus, Ohio
 Phone, MA 4581

OFFICERS

President Carl Everson
 (WHKC, Columbus)
 Vice-President Robert T. Mason
 (WMRN, Marion)
 Secretary-Treasurer Laben T. Smith
 (WCOL, Columbus)

Oregon State Broadcasters' Assn.

c/o Lee Bishop, President
 KMED, Medford, Ore.

OFFICERS

President Lee Bishop
 (KMED, Medford)
 Vice-President Arden Pangborn
 (KGW-KEX, Portland)
 Secretary-Treasurer Frank Loggan
 (KBND, Bend)
 Board Members Frank Hill, Henry Swartwood, Jr.

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

337 Monadnock Building
 San Francisco, Calif.
 Phone: GARfield 6868

OFFICERS

President Lawrence Lane
 (Sunset Magazine)

Senior Vice-President Marion Nelson
 (Gillham Advertising Agency)

Secretary-Treasurer Carl J. Eastman
 (N. W. Ayer & Son)

Vice-President-at-Large Ruth Callahan
 (Calif. Parent-Teacher Magazine)

V-P District 1 George Weber
 (Mac Wilkins & Cole Advtg. Agency)

V-P District 2 Walter Wagstaff
 (Radio Station KDYL)

V-P District 3 Arlyn Cole
 (Mac Wilkins & Cole Advtg. Agency)

V-P District 4 Howard Willoughby
 (Foster & Kleiser Co.)

V-P District 5 I. N. Shun
 (Advertising Counselors, Inc.)

Past President Don Belding
 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, Pacific Advertising Commission
 George W. Kleiser, Sr.

Chairman, Senior Advisory Committee
 Robert L. Philippi
 (Union Oil Company)

Chairman, Junior Executive Committee Jerry Crollard
 (Sunset Outdoor Adv. 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 and "Advertisers for Victory" program.

Pennsylvania Broadcasters Assn.

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.
 COLUMbus 5-7362

OFFICERS

President Rocco Vocco

First Vice-President Joseph Santly

Second Vice-President Charles Warren

Third Vice-President Phil Kornheiser

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

1509 N. Vine Street, Hollywood, Calif.

Regional Director Allan Ross
 36 East Fifth Street, Cincinnati, Ohio

Regional Director Danny Engel
 433 Little Building, Boston, Mass.
 Regional Director Charles Goldberg
 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 Paul Ware
 Vice-President Charles E. Dean
 Recording Secretary Lucius E. Packard
 Corresponding Secretary C. James Morelock
 Treasurer J. J. Stantley

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.
 National 3120, Extension 1410

OFFICERS

President Fred W. Morrison
 Vice-President Eric Sevareid
 Secretary Francis W. Tully
 Treasurer Earl Godwin
 Ex-Officio Member, Executive Committee
 H. R. Baukhage

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 as well as providing facilities for radio news men at national political conventions.

Radio Council—WBZ

Chicago Public Schools

228 N. La Salle St., Chicago, Ill.
 Dearborn 7801

OFFICERS

Superintendent of Schools Dr. William H. Johnson
 Acting Director George Jennings
 Engineer E. H. Anderson

EXECUTIVE COMMITTEE OF SCHOOL BROADCAST CONFERENCE

Harold W. Kent, Chairman; Judith Waller, National Broadcasting Co.; Lavinia Schwartz, Columbia Broadcasting System; George Jennings, Director of Conference; Harriet Hester, WLS, Chicago; Al Hollender, WJJD-WIND, Chicago; David Heffernan, Cook County Schools; William Drips, The Blue Network.

FUNCTIONS

The Radio Council operates a non-commercial educational FM station and is producing group, primarily interested in in-school 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 Directors Guild

The Berkshire
 21 East 52nd St., New York, N. Y.
 PLaza 3-5800, Extension 206

OFFICERS

President Earle L. McGill
 Vice-President and Chairman, Membership Committee Jerry Devine
 Treasurer Robert L. Shayon
 Secretary John Macdonnell
 Chairman, War Activities Committee Phil Cohan
 Past President George J. Zachary
 Past Vice-President Edward A. Byron

COUNCIL

Earle L. McGill, Jerry Devine, Robert L. Shayon, John Macdonnell, Phil Cohan, William M. Sweets, Roger Bower, Theodora Yates, Harold McGee, John Loveton.

Radio Executives Club of New York

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

OFFICERS

President Thomas H. Lynch
 Vice-President Linnea Nelson
 Secretary Bevo Middleton
 Treasurer Peggy Stone

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 maintain a central bureau of employment for members of the club; (5) 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, subject to approval of the membership committee.

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 M. F. Balcom
 (Sylvania Electric Products, Inc.)
 Vice-President G. W. Henyan
 (General Electric Company)
 Vice-President James P. Quam
 (Quam-Nichols Co.)
 Vice-President Ray E. Sparrow
 (P. R. Mallory & Co., Inc.)
 Treasurer Leslie Muter
 (The Muter Co.)
 General Counsel John W. Van Allen
 (Buffalo, N. Y.)

DIRECTORS

P. S. Billings, Belmont Radio Corp.; Octave Blake, Cornell-Dubilier Electric Corp.; H. C. Bonfig, RCA Manufacturing Co., Inc.; James T. Buckley, Philco Corp.; James C. Daley, Jefferson Electric Co.; Paul V. Galvin, Galvin Mfg. Corp.; W. P. Hillard, Bendix Radio; J. J. Kahn, Standard Transformer Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; H. E. Gsmun, Centralab; James P. Quam, Quam-Nichols Co.; David T. Schultz, Raytheon Production Corp.; Ernest Searing, International Resistance Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.

Radio Manufacturers Assn. 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 co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

Radio Script & Transcription Exchange, Federal Radio Education Committee

U. S. Office of Education, Washington, D. C.
 Republic 1820, Extension 2225

OFFICERS

Director R. R. Lowdermilk

ORGANIZATIONS

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 Paul Franklin
Vice-President, Eastern Region John Vandercook
Vice-President, Middle Western Region

George Roosen
Vice-President, Western Region Arch Oboler
Executive Secretary, Eastern Region Luise Silcox
Assistant Secretary, Mid-western Region

Pauline Hopkins
Assistant Secretary, Western Region Pauline Lauber

BRANCH OFFICES

Hollywood: 1655 N. Cherokee Ave.
Chicago: Room 443 Allerton Hotel

EASTERN REGIONAL COUNCIL

Erik Barnouw, Norman Corwin, Knowles Entrikin, Stuart Hawkins, Harry R. Herrmann, J. T. W. Martin, Richard McDonagh, Addy Richton, William L. Shirer, Kenneth Webb, Peter Lyon.

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 William M. Spackman
Treasurer E. A. Conway, S. J.
Director Robert B. Hudson

EXECUTIVE COMMITTEE

A. Helen Anderson, Ben M. Cherrington, H. M. Crain, Robert L. Stearns, Malcolm G. Wyer.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 29 organizations formed to give professional aid to educational organizations in planning, preparing and producing their radio broadcasts. In 1942 it produced 374 programs for 34 organizations, which were re-broadcast 1,762 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 Herbert Griffin
Past President Emery Huse
Executive Vice-President Loren L. Ryder
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 E. Allen Williford
Treasurer M. R. Boyer

GOVERNORS

Frank E. Carlson, H. D. Bradbury, Alfred N. Goldsmith, A. M. Gundelfinger, C. W. Handley, Edward M. Honan, John A. Maurer, H. W. Moyses, William A. Mueller, H. W. Remersheid, J. H. Spray, R. O. Strock.

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 Sigmund Romberg
Vice-President Stanley Adams
Second Vice-President Ira Gershwin
Secretary Charles Tobias
Treasurer Abel Baer
Counsel John Schulman
Executive Secretary Sayre Marder
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 Lawrence W. McDowell
(KFOX, Long Beach)
Vice-President Duke Hancock
(KGFJ, Los Angeles)
Secretary-Treasurer Harry Maizlish
(KFWB, Los Angeles)

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 29 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 Stan Lomax

ORGANIZATIONS

Vice-President Bill Stern
 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.

Twenty Year Club

9 Garden Place, Brooklyn, N. Y.
 MAin 4-3434
 Founder H. V. Kaltenborn

FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio for twenty years. There are no dues, fees, officers, regular meetings or other obligations. A year-book is published annually.

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
 Chief Engineer Robert C. Chapman

FUNCTIONS

The Radio Section of the Interior Department reports the functions and services of the offices and bureaus of the Department using all forms of radio and transcription production; serves all agencies of the Federal government through its studios and transcription production facilities.

Radio Sub-Committee, War Activities Committee, Motion Picture Industry—Hollywood Branch

5504 Hollywood Blvd., Hollywood, Calif.
 Phone. GL 6111.

MEMBERS

Daniel Danker, J. Walter Thompson Co.; William Forbes, Columbia Broadcasting System; Don Gilman, National Broadcasting Co.; Donald W. Thornburgh, Columbia Broadcasting System.

FUNCTIONS

This sub-committee assists the War Activities Committee-Motion Picture Industry-Hollywood Branch in radio matters in coordinating production. The main committee is the official production body to whom all requests for governmental and private agencies should go.

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 CFRN, 109 C.P.R. Bldg.,
 Edmonton, Alberta, Canada
 Telephone 22101

OFFICERS

President G. R. A. Rice
 (CFRN, Edmonton, Alberta)

DIRECTORS

Alberta: Cecil Berry, CFGP, Grande Prairie, B. C.; M. V. Chestnut, CJVI, Victoria, Manitoba; Roy Wright, CFAR, Flin Flon, Saskatchewan; Carson Buchanan, CHAB, Moose Jaw.

CANADIAN ASSOCIATION OF BROADCASTERS

DELEGATES

A. A. Murphy, CFQC, Saskatoon, Sask.; George Chandler, CJOR, Vancouver, B. C.; H. R. Carson, CFAC, Calgary, Alta.; G. R. A. Rice, CFRN, Edmonton.

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
 Members-At-Large Mrs. Sidonie M. Gruenberg,
 Mrs. Samuel Kubie, Mrs. Mary F. Larkin, Mrs.
 Marion M. Miller, Mrs. Emory Ross, 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.

Writers' War Board

122 E. 42nd St., New York, N. Y.
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FUNCTIONS

The Writers' War Board serves as liaison between the writers of America and government agencies wishing to obtain written work that will directly, or indirectly, help to win the war; and to place with the proper government department ideas or pieces of writing which have been submitted by writers to the Board and approved by them.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1943

| <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 | Allen Miller |
| 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. | George Jennings |
| WCAL | St. Olaf College | Northfield, Minn. | M. C. Jensen |
| WCAT | S. Dakota School of Mines | Rapid City, S. D. | C. M. Rowe |
| WHCU | 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. | |
| 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. Higggy |
| 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 |
| | Syracuse University | Syracuse, N. Y. | Kenneth G. Bartlett |
| | Western State Teachers College | Kalamazoo, Mich. | Wallace L. Garneau |
| | Indiana University | Bloomington, Ind. | Lee Norvelle |
| | Oklahoma Baptist University | Shawnee, Okla. | Ralph E. Matthews |



HEALTH EDUCATION VIA RADIO

By *David Resnick*

Public Health Education Consultant

ONE of the most important contributions which broadcasting is making in the field of adult education is the splendid cooperation of stations and networks with local and national health organizations; but medical and health groups, as well as the radio industry, have only scratched the surface in the use of "public service" radio programs for health education. At the present time, the trend seems to be, more and more, away from the scheduling of talks by doctors and more in the direction of dramatizations. In addition, the health agencies have found much success with such techniques as the interview, symposium, panel discussion and round table.

Radio is not only a powerful medium which can be increasingly useful for public health education, but it is also a scientific development that helps to conserve eyesight. In a number of large cities, boards of education and radio stations jointly plan broadcasts for school children, and one of the greatest benefits of these programs is the eye rest periods which they afford. This is of particular value to the boys and girls with seriously defective vision who are enrolled in the hundreds of "sight-saving classes" which are to be found now in public schools throughout the country. For the visually handicapped as well as the blind, of course, the radio has been the greatest of all boons. It has opened for them the doors to the rest of the world. Entertainment, lectures, news, and a general enrichment of life are available throughout the day and evening by a mere turn of the dial.

Early Beginning

The first broadcast dealing with health seems to have been a talk sponsored by the American Society for the Control of Cancer over a station in Denver, Colo., in November, 1921. One month later, the United States Public Health Service sponsored a broadcast from the Navy radio station at Anacostia, D. C.; and the month after that, the American Red

Cross started a weekly series of health broadcasts over a Boston station. One of the early experiments in the use of radio for health education was undertaken by the New York State Department of Health which continues to be a leader in this field. Its weekly dramatizations under the title "Health Hunters" have been used for many years by some twenty or twenty-five stations throughout the State of New York.

Professional Groups

The American Medical Association, one of the outstanding organizations in the medical or public health field, is completely sold on the importance of radio, and has sponsored many fine programs since it started broadcasting in 1923. For the past half dozen years, the A.M.A. has cooperated with the National Broadcasting Company in presenting a serialized story dramatizing the life of a fictitious, young and newly married physician named "Dr. Tom Riggs" which is scheduled weekly under the title "Doctors at Work." In addition, the A.M.A. arranges for broadcasts of round-table discussions, interviews, and talks during its annual conventions; and it maintains an extensive library of scripts for local medical societies.

American Dental Association

The American Dental Association, for many years, has been taking advantage of the opportunities afforded by broadcasting. Incidentally, an interesting comment is made by Dr. Lon W. Morrey, director of the Bureau of Public Relations of the Dental Association, who says: "We feel that the radio, as a builder of public opinion and good will, has many advantages; it reaches audiences quickly and presents our health message in exactly the same form in which it is prepared. The same message furnished to newspaper editors usually receives many editorial changes before it is published."

Under the able guidance of Dr. Iago Galdston, Executive Secretary of its Medical Information Bureau, the New York Academy of Medicine conducts an extensive program of public education through radio. It sponsors a series of weekly talks over the Columbia Broadcasting System and another weekly series is sponsored over WNYC, the municipal broadcasting station in New York City. The Academy, in cooperation with the New York Tuberculosis and Health Association, also negotiates for time with other local stations and then allocates these periods to a great variety of health agencies. Broadcasting in various foreign languages, as well as in English, is also employed extensively by the New York City Health Department.

Need of Professionalism

Networks and individual stations throughout the country have been generous in granting time on the air to medical and public health organizations; unfortunately, however, radio techniques have not been used to the best advantage for most of these radio programs. The health field needs to develop radio script writers and producers like Norman Corwin and Arch Oboler. In this way, it would not only acquire and hold large audiences, but it would also get across much more effectively through dramatic presentations the tremendously interesting and important material which is to be found in the work of health agencies. The American Medical Association, through its romantic story of the fictitious "Dr. Tom Riggs," has demonstrated that an engrossing serial can be broadcast with dignity; and each script emphasizes a few important health facts.

Dr. W. W. Bauer, who directs the splendid health education activities of the A.M.A., has suggested that in local communities the health agencies should unite in sponsoring a series of broadcasts. This is being done in some of the larger cities by assigning to each organization several periods for fifteen-minute talks; but these talks often deal with subjects that have no connection with each other, and usually there is no general theme for the whole series. One of the solutions to this problem of finding a common theme or common denominator for a series of local broadcasts is that adopted by the Chicago

Council of Social Agencies which sponsors "The Story of Constance Worth," a weekly serial over WBBM, the CBS outlet in Chicago. In the course of dramatizing the life of these fictitious social worker, the activities of various health and welfare agencies in the city are brought into the story. Her job as a social worker usually requires that "Constance Worth" visit a different organization each week, and in this way the community health and welfare problems are woven together with the romantic episodes in this young woman's life.

Balance Needed

There are some dangers in the use of dramatizations for health broadcasts. A poor script, an amateur cast or an inexperienced director, may produce a program that can do more harm than good. The dramatic form necessitates the use of music, sound effects, experienced radio techniques, and genuine talent—all of which cost money. Another danger is the possibility that the program may have a lot of entertainment but very little health education; it takes thought and judgment to balance the two.

Use of Transcriptions

During the past few years, some of the larger national health organizations have produced—with the aid of professional script writers, directors and casts—some first rate electrical transcriptions of health dramas. The fact that program directors of radio stations welcome such recordings is indicated by the recent experience of the National Society for the Prevention of Blindness and the Nursing Council on National Defense, each of which has sponsored recordings of dramatized programs. The prevention of blindness transcriptions were scheduled by 350 stations and the programs of the Nursing Council were used by nearly 500 stations. These recordings were scheduled principally on late afternoon or evening hours; and it is estimated that they reached a total of more than 17,000,000 listeners.

The radio industry has been a generous and cooperative friend of the medical and public health organizations in the United States. There is hardly a better cause to which broadcasting could devote its "public service" programs than the advancement of health.

FCC LIST OF NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

| Licensee and Location | Call Letters | Frequency (Kc) | Power |
|--|--------------|----------------|---------------------|
| Board of Education of Buffalo, Buffalo, N. Y. | WCAH | 42900 | 1000 w |
| 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 |
| 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 |

FCC REGULATIONS

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

| | |
|------------|------------|
| 42,100 kc. | 42,300 kc. |
| 42,500 | 42,700 |
| 42,900 | |

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.



TELEVISION
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FREQUENCY
MODULATION

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Facsimile

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Developmental Broadcasting

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ST Broadcasting



TELEVISION
IS IMPORTANT
IN THE WAR EFFORT

ITS COMING
POSSIBILITIES
ARE TREMENDOUS

FOR TELEVISION
DEVELOPMENTS
READ
RADIO DAILY
REGULARLY

TELEVISION AFTER THE WAR

By *Orrin E. Dunlap, Jr.*

Author of "The Future of Television"

TELEVISION is one of the main factors in planning a post-war formula for the radio industry. There is every indication, based upon television's pre-war scientific development and program service, that the new art will qualify to give the radio industry added impetus after the war.

Those who watched television before war brought on the dim-out, and who now couple their appreciation of its performance with imagination of what wartime research will do to improve it, are highly confident of its great future.

Science and Industry

To see how science and industry can become allied in a new service to the public, it is only necessary to go back to the end of World War I. It was then that the radiophone, made possible by the electron tube and development of associated devices such as the microphone, revealed that speech on the air was as practical as dots and dashes. Science in wartime had equipped wireless with a tongue. It began to talk and sing. When the war was over, and radio was mustered out of service, ways and means were sought for the radiophone to perform useful service in peace. Broadcasting to the public resulted, and out of it grew a great post-war industry, both in manufacturing and programming. In 1920, America was ready for such a service as broadcasting, and by its preliminary performances radio proved it was ready to serve and to fit with the demands and tempo of the times.

Radio men dreamed of the radiophone, at least as far back as 1910, when DeForest took his radiophone transmitter backstage at the Metropolitan Opera House and put on a broadcast by Caruso and others. In 1916, David Sarnoff envisaged public broadcasting. He suggested development of a "Radio Music Box," and outlined the possibility of its becoming a household utility. Marconi, in 1914, predicted transatlantic telephony would soon be possible across a "talk-bridge" invisibly spanning the Atlantic. Similarly, radio men have dreamed of television, fully aware that sight was the next logical step, as speech was to wireless telegraphy.

The wireless key, the microphone, and now the Iconoscope as the radio "eye," follow in logical sequence. Each step has been more intricate. To combine

sound and sight introduced a complexity that challenged the ingenuity of man. Pre-war television disclosed that success had been achieved through such scientists as Dr. V. K. Zworykin of RCA Laboratories, who invented the Iconoscope as the "eye" of the radio camera and developed the Kinescope as the "eye" of the receiving set.

Television awaits post-war economics. Today both science and economics are engaged in the all-out effort to help win the war. Until victory is won, science and business cannot meet in conference with the showmen to roll up the curtain on what promises to become one of the greatest shows on earth. But let there be no doubt that television will be on the post-war starting mark as a new industry, in much the same way that broadcasting was in 1920. With its electronic "eyes" sharpened in sensitivity by wartime research, radio will enable the broadcasters to offer the public an entirely new post-war show—one of double appeal for the ear and for the eye. Television will do for sound broadcasting what sound did for the silent film.

Logical Development

When radio manufacturing of broadcast receivers for civilian use ended in the Spring of 1942, it concluded an era in radio. It ended a cycle in American life when people were content to be entertained by radio sound, while the eye as "the window to the brain" was neglected. Television promises to change that situation.

A backward glance at American industrial history suggests a number of parallels. How could the horse and buggy days have been considered so lively when the horseless carriage was beginning to sputter? How could the kerosene lamp have seemed so bright when the convenient electric lamp was but a faint glow? How could the telegraph and cable have seemed so miraculous and fast with wireless in the offing.

How could broadcasting go on forever without sight with television ready to put optics on the radio? The answer is it couldn't go on and on without progressing to the next logical step—sight. The bugles that sound the end of World War II will sound the rise of the curtain on a new and spectacular show in radio—TELEVISION.

TELEVISION BROADCASTING STATIONS

As of January 1, 1943

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

| <i>Licensee and Location</i> | <i>Call Letters</i> | <i>Frequency (kc)</i> | <i>ESR (Effective Signal Radiated)</i> | |
|---|---------------------|-----------------------|--|--|
| Balaban & Katz Corp. Chicago, Ill. | WBKB | 60000-66000 | 800 | (CP only) |
| Columbia Broadcasting System, Inc. New York, N. Y. | WCBW | 60000-66000 | 1000 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. Transmitter: New Scotland, N. Y. | WRGB | 66000-72000 | 3100 | |
| The Journal Co. Milwaukee, Wisc. | WMJT | 66000-72000 | 1200 | (CP only) |
| National Broadcasting Co. New York, N. Y. | WNBT | 50000-56000 | 1800 | |
| Philco Radio & Television Corp. Philadelphia, Pa. | WPTZ | 66000-72000 | 1000 | (CP only; but operating by special authority) |
| Zenith Radio Corp. Chicago, Ill. | WTZR | 50000-56000 | 1270 | (CP only) |

Pending Commercial Applications

| <i>Applicant and Location</i> | <i>Call Letters</i> | <i>Frequency (kc)</i> | <i>ESR (Effective Signal Radiated)</i> | |
|--|---------------------|-----------------------|--|--|
| Hughes Production Division of Hughes Tool Co. San Francisco, Calif. | ----- | 60000-66000 | 740 | |
| Hughes Productions Division of Hughes Tool Co. Los Angeles, Calif. | ----- | 60000-66000 | 500 | |
| WCAU Broadcasting Co. Philadelphia, Pa. | ----- | 84000-90000 | 1128 | |

• • • **TELEVISION STATIONS** • • •

EXPERIMENTAL

| <i>Licensee and Location</i> | <i>Call Letters</i> | <i>Frequency (kc)</i> | <i>P O W E R</i> | |
|---|---------------------|--|------------------|------------------------|
| | | | <i>Visual</i> | <i>Aural</i> |
| 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 (Television Relay Station with W9XBK) | 40 w | |
| Balaban & Katz Corp. Portable-area of Chicago, Ill. | W9XBB | 384000-396000 television relay station with W9XBB) | 10 w | (CP only, (CP only, |
| Balaban & Katz Corp. Chicago, Ill. | W9XPR | 384000-396000 | 10 w | |
| 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 television relay station with W2XAB) | 25 w (peak) | (CP only (CP only) |
| 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 (Television relay station with W2XVT) | 50 w | |
| Allen B. DuMont Laboratories, Inc. Washington, D. C. | W3XWT | 50000-56000 | 1000 w | 1000 w (CP only) |
| General Electric Co. New Scotland, N. Y. | W2XI | 162000-168000 (Television relay station with WRGB) | 50 w | |
| General Electric Co. Schenectady, N. Y. | W2XGE | 162000-168000 (CP only, television relay station with | 60 w | 50 w |
| Kansas State College of Agriculture and Applied Science Manhattan, Kans. | W9XAK | 50000-56000 | 100 w | 100 w (CP only) |
| 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 Portable-area of Los Angeles, Calif. | W6XDU | 318000-330000 (CP 50 w, special television relay sta- tion with W6XAO) | 6.5 w | |

• • • **TELEVISION STATIONS** • • •

| Licensee and Location | Call Letters | Frequency (kc) | POWER | |
|---|--------------|--|---------------------|---------------------|
| | | | Visual | Aural |
| National Broadcasting Co., Inc. Portable—Camden, N. J. and New York, N. Y. | W2XBT | 162000-168000 (Television relay station with WNBT) | 400 w | |
| National Broadcasting Co., Inc. Portable-area of New York..... | W2XBU | 282000-294000 (Television relay station with WNBT) | 15 w | |
| Philco Radio & Television Corp. Philadelphia, Pa. | W3XE | 66000-72000 | 10000 w | 10000 w |
| Philco Radio & Television Corp. Philadelphia, Pa. | W3XP | 230000-242000 (Television relay station with WPTZ) | 15 w (CP 125 Watts) | |
| Philco Radio & Television Corp. Portable-area of Philadelphia, Pa. | W3XPR | 230000-242000 Television relay station with WPTZ) | 60 w (peak) | |
| Philco Radio & Television Corp. Portable-Mobile Area of Philadelphia, Pa. | W3XPA | 230000-242000 (CP only, television relay station with WPTZ) | 15 w | |
| Philco Radio & Television Corp. Philadelphia | W3XPC | 230000-242000 (CP only, television relay station with WPTZ) | 15 w | |
| 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 | 204000-216000 (CP only, television relay station with W6XYZ) | 800 w | |
| Television Productions, Inc. Los Angeles, Calif. | W6XYZ | 78000-84000 | 1000 w | 1000 w (CP only) |
| Zenith Radio Corp. Chicago, Ill. | W9XZV | 50000-56000 | 1000 w | 1000 w |

FCC REGULATIONS REGARDING BROADCAST STATIONS FOR TELEVISION AND FACSIMILE

As of January 1, 1943

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

COMMERCIAL TELEVISION BROADCAST STATIONS

Definitions

"Television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

"Television broadcast band" means the bands of frequencies allocated for television broadcast stations.

"Television channel" means a band of frequencies 6,000 kilocycles wide and which may be designated by channel numbers as in section on channel assignments in these rules or by the extreme lower and upper frequencies.

"Television transmission standards" means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

"Standard television signal" means a television signal conforming with the television transmission standards set forth in the Standards of Good Engineering Practice for television stations.

"Television transmitter" means the radio transmitter or transmitters for the transmission of both visual and aural signals.

"Visual transmitter" means the radio equipment for the transmission of the visual signal only.

"Aural transmitter" means the radio equipment for the transmission of the aural signal only.

"Visual transmitter power" means the peak power output when transmitting a standard television signal.

"Service area" means the area in which the signal is not subject to objectionable interference or objectionable

fading. (Television broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

"Main studio" as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

Allocation of Facilities

Basis for license.—Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, the antenna height in feet above surrounding area.

Time of operation.—Television broadcast stations will be licensed only for unlimited time operation.

Showing required.—Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the service area and population which the applicant proposes to serve are computed in accordance with the Standards of Good Engineering Practice for Television Broadcast Stations. (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accomplished by an analysis of the computation of the

¹The 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 | 57,000- 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 kc |
| 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 these rules 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

² The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

than one television broadcast station that would serve substantially the same 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 the section of these rules 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

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.

same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subsection (b) (5).

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for Television Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

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 4 hours per week.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

Station identification.—(a) A licensee of a television broadcast station shall make station identification announcement, aurally and visually, (all 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 as such either at the end of the program or immediately following the broadcast of 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 2.51 (FCC General Rules and Regulations; in this volume see Rules and Regulations regarding production by Radio Broadcast stations).

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 "experimental television broadcast station" means a station licensed for experimental transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will authorize 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 and experimentation.
3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.
4. That the program of research and experimentation will be conducted by qualified personnel.
5. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.
6. That 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 an ex-

perimental television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

Announcements

A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

At the time station identification announcements are made, there shall be added the following:

This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.

Operating Requirements

Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

Each licensee of a television station will from time to time make such changes in its operation as may be directed by the Commission for the purpose of promoting worthwhile 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 licensee 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 effectiveness of types of transmission.
6. Conclusions, tentative and final.
7. Program for further developments in television broadcasting.
8. All developments and major changes in equipment.
9. Any other pertinent developments.

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 ade-

quate 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 representa-

FACSIMILE

tion 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 fre- |
| 25,050 | 43,580 | quency |
| 25,075 | 43,620 | a b o v e |
| 25,100 | 43,660 | 3 0 0,0 0 0 |
| 25,125 | 43,700 | kc exclud- |
| 25,150 | 43,740 | ing band |
| 25,175 | 43,780 | 400,000 to |
| 25,200 | 43,820 | 4 0 1,0 0 0 |
| 25,225 | 43,860 | kc. |
| 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 these rules. More than one frequency may be assigned under provisions of subsections (b) of these rules 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 main-

tained 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.

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 |
| WBNS, Inc. Columbus, Ohio | W8XUM | 25200 | 100 | A4 |
| WOKO, Inc. Albany, N. Y..... | W2XWE | 25050 | 500 | A3 & A4 |

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* | | | | |
| 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. | W83C | WHFC, Inc. | 48300 | 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 |
| 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 | WDRC, Inc. | 46500 | 6100 |
| Kansas City, Mo. | K49KC | Everett L. Dillard, d/b as Commercial Radio Equipment Co. | 44900 | 4400 |
| Los Angeles, Calif. | K45LA | Don Lee Broadcasting System | 44500 | 7000 |
| Los Angeles, Calif. | K61LA | Metro-Goldwyn-Mayer Studios, Inc. | 46100 | 7000 |
| Milwaukee, Wis. | 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 |
| New York, N. Y. | W35NY | City of New York Municipal Broadcasting System | 43500 | 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 |

| LOCATION | Letters Call | Licensee | Frequency Kilocycles | Service Area Sq. Mi. |
|----------------------|--------------|--|----------------------|----------------------|
| New York, N. Y. | W75NY | Metropolitan Television, Inc. | 47500 | 8500 |
| New York, N. Y. | W47NY | Muzak Radio Broadcasting Station | 44700 | 8500 |
| Paxton, Mass. | W43B | The Yankee Network, Inc. (Operating under Special Temporary Authorization) | 44300 | 19000 |
| 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 | WWSW, Inc. | 44700 | 8400 |
| Pittsburgh, Pa. | W75P | Westinghouse Radio Stations, Inc. | 47500 | 8400 |
| Rochester, N. Y. | W51R | Stromberg Carlson Telephone Mfg. Co. | 45100 | 3200 |
| Salt Lake City, Utah | K47SL | Radio Service Corp. of Utah | 44700 | 700 |
| Schenectady, N. Y. | W47A | Capitol Broadcasting Co. | 44700 | 6600 |
| Schenectady, N. Y. | W85A | General Electric Co. | 48500 | 6600 |
| South Bend, Ind. | W71SB | South Bend Tribune | 47100 | 7100 |
| Winston-Salem, N. C. | W41MM | Gordon Gray | 44100 | 69400 |

PENDING APPLICATIONS

| | | | |
|------------------|-----------------------------------|-------|-------|
| Superior, Wisc. | Head of Lakes Broadcasting Co. | 44500 | 2754 |
| Rochester, N. Y. | WHEC, Inc. | 44700 | 3200 |
| Worcester, Mass. | Worcester Telegram Publishing Co. | 46100 | 10000 |

* The stations in this list of commercial high frequency-frequency modulation broadcast stations are all licensed to operate under a construction permit except the following which have regular licenses: W45RG, Baton Rouge, La.; W51C, Chicago, Ill.; W45F, Evansville, Ind.; W49FW, Ft. Wayne, Ind.; W53L, Hartford, Conn.; W65H, Hartford, Conn.; W55M, Milwaukee, Wisc.; W47NT, Nashville, Tenn.; W75NY, New York, N. Y.; W69PH, Philadelphia, Pa.; W53PH, Philadelphia, Pa.; W47P, Pittsburgh, Pa.; W51R, Rochester, N. Y.; W85A, Schenectady.

EXPERIMENTAL

| Licensee and Location | Call Letters | Frequency Kilocycles | Power Watts |
|--|--------------|----------------------|-------------|
| Edwin H. Armstrong, Alpine, N. J. | *W2XMM | 42800 | 40000 |
| 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 | 45900 | 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 |
| 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 |

* Operating under Special Temporary Authorization only.

FCC Regulations

Regarding High Frequency Broadcast Stations

As of January 1, 1943

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 of 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 popu-

• • • **FM STATION REGULATIONS** • • •

lation 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 |
|-------|-------|-------|

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 the 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 issued for a normal license period of one year, expiring as follows:

(a) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(b) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45300, 45500, 45700, 45900, 46100, 46300, and 46500, May 1.

(c) For stations operating on the frequencies 46700, 46900, 47100, 47300, 47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(d) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

Equipment

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 pre-

scribed 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 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.

¹See Standards of Good Engineering Practice for High Frequency Broadcast Stations for specific application form required.

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, stated above.

(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 of 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 | 530, 1340 | 50000 w | A3 |
| Bell Telephone Labs., Inc. Whippany, N. J..... | W3XPY | 43500, 49100 | 5000 w | Special |
| 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) |
| Natl. Broadcasting Co., Inc. Area of New York, N. Y.... | | 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 & Spe- cial 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 & Spe- cial A5 on frequencies above 162000 kcs. |

— FCC 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 applies.

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 | 39,140 |
| 3,490 } | | 17,300 } | | 39,460 | 39,540 |
| 3,495 } | 3,492.5 | 17,320 } | 17,310 | 116,050 | 116,250 |
| | | | | 116,250 | 116,450 |
| 4,795 } | | 23,100 } | | 116,850 | 117,050 |
| 4,800 } | 4,797.5 | 30,660 } | | 117,250 | 117,650 |
| | | 31,020 } | | 118,050 | 118,450 |
| 6,420 } | | 31,140 } | | 118,250 | 118,450 |
| 6,430 } | 6,425 | 31,180 } | | 118,450 | 118,650 |
| | | 33,340 } | | 118,850 | 118,850 |
| 9,130 } | | 33,460 } | | 156,525 | 156,975 |
| 9,140 } | 9,135 | 35,060 } | | 157,425 | 157,725 |
| | | 35,460 } | | 158,175 | 159,075 |
| | | 37,060 } | | 160,425 | 161,325 |
| | | | | 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

* Also available for assignment to all other stations in the experimental service.

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 maintained 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. All developments and major changes in equipment.
5. 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. | W2XYP | 330400 | 25 | Special |
| General Electric Co. Schenectady, N. Y. | W2XBD | 343600 | 25 | Special (CP only) |
| Gordon Gray Winston-Salem, N. C. | W4XGG | 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) |
| Radio Service Corp. of Utah Salt Lake City, Utah | W6XHC | 331000 | 25 | Special (CP only) |

RULES GOVERNING ST BROADCAST STATIONS

The term "ST" broadcast station" means a station used to transmit programs from the main studio to the transmitter of a high frequency broadcast station, or an international broadcast station.

An ST broadcast station will be licensed only to the licensee of a high frequency broadcast station or of an international broadcast station. Only one ST broadcast station will be authorized in connection with the license for any high frequency broadcast station. Not more than two ST broadcast stations will be authorized in connection with the license for any international broadcast station. Each such ST station shall be at a fixed location.

The license of an ST broadcast station authorizes the transmission of program material, including commercial programs, from the main studio to the transmitter of the high frequency broadcast station or international broadcast station in connection with which it is authorized.

Frequency Assignment

The following frequencies are allocated for assignment to ST broadcast stations upon an experimental basis:

| 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 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.

Each ST broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.

¹The abbreviation "ST" is derived from "studio-transmitter."



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ENGINEERING DEVELOPMENTS

By Howard S. Frazier
NAB Director of Engineering

WAR came to our country without warning on December 7th, 1941. Within minutes, not weeks, days or hours, American broadcasting was on a wartime basis. A great industry, born in peacetime and without training or experience in the ways of war, found its true stature and became of age. The greatest system of mass communication the world has ever known was found ready and prepared to deliver the news and to cooperate with our armed forces. No one knew when or where the enemy might strike next. Many stations began operating on a twenty-four-hour, around-the-clock basis. NAB immediately created committees to cooperate with the national war agencies and other industry committees were organized and conferred with local military authorities all over the country. Emergency communications systems were set up to provide the means for making radio "blackouts" immediately effective. Vital transmitters, telephone circuits and power supplies were protected against sabotage.

Immediate Action

No tooling-up period was needed. No appropriation bills were asked of Congress. Conversion to wartime operation was done so rapidly and so quietly that it was taken for granted. There are no four-minute speakers today as there were in the last war. There are no trains taking groups around the country to campaign. No time wasted by busy officials traveling with their messages to our people. All that today is being done by radio, under the American system of free radio operated by private enterprise. There are just as many campaigns, maybe more, campaigns of recruiting, for the sale of war bonds, salvage, rubber, and all the others with which you are so familiar.

During the year broadcast engineering executives have faced a great variety of problems in maintaining wartime operation, such as the shortage of technical personnel, the conservation of critical materials, priority regulations, the protection of plant against sabotage or enemy action, the maintenance of emergency facilities, and last, but not least, the servicing of civilian radio receivers. Unfortunately, the necessities of war and military secrecy make it impossible to outline many of our industry's present activities and future plans.

There have been few, if any, technical developments in the domestic broadcasting field during the past year. Engineering executives responsible for the technical operation of broadcast stations have found that wartime operating conditions required their full attention. Research and development facilities of the manufacturers, normally devoted to the technical advancement of broadcasting, have been converted to war activities. For these reasons this record of broadcast engineering might more fittingly be entitled, "What Broadcast Engineers Are Doing to Help Maintain Civilian Morale and Win the War."

Post-War Benefits

Much of the research development now devoted to the war effort will eventually accrue to the benefit and progress of broadcasting after the war. Naturally, the exact nature of these developments is a military secret. It is believed the coming of peace will mark the beginning of an era of rapid technical advance.

Regulations of the Federal Communications Commission and the Board of War Communications have virtually frozen frequency assignments and the operating power of stations for the duration. Only under unusual circumstances will new construction or changes in existing licenses be authorized. During recent years, many new stations have been constructed and the technical facilities of existing stations vastly improved. Thus the coming of war has found the nation's broadcasting plant well prepared to serve the nation.

Frequency Modulation

Frequency modulated broadcasting on high frequency channels, commonly referred to as FM, has emerged from the first year of the war a strong and husky child. Many new FM stations, in spite of priorities and labor shortages, have come on the air during the year. There has been little curtailment in the operating hours of existing stations. Although new FM receivers for civilian use were only manufactured during the first three months of the year, the number of FM listeners is still increasing as these receivers pass through the distribution channels to the radio audience.

Board of War Communications

The Defense Communications Board has been renamed the Board of War Communications. The organization of the Board and the thirteen advisory committees, composed of government and industry representatives, remains unchanged. NAB is represented by President Neville Miller as chairman of the Domestic Broadcasting Committee and a member of the International Broadcasting Committee. The NAB director of engineering serves as alternate on both committees. Many engineers and executives of the broadcast industry are also devoting a considerable amount of time and work to the BWC in connection with their membership on the broadcast committees. The activities of the BWC and its advisory committees are confidential. Therefore, much of great benefit to the industry and the war effort must remain untold until the cessation of hostilities.

Recording and Reproducing Standards

As broadcasting has developed, the problem of reproducing transcriptions with uniform results has become of much concern to broadcasting stations. Quite a number of different characteristics have been used by the various manufacturers of transcriptions, recording equipment and reproducing equipment. Most of these characteristics produce good results by themselves with the proper play back equalization. The NAB Engineering Committee sent a questionnaire on recording to all stations. Among other interesting data obtained was the fact that some stations use as high as ten different equalizers. The NAB Engineering Committee recommended to its Board of Directors that NAB coordinate the work of a committee to be formed for the purpose of establishing recording and reproducing standards. The Board of Directors approved of this procedure and early in June, 1941, Neville Miller, President of NAB, invited all companies interested in recording to a meeting to be held on June 26, 1941 in Detroit. Some twenty companies responded by sending representatives to the meeting. The Recording and Reproducing Standards Committee was formed at that time.

The members of the Committee have exhibited a splendid spirit of cooperation and many of them have devoted a considerable amount of time to the project. Several companies, who have standards of their own that produce excellent results, have in the interests of uniform standards, given and taken to the extent

that it will cost them a considerable amount of money to adhere to the standards. It is this spirit of splendid cooperation that has produced excellent results.

The Committee has completed the study of sixteen items for standardization, which were officially adopted by the NAB Board of Directors on March 20, 1942. Several items are still under study but due to other war activities probably no action will be taken until the cessation of hostilities. The NAB Engineering Department is encouraging the adoption and general use of the standards. Government agencies using recordings, the armed services, as well as commercial organizations, are cooperating splendidly with this effort.

Television

Our first year of wartime radio came to an end with many of the nation's television stations still operating on regular program schedules. Restrictions on the manufacture of civilian television receivers and transmitting equipment will limit the expansion of the art for the duration. However operating experience gained during this period and military developments in television should get the new industry off to a good start with the coming of peace. This field will undoubtedly offer great employment opportunities to many of the new radio technicians, who are now getting valuable training and experience with our armed forces.

Priorities and Conservation

Broadcast engineers are developing the "know how" of conservation. Transmitters have been readjusted to obtain the maximum life from vacuum tubes. Station personnel are repairing microphones, transcription reproducers, meters and other delicate devices. Broadcasters are exchanging surplus parts, tubes and materials through the NAB Swap Bulletin, a publication distributed to all domestic broadcasting stations, in an effort to reduce the requirements of the industry for new materials. At least one organization has been formed to handle the repairing of vacuum tubes for transmitters. Several of the tube manufacturers are also repairing tubes.

The Radio and Radar Division of WPB regulates the broadcaster's priority problems. Key personnel of the Civilian Radio Section were drawn from the broadcast industry and understand the broadcaster's needs and his importance to the war effort. Government and industry, working together, have conserved tons of critical materials without interruption or impairment of broadcasting service.

WAR TIME RADIO PRODUCTION

By *Dr. Orestes H. Caldwell*
Editor, Radio Retailing Today

IN a war that covers the whole face of the globe, radio and communications become vital. To supply these far-flung posts with adequate communication the radio industry has now laid down its peace-time work of civilian radio manufacture, and has expanded amazingly into war production.

Besides military radio receivers and transmitters for planes, tanks, surface ships, and submarines, and walkie-talkies and portables for field use, the factories which once made civilian radios are now turning out electronic detector devices, amplifiers, locaters, altimeters, depth gauges, telephones, teletypewriters, direction finders, public-address systems, anti-sabotage alarms, together with a flood of tubes and batteries.

During 1942, as the vast military radio program began to get underway, the radio and electronic output rose in value to a point between one and two billion dollars. High output was already underway by the end of the year. This tremendous new rate of production will be the yardstick for 1943, when war radio output may total several billions, reaching between fifteen and twenty times the former peacetime production of the radio industry.

Despite the curtailment of the manufacture of civilian sets, tubes and parts, the radio industry in 1942 has set a remarkable record as shown by the following estimates which, of course, do not include any war production figures.

1942 CIVILIAN RADIO SET AND TUBE SALES

Source: Radio Retailing Today

| | <i>Number</i> | <i>Retail Value</i> |
|----------------------------------|---------------|---------------------|
| Total sets sold during 1942..... | 4,400,000 | \$154,000,000 |
| Radio sets exported..... | 500,000 | 17,500,000 |
| Automobile radios..... | 350,000 | 12,250,000 |
| Home radios sold in U. S..... | 3,550,000 | 124,250,000 |
| Total tubes sold, U. S..... | 87,700,000 | 96,000,000 |
| Tubes, initial equipment..... | 34,700,000 | 38,000,000 |
| Tubes, replacements..... | 53,000,000 | 58,000,000 |
| Parts, supplies..... | ————— | 70,000,000 |
| Phonograph records..... | 110,000,000 | 48,000,000 |

Note: In April, WPB ordered all civilian radio-set production stopped, and factories converted to war production. Total military radio production during 1942 is believed to be between one and two billion dollars.

ANNUAL BILL OF U. S. FOR RADIO

Source: Radio Retailing Today

| | |
|---|----------------------|
| Sales of time by broadcasters, 1942..... | \$203,000,000 |
| Talent costs..... | 40,000,000 |
| Electricity, batteries, etc. to operate 50,340,000 receivers..... | 225,000,000 |
| 3,900,000 radios sold in 1942 at retail..... | 136,500,000 |
| 53,000,000 replacement tubes..... | 58,000,000 |
| Radio parts, supplies, etc..... | 70,000,000 |
| Servicing radio sets..... | 70,000,000 |
| Total | \$802,500,000 |

RADIO SETS IN USE

Source: Radio Retailing Today

| | <i>Jan. 1, 1942</i> | <i>Dec. 1, 1942</i> |
|--------------------------------------|---------------------|---------------------|
| U. S. homes with radios..... | 29,700,000 | 30,800,000 |
| "Secondary" sets in above homes..... | 15,000,000 | 16,660,000 |
| Battery portables..... | 2,800,000 | 3,130,000 |
| Auto-radios..... | 8,500,000 | 8,750,000 |
| Total sets in use, U. S..... | 56,000,000 | 59,340,000 |

R.M.A. ALL OUT FOR VICTORY

By Bond Geddes

Executive Vice-President, Radio Manufacturers Association

THE record of accomplishment of the radio manufacturing industry is being written by American fighting men, in our bombs and other aircraft, our ships, our tanks and other arms throughout the world. Radio is the new and possibly decisive armament. Although radio's great contribution in the winning of the war, through new and secret apparatus, on sea and land, cannot be told until peace comes, never has there been such acute public consciousness of the part which radio is playing, both for the armed forces and civilian populations, at home and abroad. Its use in battle and for national and international information and understanding has given radio wide recognition, both as the new and powerful force in winning the war and also toward shaping of the peace which will come.

The part of the radio manufacturing industry in this "Victory" program is indicated by the delivery in 1942 of military radio apparatus estimated at \$2,250 million, or more than four times ordinary peacetime production of the industry—a record not surpassed by the automotive or any other industry which has been harnessed almost 100 per cent toward this "Victory" program. And in 1940 a military radio program estimated at \$4 billion is the delivery responsibility of radio manufacturers.

Industry Objectives

Two present major objectives of the industry are the "on time" supply of this tremendous quantity of fighting radio, together with the utmost maintenance of public radio service—national and international—via broadcasting. Uncle Sam is now the No. 1 customer of the industry, but he also is the source of supply for transmitters and maintenance components of receiving sets. He is the principal source of supply for radio apparatus throughout the world.

Pearl Harbor found the radio industry already engaged, at that time, on "defense" contracts for military radio aggregating over \$600 million. Early transition, at the outbreak of war, from civilian to "all out" military radio production, was obvious. The first step came from the then Office of Production Management, in January, 1942, for a cut of 40 per cent in production of civilian radio receivers, and was soon followed by

the order on March 7 suspending all production of civilian receivers on April 22, with a few companies authorized to extend their production until the final set, "for the duration," came off the lines on June 7. Radio sets now are rapidly disappearing from the market, and there is no prospect for any substantial new production for the duration. This means that the primary problem for maintenance of public radio service relates to the supply of replacement tubes and parts for as many of the 57 million sets in the hands of the public as may be possible under war conditions. Also, the absorption of radio workers and service men by the armed services brings a related problem of vanishing manpower.

War controls over the industry, both in broadcasting and manufacture, have so spread that the facilities of the manufacturing industry and also the supplies of maintenance parts for civilian radio sets, as well as the distribution of the country's man and woman power, are now at the disposal of the Government and subject to its needs. Already there are shortages of replacement tubes, and, while the supply of other replacement parts for civilian radios is regarded as ample for another year, the Government holds the fundamental power of determining the future supply of maintenance parts and also the availability of manpower. The industry can assist but cannot determine such future Government policies, and while radio is regarded as "essential," with formal orders and regulations to that effect, still the final policies of providing sufficient materials for maintenance parts and adequate manpower for broadcasting and also for the servicing of U. S. receivers, remains fundamentally within the determination of Government agencies. Programs for future supplies of replacement tubes and parts are now being developed by several Government agencies and will be available to the extent of Government authorizations.

RMA Co-operation

On both the war program and the problems of maintaining civilian radio service, the trade organization of the industry—the Radio Manufacturers Association—has been an agency working in closest co-operation with all Government departments. During last year the Asso-

ciation was placed on a war basis, revising its activities and membership services to the new war conditions. Its Priorities Committee, first headed by Paul V. Galvin of Chicago, now president of RMA, arranged last March with OPM and later with WPB for aluminum allocations for vital radio components. These allocations have been continued, and now the War Production Board, in its control of supplies and production, is preparing official programs for replacement tubes and parts. The standardization work of RMA has been shifted largely to the military effort. The RMA Engineering Department is engaged on standardization of military transmitters, receivers and electronic devices, while the standardization of parts has come largely un-

der the direct control of WPB. Official industry advisory committees are largely composed of RMA leaders.

Under war conditions, the solidarity of the industry and the value of services to its members are indicated by an increase of above 50 per cent in the membership of RMA, its trade organization. In its "all out" effort toward the winning of the war, the industry is not unmindful of the peace problems ahead, which will include rapid conversion—more quickly in the radio industry than in many others—to peacetime and broadened public services. The industry promises to be one of the principal industrial factors in providing new services and products when "Victory" becomes a reality.

Radio Manufacturers Association

Officers and Executive Personnel—1942-1943

Headquarters: 1317 F. St., N.W., Washington, D. C.

President

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

Ray H. Manson, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.

M. F. Balcom, Sylvania Electric Products, Inc., Emporium, Pa.

G. W. Henyan, General Electric Co., Schenectady, N. Y.

Ray F. Sparrow, P. R. Mallory & Co., Indianapolis, Ind.

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.

RMA BOARD OF DIRECTORS

Term Expiring 1943

P. S. Billings, Belmont Radio Corporation, Chicago, Illinois.

Octave Blake, Cornell-Dubilier Electric Corp., S. Plainfield, N. J.

H. C. Bonfig, RCA Manufacturing Co., Camden, New Jersey.

James T. Buckley, Philco Corporation, Philadelphia, Pa.

James C. Daley, Jefferson Electric Co., Bellwood, Ill.

Paul V. Galvin, Galvin Manufacturing Corporation, Chicago, Illinois.

W. P. Hilliard, Bendix Radio, Baltimore, Md.

J. J. Kahn, Standard Transformer Corp., Chicago, Ill.

E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Indiana.

H. E. Osmun, Centralab, Milwaukee, Wisc.

James P. Quam, Quam-Nichols Co., Chicago, Ill.

David T. Schultz, Raytheon Production Corporation, Newton, Massachusetts.

Ernest Searing, International Resistance Co., Philadelphia, Pa.

Ray F. Sparrow, P. R. Mallory & Co., Indianapolis, Ind.

Term Expiring 1944

E. Alschuler, Electrical Research Labs., Inc., Evanston, Illinois.

W. R. G. Baker, General Electric Company, Bridgeport, Connecticut

Roy Burlew, Ken-Rad Tube and Lamp Corporation, Owensboro, Kentucky

A. H. Gardner, Colonial Radio Corporation, Buffalo, New York

Ray H. Manson, Stromberg-Carlson Telephone Manufacturing Co., Rochester, New York.

A. S. Wells, Wells-Gardner & Company, Chicago, Illinois.

Term Expiring 1945

Ben Abrams, Emerson Radio & Phonograph Corporation, New York, N. Y.

M. F. Balcom, Sylvania Electric Products, Inc., Emporium, Pa.

R. C. Cosgrove, The Crosley Corporation, Cincinnati, Ohio.

L. L. Kelsey, Stewart-Warner Corp., Chicago, Ill.

J. J. Nance, Zenith Radio Corp., Chicago, Ill.

G. W. Thompson, Noblitt-Sparks Industries, Inc., Columbus, Indiana.

RMA STANDING COMMITTEES

Executive Committee

Paul V. Galvin, Chairman

Ben Abrams

W. R. G. Baker

M. F. Balcom

H. C. Bonfig

James T. Buckley

Ray H. Manson

J. J. Nance

James P. Quam

Ray F. Sparrow

Leslie F. Muter

Credit Committee

J. J. Kahn, Chairman, Standard Transformer Corp.

Eastern Division:

Henry Pope, Vice-Chairman, National Union Radio Corp.

Western Division:

E. R. Carlson, Vice-Chairman, Crowe Name Plate & Mfg. Co.

Engineering Department

Dr. W. G. Baker, Director, General Electric Co.

Virgil M. Graham, Assistant Director, Sylvania Electric Products, Inc.

RMA DIVISIONS

Sets: Ray H. Manson, Chairman

Tubes: M. F. Balcom, Chairman

Transmitter: G. W. Henyan, Chairman

Parts: Ray F. Sparrow, Chairman

Amplifier & Sound Equipment: James P. Quam, Chairman

Export Committee

W. A. Coogan, Chairman, Hygrade Sylvania Corp.

Legislative Committee

A. H. Gardner, Chairman, Colonial Radio Corporation

Membership Committee

Ernest Searing, Chairman, International Resistance Co.

Traffic Committee

O. J. Davies, Chairman, RCA Manufacturing Company, Inc.

RMA SPECIAL COMMITTEES

By-Laws and Organization Committee

Leslie F. Muter, Chairman

Replacement and Repair Parts Committee

J. J. Kahn, Chairman

Service Committee

M. J. Schinke, Chairman

RMA Engineering Department

Director: Dr. W. R. G. Baker, General Electric Co., Bridgeport, Conn.

Assistant Director: Virgil M. Graham, Sylvania Electric Products, Inc., Emporium, Pa.

RMA Data Bureau: L. C. F. Horle, 90 West St., New York, N. Y.

Military Standards Committee: Roger M. Wise, Sylvania Electric Products, Inc.; R. H. Fidler, Tung-Sol Lamp Works; J. J. Farrell, General Electric Co.; W. L. Webb, Bendix Radio; D. D. Israel, Emerson Radio & Phonograph Corp.; William Angus, General Electric Co.; H. H. Willis, Sperry Gyroscope Co.; D. G. Little, Westinghouse Electric & Mfg. Co.

Vacuum Tube Section: R. M. Wise, Chairman, Sylvania Electric Products, Inc.; R. H. Fidler, Vice-Chairman, Tung-Sol Lamp Works.

• • • **RADIO MANUFACTURERS ASSOCIATION** • • •

Committees

Receiving Tubes: Dr. P. T. Weeks, Chairman, Raytheon Production Co.

Cathode Ray Tubes: Dr. T. T. Goldsmith, Chairman, Allen B. DuMont Laboratories, Inc.

Transmitting Tubes: R. W. Larson, Chairman, General Electric Co.

Sub-Committees

Conventional High Vacuum Types: K. C. DeWalt, General Electric Co.

Gas Rectifiers, etc.: D. V. Edwards, Chairman, Electrons, Inc.

Velocity Modulation Tubes, etc.: W. T. Cooke, Chairman, Sperry Gyroscope Co.

UHF Receiving Tubes: Wallace James, Chairman, RCA Manufacturing Co.

UHF Magnetrons: Dr. J. B. Fisk, Chairman, Bell Telephone Laboratories.

Miscellaneous Tubes (Gaps, Switches, etc.): D. E. Marshall, Westinghouse Electric & Mfg. Co.

Transmitter Section: J. J. Farrell, Chairman, General Electric Co.; W. L. Webb, Vice-Chairman, Bendix Radio.

Committees

Fixed Station Transmitters: J. A. Hutchinson, Chairman, Westinghouse Electric & Mfg. Co.

Mobile Transmitters: Frank A. Gunther, Chairman, Radio Engineering Laboratories.

Field Transmitters: D. Mitchell, Chairman, Galvin Manufacturing Corp.

Air Borne Transmitters: M. M. Hucke, Chairman, RCA Manufacturing Co.

Marine Transmitters: E. F. Herzog, Chairman, General Electric Co.

Receiver Section: Dorman D. Israel, Chairman, Emerson Radio & Phonograph Corp.; William Angus, Vice-Chairman, General Electric Co.

Committees

Fixed Station Receivers: A. G. Manke, Chairman, General Electric Co.

Mobile Receivers: B. Ray Cummings, Chairman, Farnsworth Television & Radio Corp.

Field Receivers: G. E. Gustafson, Chairman, Zenith Radio Corp.

Air Borne Receivers: I. J. Kaar, Chairman, General Electric Co.

Marine Receivers: C. Gunther, Chairman, RCA Manufacturing Co.

Electronics Applications Section (Non-Communications): H. H. Willis, Chairman, Sperry Gyroscope Co.; D. G. Little, Vice-Chairman, Westinghouse Electric & Mfg. Co.

NATIONAL TELEVISION SYSTEM COMMITTEE

Dr. W. R. G. Baker, Chairman, General Electric Co.

Virgil M. Graham, Secretary, Sylvania Electric Products, Inc.

Dr. Ralph Bown, Bell Telephone Laboratories, Inc.

Leonard H. Hole, Columbia Broadcasting System, Inc.; Dr. P. C. Goldmark, Alternate.

Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Dr. T. T. Goldsmith, Alternate.

B. Ray Cummings, Farnsworth Television & Radio Corp.; Madison Cawein, Alternate.

Dr. E. F. W. Alexanderson, General Electric Co.; I. J. Kaar, Alternate.

Daniel E. Harnett, Hazeltine Service Corp.; W. A. MacDonald, Alternate.

Albert I. Lodwick, Hughes Tool Co.; A. F. Murray, Alternate.

Dr. Alfred N. Goldsmith, Institute of Radio Engineers; H. A. Wheeler, Alternate.

E. W. Engstrom, RCA Mfg. Co.; Dr. C. B. Jolliffe, Alternate.

D. G. Little, Westinghouse Electric & Mfg. Co.

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.

CHIEF ENGINEERS

OF STATIONS IN UNITED STATES AND CANADA

AS OF JANUARY 1st, 1943

The "Win the War First" theme is readily apparent in comparing this year's listing of Radio Engineers with that of '42. The various branches of the armed forces and other government agencies have drawn heavily on personnel in this department particularly. A study would probably indicate that far more men have enlisted from station technical staffs than any other division of the business.

An unusual factor that the war provided is a strong sprinkling of female engineers in both large and small stations. Indications are that more and more feminine technicians will be trained and hired as the war continues.

Alabama

Anniston, WHMA.....James Hudson
Bessemer, WJLD.....Eimer Larsen
Birmingham,
WAPI.....Norman S. Hurley
WSGN.....Paul Cram
Decatur, WMSL.....Calloway M. Callieott
Huntsville, WBHP.....John Garrison
Mobile,
WALA.....Raymond Hurley
Montgomery,
WCOV.....W. D. Weatherly
WSPA.....Cliff Shelkofsky
Selma, WHBB.....Edmund Jackson

Arizona

Lowell, KSUN.....Earl Kirkman
Phoenix,
KOY.....Robert Thompson
KPHO.....Louis Sublett
KTAR.....Harold Haughawout
Prescott, KYCA.....John R. Quinn
Safford, KGLU.....Herbert Hartman
Tucson, KTUC.....Cliff Livingston
Yuma, KYUM.....Leavenworth Wheeler

Arkansas

Blythville, KLCN.....Bob Connor
El Dorado, KFED.....Ewing Canaday
Fort Smith, KFPW.....Bill Slates
Helena, KFPA.....J. C. Warren
Hot Springs National Park, KTHS.....J. C. Norman
Little Rock,
KWPC.....Charles Greenley
KGHL.....K. F. Tracy
KLAB.....K. F. Tracy
Silosam Springs, KTOA.....Cecll E. Smith
Texarkana, KCMC.....Charles Mathis

California

Bakersfield,
KERN.....Verne Shatto
Beverly Hills, KMPC.....Lloyd Sigmon
Chico, KHSL.....Emory P. Milburn
Eureka, KIFM.....Alvor Olson, William R. Rambo

El Centro, KXO.....James Coin
Fresno,
KAIM.....John F. Seales
KPRE.....Sheldon Anderson
KMLJ.....William N. Wallace
Hollywood, KMTR.....Pete Wilson
Long Beach, 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
KPWB.....Harry Myers
KIJJ.....Frank Kennedy
KNX.....Lester H. Bowman
KRRD.....Willis O. Freitag
Marysville, KMYC.....B. B. Ballard
Merced, KYOS.....John E. Boren
Modesto, KTRB.....Wayne Berthold
Monterey, KDON.....Edward C. Duty
Oakland,
KLS.....Howard Faulknor
KLN.....Ros Smith
KROW.....C. E. Downey
Pasadena,
KPAS.....John A. Smithson
RWKW.....Paul Spargo
Redding, KVCV.....Pat O'Brien
Riverside, KPRO.....R. H. McGaughey
Sacramento,
KFBK.....Stan Sronce
KROY.....Howard Martineau
San Bernardino, KFXM.....Richard T. Sampson
San Diego,
KFMB.....Leslie G. Hewitt
KGB.....Vern Milton
San Francisco,
KFRC.....Jim McArdle
KGO.....T. B. Palmer
KPO.....T. B. Palmer
KSAN.....N. J. Patterson
KSFO.....Royal V. Howard
KYA.....Paul C. Schulz
San Jose, KQW.....W. C. Gilman
San Luis Obispo, KVEC.....Earl Travis
Santa Ana, KVOE.....Wallace S. Wiggins
San Barbara,
KDB.....William C. Buckley
KTM5.....Winfred Wilman
Santa Rosa, KSRO.....Howard McCauley
Stockton,
KIDM.....Fred Ellors
KWG.....Lee Berryhill
Visalia, KTKC.....Bert Williamson
Watsonville, KHUB.....E. H. Calder

Colorado

Colorado Springs, KVOR..... H. C. Strang
Denver,
KFEL..... Walter Selden
KLZ..... Harvey Wehrman
KNYR..... Glen James
KOA..... Robert H. Owen
Grand Junction, KFJN..... Eph Towne
Greeley, KFKA..... Kenneth Cooper

Connecticut

Bridgeport,
WICC..... George Keich
WNAB..... Gard Ray
Hartford,
WDRS..... Italo A. Martino
WNBC..... Roger B. Holt
WTIC..... H. D. Taylor
WHPB..... Richard K. Blackburn
New Britain, WNBC..... Roger B. Holt
New Haven, WELI..... J. Gordon Keyworth
New London, WNLC..... Francis Stephens
Waterbury,
WATR..... Harold Thomas
WBRV..... Frank Hales
Stamford, WSRR..... John Reilly

Delaware

Wilmington, WILM..... J. E. Mathiot

District of Columbia

Washington,
WINX..... Ralph E. Cannon, Jr.
WISV..... Clyde Hunt
WIAL..... H. A. Wadsworth
WOL..... Harry Lyon
WRC..... A. E. Johnson
WWDC..... U. L. Lynch

Florida

Gainesville, WRUF..... Dr. Palmer Craig
Jacksonville,
WJAX..... John T. Hopkins, 3rd
WJHP..... B. Hayford
WMBR..... E. B. Vordermark
WDPQ..... James R. Donoux
Lakeland, WLAK..... Wm. P. Lee
Lake Worth, WWPG..... W. H. Malone
Miami,
WIOD..... Bob Barwick
WQAM..... T. C. Wisenbaker
Miami Beach, WKAT, Arthur Smith, Thomas Maceo
Ocala, WTMC..... Beecher Hayford, H. F. Lange
Orlando,
WBDB..... J. E. Yarbrough
Palm Beach, WWPG..... Paul McGinty
WLOP..... Harold A. Jenkins
Panama City, WDLP..... Beecher Hayford
Pensacola, WCOA..... G. E. Mead
St. Petersburg,
St. Augustine, WFOV..... Pat Bernhard
WFSN..... Louis J. Link
WTSP..... Joe Latimer
Sarasota, WSPB..... Bill Sheetz
Tallahassee, WTAL..... William A. Snowden, Jr.
Tampa,
WDAE..... William Pharr Moore
WFLA..... Joe Mitchell
West Palm Beach, WJNO..... E. Whit MacDowell

Georgia

Albany,
WALB..... Noel Martin
WGPC..... Charles M. Kinnett
Atlanta,
WAGA..... Russ Shettler
WATL..... Zenas Sears
Augusta,
WGAC..... DeForest Larton
WSB..... C. F. "Harry" Daughterty
Augusta, WRDW..... Harvey Aderhold
Brunswick, WMOG..... Kenneth E. White

Cedartown, WGAA..... Clarence Landress
Columbus, WRBL..... Wilfred Siddle
Cordele, WMLM..... Clayton Lee
Dalton, WBLJ..... W. C. Roberts
Gainesville, WGGA..... F. K. Brown
Macon,
WBML..... Mary Hester Richardson
WMAZ..... George P. Rankin, Jr.
Moultrie, WMGA..... James Wilder
Rome, WRGA..... R. L. Starr
Savannah,
WSAV..... Meredith E. Thompson
WTOG..... Claude M. Gray
Toccoa, WRIC..... H. C. Lindahl
Valdosta, WGOV..... L. C. McCall
Waycross, WAYX..... John T. Tobola
West Point, WDAK..... Dige Bishop

Idaho

Boise, KIDO..... H. W. Toedemeier
Lewiston, KRJC..... Milton MacLafferty
Nampa, KFND..... Eddie Hurt
Pocatello, KSEI..... Henry H. Fletcher
Twin Falls, KTFI..... Franklin V. Cox
Wallace, KWAL..... Charles Crane

Illinois

Aurora, WMRO..... Mary Louise Brown
Champaign, WDWS..... Jack Baum
Chicago,
WAAP..... Carl Pbrlich
WATP..... Edward J. Jacker
WBBM..... Frank B. Falknor
WCFL..... Maynard F. Marquardt
WEDC..... Chester Lewicki
WENR..... E. C. Hortsmann
WGES..... George Bush
WGN..... George Lang
WJLD..... Walter Myers
WLS..... Thomas L. Rowe
WMAQ..... Howard C. Lutgens
WMBI..... A. P. Frye
WSBC..... Dean Remick
Cicero, WHFC..... George M. Ives, Jr.
Danville, W DAN..... Theodore Magin
Decatur, WSOY..... M. H. Stuckwisch
East St. Louis, WTMV..... Thomas R. McLean
Galesburg, WGLI..... Dale King
Harrisburg, WEBQ..... Joseph R. Tate
Herrin, WHPF..... Lynton R. Lemons
Jacksonville, WLDS..... Gerald Cassens
Peoria, WMBD..... Ted Giles
Quincy, WTAD..... Francis Ventura
Rockford, WROK..... T. C. Cameron
Rock Island, WHBF..... R. J. Smett
Springfield, WDFZ..... Harold L. Dowling
Tuscola, WIDZ..... Mark Spies
Urbana, WLLI..... A. James Ebel

Indiana

Anderson, WHBI..... L. E. Podhaski
Elkhart, WTRB..... K. N. Singleton
Fort Wayne, WGL-WOWO..... Alva E. Smith
Gary, WIND..... Victor H. Voss
Hammond, WJOB..... Stanley Stroussberg
WJWC..... William E. Albright
Indianapolis,
WFBI..... Harold Holland
WHBC..... Harry Adams
WIRE..... Eugene E. Alden
WISH..... Stokes Gresham, Jr.
Lafayette, WASK..... Russell Lewis
Muncie, WLBC..... M. M. Crain
South Bend, WSBF..... Paul Mangus
Terre Haute, WBOW..... Don Aldrich
Vincennes, WAOV..... Robert M. Henley
West Lafayette, WBBA, Howard Eckert, Earl Stout

Iowa

Ames, WOI..... I. L. Lewis
Boone, KFGQ..... Paul R. Huntsinger
Burlington, KIBR..... Kirby Smith
Cedar Rapids, WMT..... Paul A. Palmer
Clinton, KROS..... Gilbert Andrew

Davenport, WOC.....Ray Stauffer
 Decorah, KWLC.....Oliver M. Eittrheim
 Des Moines,
 KRNT-KSO.....Paul Huntsinger
 WHO.....P. A. Loyet
 Dubuque,
 KDTH.....Stan Beek
 WKBB.....Leonard Carlson
 Fort Dodge, KVPD.....Dave Sinclair
 Iowa City, WSUI.....S. J. Ebert
 Marshalltown, KFJB.....Alfred Urbashich
 Mason City, KGLO.....Roger Sawyer
 Ottumwa, KBIZ.....August P. Wendt
 Shandoah,
 KFNF.....Earl Blakesley
 KMA.....Ray Schroeder
 Sioux City,
 KSCJ.....Alvin H. Smith
 KTRI.....Earl Huss
 Spencer, KICD.....Hewitt D. Grotewohl
 Waterloo, RXEL.....Don Kassner

Kansas

Atchison, KVAK.....Charles Giles
 Coffeyville, KGGF.....Sarto Jaminet
 Dodge City, KGNQ.....Ralph Hickman
 Emporia, KTSW.....Harold E. Davis
 Garden City, KIUL.....Henry McClintock
 Great Bend, KVGB.....Leo Legleiter
 Hutchinson, KWBW.....Millard Clary
 Kansas City, KCKN.....Bernard Malthy
 Lawrence, WREN.....Carl Bliessel
 Manhattan, KSAC.....R. C. Dennison
 Pittsburg, KOAM.....W. L. Brown
 Salina, KSAL.....N. E. Vance, Jr.
 Topeka, WIBW.....Karl Troekler
 Wichita,
 KANS.....Carl Hall
 KFBI.....K. W. Pyle
 KFH.....Anos C. Daisman

Kentucky

Ashland, WCMJ.....Clarence Weaver
 Harlan, WHLN.....Max Cockley
 Henderson, WSON.....Edwin L. Robb
 Hopkinsville, WHOP.....Lynton R. Lemond
 Lexington, WLAP.....Sanford Helt
 Louisville,
 WAVE.....Wilbur Hudson
 WLAS.....D. C. Sumnerford
 WINN.....Wayne J. Hatchett
 New Albany (Louisville), Perry Esten
 Owensboro, WOMI.....Leslie Goodaker
 Paducah, WPAD.....James Grant

Louisiana

Alexandria, KALB.....Jesse Sexton
 New Orleans,
 WDSU.....C. L. Whitney
 WNOE.....Ellis Trepoginer
 WWL.....J. D. Bloom, Jr.
 Shreveport,
 KRMD.....R. M. Dean
 KTBS.....C. H. Maddox
 KWKH.....W. E. Antony

Maine

Augusta, WRDO.....Harold Dinsmore
 Lewiston, WCOU.....John T. Duty
 Portland,
 WCSH.....G. Fred Crandon
 WGAN.....Roger W. Hodgkins

Maryland

Baltimore,
 WBAL.....George W. Cooke
 WCAO.....Martin L. Jones
 WFBR.....William Q. Ranft
 WTH.....James Duff
 Cumberland, WFBO.....L. Edward Pamphilon
 Frederick, WFMD.....A. V. Tidmore
 Hagerstown, WJEJ.....George W. McIntire
 Salisbury, WBOC.....Peter A. Alfonsi

Massachusetts

WBZ.....F. M. Sloan
 WBZA.....H. E. Raudol
 WCOP.....Roland C. Hale
 WEEI.....W. J. Stiles
 WHDH.....R. G. Matheson
 WNAC.....Paul A. DeMars, Irving Robinson
 WORL.....John Parker
 Fall River, WSAR.....John C. Pavao
 Fitchburg, KEIM.....Theodore Kalin
 Greenfield, WHAI.....James L. Spates
 Holyoke, WHYN.....Thomas Humphrey
 Hyannis-West Yarmouth, WOCB.....L. D. Trefry
 Hyannis, WOCB.....Rodney A. Merrill
 Lawrence, WLAW.....George A. Hinkelley
 Lowell, WLLH.....Ralph Newton
 New Bedford, WNBH.....Irving Vernilya
 Pittsfield, WBRK.....Leonard Lavendol
 Springfield,
 WMAS.....Earle G. Hewinson
 WSPR.....Lawrence A. Reilly
 Worcester,
 WAAB.....Irving B. Robinson
 WTAG.....Elliot A. Browning

Michigan

Bay City, WBCM.....Ralph H. Carpenter
 Calumet, WHDF.....George L. Burgan
 Detroit,
 WJLB.....Edward H. Clark
 WWJ.....Herbert F. Tank
 WXYZ.....Verne C. Alston
 East Lansing, WKAR.....Norris E. Grover
 Flint, WFDF.....Frank D. Fallain
 Grand Rapids, WOOD-WASH.....Fred W. Russell
 Ironwood, WJMS.....Arne Dahlback
 Jackson, WIBM.....Charles Witanen
 Kalamazoo, WKZO.....Carl E. Lee
 Lapeer, WMPC.....Holts F. Hayes
 Muskegon, WKBZ.....George Krivitzky
 Pontiac, WCAR.....Wayne S. Cook
 Port Huron, WHLS.....Leslie Conant
 Royal Oak, WEXL.....Jerome Stendley
 Saginaw, WSAM.....Simon Maruszan
 Traverse City, WTCM.....Drew McClay

Minnesota

Albert Lea, KATL.....Lawrence Lawson
 Duluth,
 KDAL.....Robert A. Dettman
 WEDR.....William Lounsberry
 Hibbing, WMFG.....Wm. Lounsberry
 Mankato, KYSM.....James Houts
 Minneapolis,
 WCCO.....Hugh S. McCartney
 WDGY.....Dr. George W. Young
 WLB.....Burton Holmberg
 WLOL.....Gene Brautigam, Ozden Prestholdt
 WTCN.....Myron Fleming
 Moorhead, KVON.....Diek Noble
 Northfield, WCAL.....O. W. Halderson
 St. Cloud, KFAM.....Robert B. Witschen
 St. Paul, WMIN.....Warren Fritze
 Virginia, WHLB.....Wayne Kestila
 Willmar, KWLM.....Vern Baumgartner

Mississippi

Columbus, WCBJ.....Maxwell Williams
 Greenville, WJPR.....R. L. Leo
 Greenwood, WGRM.....Gordon Clark
 Gulfport, WGM.....Donovan Murphy
 Jackson, WSLJ.....C. A. Perkins
 Laurel, WAMI.....Bruce Dennis
 McComb, WSKB.....Robert Louis Sanders
 Meridian, WOOC.....D. W. Gavin
 Natchez, WMIS.....Thomas Patterson
 Vicksburg, WQBC.....C. E. Drake

Missouri

Columbia, KFRL.....Robert Haigh
 Hannibal, KHMO.....Warren E. McFadden
 Joplin, WMBH.....Richard Meek
 Kansas City,

CHIEF ENGINEERS

KCMO..... Jack Stewart
 KMBC..... A. R. Moler
 WDAF..... Joseph A. Flaherty
 Poplar Bluff, KWOC..... Don Lidenton
 St. Joseph, KFEQ..... Fred H. Damm
 St. Louis,
 KFVO..... Carl H. Meyer
 KWK..... Rich Hayes
 KXOK..... Arthur Rekart
 WEW..... George E. Rueppel
 WIL..... Chal C. Stoup
 Sedalia, KDRO..... Bing G. Wong
 Springfield,
 KGBX-KWTO..... Fritz Bauer
 KTTO..... Frank L. Barker

Montana

Billings, KGHL..... Jeff Kiechli
 Bozeman, KRBM..... Jack Provis
 Great Falls, KFBB..... Wilbur Sylbre
 Helena, KPFA..... R. D. Marth
 Kalispell, KGEZ..... Donald Gorman
 Miles City, KGVO..... R. E. Nelson
 Missoula, KGVO..... Fred Wamble
 Sidney, KGCX..... Otto E. Moates

Nebraska

Fremont, KORN..... Lee Gustavson
 Grand Island, KMMJ..... D. Swanson
 Hastings, KHAS..... Duane B. Allison
 Kearney, KGFW..... Jack Lewis
 Lincoln, KPAB-KFOR..... Mark W. Bullock
 Norfolk, WJAG..... Frank Weidenbach
 North Platte, KGNF..... J. B. Eaves
 Omaha,
 KBON..... Richard Wina
 KOLL..... Mark Bullock
 KOWH..... F. E. Shopen, Jr.
 WOW..... William J. Kotera

Nevada

Reno, KOH..... M. Hewlitt Kees

New Hampshire

Keene, WKNE..... Howard Ayer
 Laconia, WLNH..... Louis Steady
 Manchester,
 WFEA..... Reginald A. B. Schow
 WMUR..... Vincent H. Chandler
 Portsmouth, WHEB..... Paul Lindsay

New Jersey

Asbury Park, WCAP..... Gordon Shaw
 Atlantic City,
 WBAB..... Earle Godfrey
 WFBG..... Blair K. Thorn
 Camden, WCAM..... C. E. Owens
 Jersey City,
 WAAT..... Frank V. Bremer
 WHOM..... Allison Burnham
 Paterson, WPAT..... Earl P. Lucas
 Trenton,
 WPNJ..... Edward P. Knowles
 Zaraphath, WAWZ..... Nathaniel Wilson

New Mexico

Albuquerque,
 KGGM..... Leonard Dodds
 KOB..... George S. Johnson
 Carlsbad, KAVE..... David O. Crouch
 Clovis, KICA..... Vernon Hughes
 Hobbs, KWEW..... Chet L. Gonca
 Las Vegas, KFUN..... A. F. Schultz
 Roswell, KGFL..... Melvin Unger

New York

Albany,
 WABY..... J. H. Corey
 WOKO..... O. A. Sardi
 Auburn, WMBO..... Herbert House
 Batavia, WBTA..... Howard Cochran
 Binghamton, WBNB..... Lester H. Gilbert
 Brooklyn,
 WBYN..... Peter Testan
 WJIB..... Arthur Faske
 Buffalo,
 WBEN..... Ralph J. Kingsley
 WBNY..... Thomas L. Vines
 WEBR..... Raymond Lamy
 WGR..... K. B. Hoffman
 WKBW..... K. B. Hoffman
 Elmira, WENY..... Thurlow A. Greene
 Freeport, WGBB..... Robert Milos
 Ithaca, WHCU..... True McLean
 Jamestown, WJFN..... Harold J. Kratzert
 Kingston, WRNY..... M. S. Selmes
 Middletown, WALL..... Martin Karig, Jr.
 Newburgh, WGNV..... John Bondy
 New York,
 WABC..... Henry Grossman
 WEAJ (NBC)..... F. A. Wankel
 WEVD..... Charles Brown
 WHN..... Paul Fuelling
 WINS..... Paul Von Kunits
 WJZ (Blue Network)..... George Milne
 WMCA..... Frank Marx
 WOR..... J. R. Poppele
 WOV..... Hillis W. Holt
 WNEW..... M. J. Weiner
 WQXR..... Russell D. Valentine
 Niagara Falls, WHLD..... Robert Wilson
 Oesdenburg, WSLB..... Clifford Moore
 Olean, WHDL..... Karl Haberman
 Plattsburg, WMFP..... Jack Nazak
 Poughkeepsie, WKIP..... John Burke
 Rochester,
 WHAM..... Kenneth Gardner
 WHEC..... Bernard C. O'Brien
 WSAY..... Gordon P. Brown
 Schenectady, WGY..... W. J. Purcell
 Syracuse,
 WAGE..... Charles Brannen
 WFBL..... Alfred R. Marey
 WSYR..... A. G. Bello Isle
 Troy, WTRY..... William Watson, W. J. Lardner
 Utica, WIBX..... J. T. Dowdell
 Watertown,
 WATN..... Vernice E. Baxter
 WBNY..... Maynard B. Davis
 White Plains, WFAS..... Harry C. Laubenstein
 Woodside, WWRI..... William H. Reuman

North Carolina

Asheville, WISE..... Charles W. Sumner
 Burlington, WBBB..... James Beatty
 Charlotte,
 WAYS..... Bob Rigby
 WBT..... J. J. Befoungy
 WSOC..... L. L. Caudle, Jr.
 Durham, WDBC..... Walter Hill
 Elizabeth City, WCNC..... Joe Kyle
 Fayetteville, WFNC..... Howard Harrell
 Gastonia, WGNL..... W. C. Groves, Jr.
 Goldsboro, WGBR..... Daniel B. Trueblood
 Greensboro,
 WHIG..... Earl Allison
 WGBG..... Clyde C. Penny
 Greenville, WGTC..... Hank Tribbley
 Hickory, WHKY..... E. S. Long
 High Point, WMFR..... Robert P. Boyd
 New Bern, WHIT..... Glen Neuville
 Raleigh,
 WPTE..... Henry Hulick, Jr.
 WRAL..... Stanley H. Brown
 Roanoke Rapids, WCBT..... Lewis Hilland
 Salisbury, WSTP..... Carl B. Watson

Washington, WRRF.....George P. Martin
 Wilmington, WMFD.....S. Harold Jones
 Wilson, WGTM.....Warren Wooten
 Winston-Salem,
 WAIR.....Leon Lloyd
 WSJS.....Phil Hedrick

North Dakota

Bismarck, KFYR.....Ivar Nelson
 Devil's Lake, KDJR.....Richard Moritz
 Fargo, WDAY.....Julius Hetland
 Grand Forks, KFJM.....Edwin J. O'Brien
 Minot, KLPM.....C. W. Baker
 Valley City, KOVC.....Charles Ststrom

Ohio

Akron,
 WADC.....John Aitkenhead
 WAKR.....Wm. W. Robertson
 WJW.....Gerald Roberts
 Ashtabula, WICA.....G. G. Gautney
 Canton, WHBC.....Kenneth L. Stiker
 Cincinnati
 WCKY.....C. H. Topmiller
 WCPO.....Glen A. Davis
 WKRC.....George Wilson
 WLW.....R. J. Rockwell
 WSAI.....R. J. Rockwell
 Cleveland,
 WCLE.....Ralph DeLany
 WGAR.....R. Morris Pierce
 WHK.....Ralph DeLany
 WTAM.....S. E. Leonard
 Columbus,
 WBNS.....Lester H. Nafzger
 WCOL.....James E. Lowe
 WHKC.....J. E. Anderson
 WOSU.....C. H. Boehner
 Dayton,
 WHIO.....Ernest L. Adams
 WING.....Paul F. Braden
 Findlay, WFIN.....Edgar Smith
 Lima, WLOK.....Jack E. Bannou
 Mansfield, WMAN.....Perry Wilson
 Marion, WMRN.....S. Robert Morrison
 Portsmouth, WPAY.....Maurice Myers
 Steubenville, WSTV.....Joseph M. Troesch
 Toledo,
 WSPD.....William Stringfellow
 WTEL.....Frank B. Ridgeway
 Warren, WRRN.....William C. Minor
 Youngstown, WKBN.....B. T. Wilkins
 Zanesville, WHIZ.....William A. Hunt

Oklahoma

Ada, KADY.....William Lindsay
 Ardmore, KVSQ.....George Milner
 Bartlesville, KWON.....Gil W. Ownby
 Elk City, KASA.....Clive Lee Neel
 Enid, KERC.....Paul Snell
 Muskogee, KBIX.....D. W. Hoisington
 Norman, WNAD.....Franklin W. Harris
 Oklahoma City,
 KOMA.....M. W. Thomas
 KTOP.....Clifford Easum
 WKY.....Herman J. Lovell
 Okmulgee, KHBG.....Chester Ludwick
 Shawnee, KGEF.....S. Riccotti
 Tulsa,
 KOMA.....Bob Elmore
 KTUL.....Robert Suider
 KVOO.....L. W. Stinson

Oregon

Abany, KWHI.....Herb Davidson
 Astoria, KAST.....Raymond Williams
 Baker, KBKR.....Sidney Williams
 Bend, KBND.....Robert Dickinson
 Corvallis, KOAC.....Grant S. Feikert

The Dalles, KODL.....Don Jones
 Eugene, KORE.....Harold Gander
 Grant's Pass, KJUN.....Edward A. Malone
 La Grande, KLBH.....Lee Ready
 Marshfield, KOOS.....Roger L. Spaugh
 Medford, KMED.....Dave Rees
 Pendleton, KWRC.....Paul E. Walden
 Portland,
 KBPS.....Louis Ballinger
 KEX-KGW.....Harold Singleton
 KALE-KOIN.....Louis S. Bookwalter
 KWJJ.....Wilbur Jerman
 KXL.....Lew Ballanger
 Roseburg, KRNR.....Henry J. Chandler, Jr.
 Salem, KSLM.....Clyde Carlton

Pennsylvania

Allentown, WFBG.....Paul Rex
 Butler, WISR.....Clifford L. Gorsuch
 Du Bois, WCED.....Raymond Baird
 Easton, WEST.....J. E. Mathiot
 Erie,
 WERC.....Charles Jenks
 WLEU.....Clarence Baker
 Grove City, WSAJ.....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, WMRE.....Bernard H. Bopp
 New Castle, WKST.....Robert Emch
 Philadelphia,
 KYW.....Ernest H. Gager
 WCAU.....(acting) George Lewis
 WDAS.....Frank Unterberger
 WFIL.....Louis E. Littlejohn
 WIBG.....John H. Henninger
 WIP.....Clifford Harris
 WPEN.....Charles W. Burtis
 WTEL.....Gray D. MacLaughlin
 Pittsburgh,
 KDKA.....Dwight A. Myer
 KQV.....Walter McCoy
 WCAE.....James Schultz
 WWSW.....Henry R. Kaiser
 Reading,
 WEEU.....R. A. Gaul
 WRAW.....H. O. Landis
 Scranton,
 WARM.....Adolph Oschmann
 WGBI.....Kenneth R. Cookey
 Sharon, WPIC.....A. C. Heck
 Sunbury, WKOR.....Chf. Kerstetter
 Uniontown, WMBS.....Harold Frucham
 Washington, WJPA.....Joseph M. Troesch
 Wilkes-Barre,
 WBAX.....John Stenger, Jr.
 WBRE.....Charles Sakoski
 Williamsport, WRAR.....Louis N. Persio
 York,
 WORR.....J. E. Mathiot
 WSBA.....Woodrow G. Eberhart

Rhode Island

Pawtucket, WFCI.....Gilbert Johnson
 Providence, WPRO.....Howard W. Thorndyke

South Carolina

Anderson, WAJM.....Harold C. Spengler
 Charleston,
 WCSC.....James Weaver
 WTMA.....Douglass M. Bradham
 Columbia,
 WCOS.....Harry Chippard
 WIS.....Scott Hell
 Florence, WOLS.....Herman Hanks
 Greenville, WFBC.....Clyde Elchondke
 Greenwood, WURS.....E. C. Niemann
 Spartanburg, WORJ-WSFA,
 Murray Coleman, Harold Beckhoff
 Sumter, WFIG.....William E. Williams

CHIEF ENGINEERS

South Dakota

Aberdeen, KABR.....Delbert T. Hunt
 Rapid City,
 KOBH.....M. J. Jones
 WCAT.....E. E. Clark
 Sioux Falls, KELO-KSOO.....Max Staley
 Vermillion, KUSD.....Tom Bedwell
 Watertown, KWAT.....Francis Alwin
 Yankton, WNAX.....Clifford Todd

Tennessee

Bristol, WOPI.....R. H. Smith
 Chattanooga,
 WAPO.....B. B. Barnes
 WDEF.....B. C. Baker
 WDOD.....Julius Vessels
 Clarksville, WJZM.....F. Kravitz
 Cookeville, WHUR.....Charles R. Duke
 Jackson, WTJS.....B. Carey Brummel
 Johnson City, WJHL.....O. K. Garland
 Kingsport, WKPT.....G. W. Upchurch
 Knoxville,
 WBR.....Edward McGinley
 WNOX.....J. B. Epperson
 WROL.....Owen McReynolds
 Memphis,
 WHBQ.....W. M. Roy
 WMC.....E. C. Frase, Jr.
 WMPB.....J. G. Deaderick
 Nashville,
 WLAC.....F. D. Binns
 WSM.....(Active) George Reynolds

Texas

Abilene, KRBC.....J. B. Casey
 Amarillo,
 KFDA.....Howard Blaker
 KGNC.....Wm. H. Torrey
 Austin,
 KNOV.....James E. Lewis
 KJBC.....G. C. Farmer
 Beaumont, KRRC.....Ray Wheeler
 Big Spring, KRST.....Andrew M. Jones
 Brownwood, KBWD.....G. M. Patterson
 College Station, WTAW.....H. C. Dillingham
 Corpus Christi,
 KEYS.....H. B. Lockhart
 KRIS.....Robert S. Bush
 Corsicana, KAND.....Gene Hellum
 Dallas,
 KRID.....Roy M. Flynn
 KSKY.....Morris M. Ming
 WFAA.....Raymond Collins
 WRR.....D. J. Tucker
 El Paso,
 KROD.....Edward P. Talbott
 RTSM.....E. L. Gemoets
 Fort Worth,
 KFJZ.....Truett Kinzey
 KGKO.....R. C. Stinson
 WBAP.....R. C. Stinson
 Galveston, KLFJ.....Lee Clough
 Harlingen, KGBS.....Marvin D. Myers
 Houston,
 KPRC.....H. T. Wheeler
 KTRH.....Howard Robinson
 KXYZ.....Gerald Chinski
 Huntsville, KSAM.....Robert Newton
 Lubbock, KFYO.....W. S. Bledsoe
 Midland, KRLH.....Jack Cecil
 Palestine, KNET.....Frank Goodson
 Pampa, KPND.....H. E. Kreiger
 Paris, KPFT.....Mitchell Secrest
 Port Arthur, KPAC.....Glen Boatright
 San Angelo, KGGI.....Frank Jones
 San Antonio,
 KABC.....Kenneth Hyman
 KNAC.....Charles F. Harris
 KONO.....George W. Ing
 KTSA.....W. G. Egerton
 WOAT.....Fred Sterling
 Sweetwater, KXOX.....G. W. Dotson

Tyler, KGKB.....John B. Sheppard
 Vernon, KWVC.....Herman Ridgway
 Waco, WACO.....L. H. Appleman
 Weslaco, KRGV.....O. L. Hartwig
 Wichita Falls, KWFT.....John Adams

Utah

Cedar City, KSUB.....Hurschell Urie
 Logan, KVNU.....C. N. Layne
 Ogden, KLO.....W. D'Orr Cozzens
 Provo, KOVO.....Gerald Peterson
 Salt Lake City,
 KDYL.....John M. Baldwin
 KUTA.....Lyle Wahlquist

Vermont

Burlington, WCAC.....John C. Quill
 Rutland, WSYB.....David Lyons
 St. Albans, WWSR.....Norman B. Lyons
 Waterbury, WDEV.....Paul Hurd

Virginia

Charlottesville, WCHV.....Walter Gray
 Danville, WBTM.....Harry W. Spencer
 Fredericksburg, WFVA.....James Garber
 Lynchburg, WLVA.....John Orth
 Martinsville, WMVA.....William R. Harmon
 Newport News, WGR.....Raymond P. Aylor, Jr.
 Norfolk, WTAR.....Julius L. Grether
 Petersburg, WPID.....Fred Wagner
 Richmond,
 WMBG.....Wilfred H. Wood
 WRNL.....Rudolph W. Raabe
 WRVA.....David C. Woods
 Roanoke,
 WDBJ.....J. W. Robertson
 WSLB.....Philip Briggs
 Suffolk, WLPM.....William Rupp
 Winchester, WINC.....Phil Whitney

Washington

Aberdeen, KXRO.....W. M. McGoffin
 Centralia-Chehalis, KELA.....Ellwood Lippencott
 Everett, KEVE.....Vernon Downing
 Olympia, KGY.....Vernon Johnson
 Pullman, KWSC.....Sig Turquist
 Seattle,
 KIRO.....James Hatfield
 KJR.....F. J. Brott
 KOL.....Perry C. Lind
 KOMO.....F. J. Brott
 KRSC.....George Freeman
 KXA.....John Dubuque
 Spokane,
 KFIO.....Dec Waymire
 KFPY.....George Langford
 Tacoma,
 KMO.....Joe Kolesar
 KVI.....Raymond Griese
 Walla Walla, KFL.....M. L. MacLafferty
 Vancouver, KVAN.....S. W. McCready

West Virginia

Beckley, WJLS.....Al J. Ginkle
 Bluefield, WHIS.....P. T. Flanagan
 Charleston,
 WCHS.....Odes E. Robinson
 WGV.....Denzil Pulley
 Clarksburg, WBLK.....C. S. Clemans
 Fairmont, WMMN.....Robert Hough
 Huntington, WSAZ.....John R. Csensich
 Logan, WLOG.....John Blackwood
 Morgantown, WAJR.....Ray C. Spense
 Parkersburg, WPAR.....Cecil Knowles
 Welch, WBRW.....John Timberlake
 Wheeling,
 WKWK.....Fred Baker, Vernon Totten
 WVVA.....Edwin L. Keim

CHIEF ENGINEERS

Wisconsin

Appleton, WHBY.....George Merkle
 Ashland, WATW.....Hine Dahlback
 Fond du Lac, KFJZ.....Wendell S. Meyers
 Green Bay, WTAQ.....Wallace Stenzel
 Janesville, WCLO.....William Havens
 La Crosse, WKBH.....Al Leeman
 Madison,
 WHA.....John Stiehl
 WIBA.....Norman Hahn
 Manitowac, WOMT.....W. F. Dubin
 Marinette, WMAM.....Martin R. Lund
 Medford, WIGM.....Walter Nimmegan
 Milwaukee,
 WEMP.....Raymond Host
 WISN.....D. A. Weller
 WTMJ.....Daniel W. Gellerup
 Oshkosh, WOSH.....Nathan Williams
 Racine, WRJN.....F. Lee Dechant
 Rice Lake, WJMC.....Ray Pearson
 Sheboygan, WHBL.....Herbert Mayer
 Stevens Point, WLBL.....Donald L. Yapp
 Superior, WDSM.....Melvin Laskey
 Wausau, WSAU.....Roland Richardt
 Wisconsin Rapids, WFHR.....Garth N. Bowler

Wyoming

Cheyenne, KFBC.....Gaal Barrett
 Powell, KPOW.....Del Brandt
 Rock Springs, KQRS.....Archie Buchanan
 Sheridan, KWYO.....Robert F. Crossthwaite

Alaska

Anchorage, KFQD.....Hal Leighton
 Fairbanks, KPAR.....Stanton Bennett

Hawaii

Honolulu, KGMB.....Ernest Lindemann

Puerto Rico

San Juan, WIAC.....Alfonso Sanchez

Canada Alberta

Calgary, CFAC.....Earl C. Connor
 Edmonton,
 CFRN.....F. Makepeace
 CJCA.....Gordon Shillageer
 CKUA.....J. W. Porteous
 Grande Prairie, CFGP.....George Bliss
 Lethbridge, CJOC.....James Ihey

British Columbia

Kamloops, CFJC.....D. Sharpe
 Kelowna, CKOV.....J. H. B. Browne
 Nelson, CKLN.....F. W. Cameron
 Prince Rupert, CFPR.....C. H. Insulander
 Trail, CJAT.....E. C. Aylen
 Vancouver,
 CBR.....Norman Olding
 CJOR.....A. Chandler
 CKMO.....R. Whiteside
 Victoria, CJVI.....J. Sommers

Manitoba

Winnipeg, CKY.....W. A. Duffield

New Brunswick

Campbellton, CKNB.....L. P. Paquet
 Fredericton, CFNB.....E. S. Cassidy
 Moncton, CKCW.....A. J. White
 Saint John, CHSJ.....J. G. Bishop

Nova Scotia

Antigonish, CJEX.....Gordon MacDougall
 Halifax, CHNS.....A. W. Greig
 Sydney, CJCB.....A. Vernon
 Yarmouth, CJLS.....Donald L. Smith

Ontario

Brantford, CKPC.....Alfred Teague
 Chatham, CFCO.....Gordon Brooks
 Hamilton,
 CHML.....William Crawford
 CKOC.....L. Horton
 Kingston,
 CFRC.....Professor H. S. Stewart
 CKWS.....George McCurdy
 Kirkland Lake, CJKL.....Tom Watson
 Kitchener, CKCR.....Ion Hartman
 North Bay, CFCH.....Jack Barnaby
 Ottawa, CBO.....E. C. Stewart
 Owen Sound, CFOS.....William Vallins
 Peterborough, CHEX.....Bert Crump
 Prescott, CFPC.....G. W. Andrews
 St. Catharines, CKTB.....W. H. Allen
 Sault St. Marie, CJIC.....M. Fisher
 Sault St. Marie, CJIC.....S. C. Cusack
 Stratford, CJCS.....George Hildebrand
 Sudbury, CKSO.....Jim McRae
 Timmins, CKGB.....Ernest Mott
 Toronto,
 CBL.....M. L. Poole
 CBY.....M. L. Poole
 CFRB.....Jack Sharpe
 CKCL.....Ernest O. Swan
 Windsor, CKLW.....W. J. Carter
 Wingham, CKNX.....Joe McGill

Prince Edward Island

Charlottetown, CFYV.....R. F. Large
 Summerside, CHGS.....Angus MacKee
 Chicoutim, CBJ.....J. E. Roberts
 Hull, CKCH.....Max Gebhardt

Quebec

Amos, CHAD.....George H. Pope
 Montreal,
 CBF.....Gordon W. Olive
 CBM.....Gordon W. Olive
 CFCF.....J. G. Gettenby
 CHLP.....Alphonse Cloutier
 CKAC.....Leonard Spencer
 New Carlisle, CHNG.....J. R. McGough
 Rouyn-Noranda, CERN.....George H. Pope
 Sherbrooke, CHLT.....Romeo Fréchette
 Three Rivers, CHLN.....Leon Trapanier
 Val D'Or, CKVD.....George Pope

Saskatchewan

Moose Jaw, CHAB.....M. Pickford
 Prince Albert, CKBI.....Tom Vaues
 Regina,
 CJRM.....William McDonald
 CKCK.....E. A. Strong
 Saskatoon, CFQC.....Stan Clifton

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1523-29 Sixty-third St., Brooklyn, N. Y.
Phone: BEachview 2-6700

President.....J. P. Lieberman
Vice-President.....H. D. Halperin
Sales Manager.....Jules Frank
PRODUCTS: Receiving sets, radio-phonograph combinations, television receiving sets.

Allen-Bradley Co.

136 W. Greenfield Ave., Milwaukee, Wis.
Phone: MITchell 5151

President.....Harry L. Bradley
Vice-President & General Manager
F. F. Looch
PRODUCTS: Fixed and variable composition resistors.

The Alliance Manufacturing Co.

Lake Park Blvd., Alliance, Ohio
President.....W. H. Purcell
General Manager.....Owen L. Lewis
PRODUCTS: Phonograph motors, record changer motors, recording motors, tuning motors.

American Condenser Corp.

2508 S. Michigan Ave., Chicago, Ill.
Phone: CAlumet 5903
President & General Manager
Irving Menschik
PRODUCTS: Transmitting condensers, electrolytic condensers, ignition condensers, by-pass condensers.

American Microphone Co., Ltd.

1915 S. Western Ave., Los Angeles, Calif.
Phone PA 1161
President.....P. S. Gramer
Vice-President.....F. A. Yarbrough
Secretary.....Z. R. Yarbrough
PRODUCTS: Microphones.

American Microphone & Telephone Co.

1220 Glendon Ave., Los Angeles, Calif.
President.....C. W. Evans
Supt., Intercommunicating Equipment
M. E. Harris
Foreman, Microphone Dept.....O. B. Carrier
PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

The American Steel Package Co.

Squire Ave., Defiance, Ohio
President.....G. E. Behringer
Sales Manager.....W. F. Reiter
PRODUCTS: Variable gang tuning condensers, air trimmer condensers.

Amperex Electronic Products

79 Washington St., Brooklyn, N. Y.
Phone Cumberland 6-4430

Sales Manager.....S. Norris
BRANCH OFFICES: 1623 S. Hill St., Los Angeles, Cal.; 3218 Western Ave., Seattle, Wash.; 9 S. Clinton St., Chicago, Ill. PRODUCTS: Transmitting Tubes.

Amplifier Co. of America

17 W. 20th St., New York, N. Y.
CHelsea 2-6998

General Manager.....N. M. Haynes
Chief Engineer.....A. C. Shaney
Sales Manager.....H. S. Manney
PRODUCTS: Program, Monitor, and Audition Amplifiers, Voltage Regulators, Audio Transformers, Audio Reactors, Equalizers, Band Pass, High Pass, and Low Pass Filters, Band Rejection Filters, 6, 12, 36 and 48-volt Humless Regulated (DC) Power Supplies, Volume Indicators, Direct-Coupled Amplifiers, Code Training Oscillators, Tape Inkers, Portable P. A. Systems, Telephone Repeaters, High Fidelity Transformers, Saturable Reactors.

Amy, Aceves & King, Inc.

11 West 42nd St., New York, N. Y.
Phone LOngacre 5-6622

President.....Ernest V. Amy
General Manager.....Frank King
PRODUCTS: Receiving sets.

Andrea Radio Corp.

43-20 Thirty-fourth St., Long Island City,
N. Y.

Phone: STillwell 4-4754

President.....F. A. D. Andrea
PRODUCTS: Receiving sets, television sets.

Ansley Radio Corp.

21-10 49th Ave., Long Island City, N. Y.
Phone STillwell 4-4405

President.....Arthur C. Ansley
Secretary-Treasurer.....Anne Klein Ansley
Purchasing Agent.....D. Prato
PRODUCTS: Radio-Phonograph Combinations, Marine Direction Finder.

The Arnold Engineering Co.

147 E. Ontario St., Chicago, Ill.
Phone: WHIttehall 6677

President-General Manager
Robert M. Arnold
PRODUCTS: Alnico permanent magnets and other magnetic material.

Audak Company

500 Fifth Ave., New York, N. Y.
Phone LA 4-3723

Contact.....Geo. V. Sullivan
BRANCH OFFICES: All key cities.
PRODUCTS: Microdyne Pickups, Cutting Heads, and Acoustic Instruments.

Audio Devices, Inc.

1600 Broadway, N. Y. C.
Phone CI 5-5696

President.....Hazard E. Reeves
General Manager.....Bryce Haynes
Traffic Manager.....Donald E. Ward
Research Engineer.....E. J. Frank
PRODUCTS: Instantaneous Acetate Recording Blanks, All Types of Cutting and Playback Style, Audiodisc Chiphaser and Groovoscope, Audio Devices Sound Effects Kit, and Audiodisc Recording Blanks.

John F. Beasley Construction Co.

P. O. Box 1642, Muskogee, Okla.
Phone Muskogee 4762

Owner.....John F. Beasley
BRANCH OFFICE: 1303-4 Gulf States Bldg., Dallas, Tex. PRODUCTS: Steel construction.

Automatic Radio Mfg. Co.

122 Brookline Ave., Boston, Mass.
Phone: COmmonwealth 1420

President.....David Housman
Sales Manager.....F. P. Altshul
PRODUCTS: Receiving sets.

Bank's Manufacturing Co.

1105 Lawrence Ave., Chicago, Ill.
Phone: LOng Beach 6272

Owner.....Maurice Bank
Sales Manager.....M. Hoaglund
PRODUCTS: Public address systems, amplifiers, low capacity relays and special parts.

The Bead Chain Manufacturing Co.

110 Mountain Grove St., Bridgeport, Conn.
President-General Manager...W. G. Bryant
Vice-President & Sales Manager...W. G. Blatz
PRODUCT: Tube contact pins.

Belmont Radio Corp.

5921 Dickens Ave., Chicago, Ill.
Phone: BERkshire 7000

President.....P. S. Billings
Vice-President.....H. C. Mattes
Sales Manager.....S. Freshman
PRODUCTS: Receiving sets, radio-phonograph combinations, amplifiers.

Bendix Radio (Division of Bendix Aviation Corp.)

East Joppa Rd., Towson, Md.
920 E. Fort Ave., Baltimore, Md. (General offices)
President.....E. R. Brecch
Director of Sales & Engineering
W. P. Hilliard
Sales Contact.....J. W. Hammond
PRODUCTS: Receiving sets, transmitters, radio compasses and accessories.

Bentley, Harris Mfg. Co.

Hector & Lime Sts., Conshohocken, Pa.
 President-General Manager
 William H. Bentley
 PRODUCTS: Varnished tubing, saturated sleeving.

William Brand & Co.

276 Fourth Ave., New York, N. Y.
 Phone: ALgonquin 4-4929
 PRODUCTS: Insulating, varnished tubing, synthetic extruded tubing, saturated sleeving, mica condenser films and fabricated parts, mica sheets, mica composites, varnished cambric and paper, etc.

Blaw-Knox Co.

Pittsburgh, Pa.
 Phone St. 2700
 BRANCH OFFICES: Peoples Gas Bldg., Chicago; Brown-Marx Bldg., Birmingham, Ala.; 342 Madison Ave., N. Y. C.; 1617 Pennsylvania Blvd., Phila. PRODUCTS: Radio Towers.

Bliley Elec. Co.

P. O. Box 1070, Erie, Pa.
 Phone 26-857
 President-General Manager.....F. D. Bliley
 Sales Manager.....G. E. Wright
 Purchasing Agent.....O. L. Horsman
 Advertising Manager.....F. A. Lemberg
 Vice-Pres.....C. C. Collman
 Chief Engineer.....J. M. Wolfskill
 Production Manager.....W. R. Mong
 PRODUCTS: Quartz Piezo-Electric Crystals and Mountings, Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

Boonton Radio Corp.

P. O. Box 390, Boonton, N. J.
 Phone Boonton 8-0795
 President.....W. D. Loughlin
 Sec'y-Treasurer.....W. H. Albert
 General Manager.....G. A. Downsbrough
 PRODUCTS: Generators, broadcasting equipment.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass
 Phone WINchester 2121
 President.....G. H. Browning
 Vice-President & Sales Manager
 R. L. Purrington
 General Manager.....C. H. Day
 PRODUCTS: Frequency meters, FM apparatus.

The Brush Development Co.

3311 Perkins Ave., Cleveland, Ohio
 Phone: Endicott 3315
 Chairman of Board.....W. R. Burwell
 President.....A. L. Williams
 Vice-President.....V. B. Phillips
 Advertising-Personnel.....W. H. Shelton
 PRODUCTS: Microphones, headphones, phonograph pickups, record cutters, magnetic tape recording equipment.

Bud Radio, Inc.

2118 E. 55th St., Cleveland, O.
 Phone HE 7166
 President.....Max L. Haas
 Vice President.....George Grostick
 General Manager.....M. L. Haas
 Treasurer.....H. A. Haas
 Secretary.....M. C. Dawson
 Engineer.....R. B. Applegate
 Production Manager.....A. M. Crombie
 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 Talhot 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.

C. F. Cannon Co.

Main St., Springwater, N. Y.
 Sales Contact.....C. F. Cannon
 PRODUCTS: Headsets.

Centralab Division of Globe-Union, Inc.)

900 East Keefe Ave., Milwaukee, Wis.
 Phone: EDgewood 9200
 President.....C. O. Wanvig
 Vice-President.....H. E. Osmun
 PRODUCTS: Variable resistors, volume and tone controls, fixed resistors, ceramic capacitors, switches.

Chicago Moulded Products Corp.

1020 N. Kolmer Ave., Chicago, Ill.
 Phone: CAPitol 1020
 President.....M. C. Bachner
 Vice-President.....E. C. Maywald
 Vice-President.....M. F. Bachner
 PRODUCTS: Cabinets, synthetic moulded parts.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.
President.....F. C. Best
Sales Manager.....W. A. Nicely
PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Chicago Transformer Corp.

3501 Addison St., Chicago, Ill.
Phone INdependence 1120
President.....W. J. Leidy
Sales Manager.....G. R. Blackburn
PRODUCTS: Transformers and reactors.

Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago, Ill.
Phone: SEElly 0733
President.....A. W. Kimbell
Vice-President.....W. G. Roby
General Manager.....J. J. Steffen
Sales Manager.....E. E. Hannigan
PRODUCTS: Tube sockets, soldering lugs, terminal strips, binding posts, connector plugs.

Clarostat Mfg. Co., Inc.

285 N. 6th St., Brooklyn, N. Y.
Phone EV 8-6770
President.....John J. Mucher
General Manager.....Victor Mucher
Treasurer.....Jacob Mucher
Secretary.....Stephen Mucher
Chief Engineer.....George Mucher
Sales Engineer.....J. Edward Trefz
BRANCH OFFICES: 540 No. Mich. Ave., (Chicago). PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Coil Engineering & Mfg. Co.

Roanoke, Ind.
President-General Manager.....W. Eugene Strait
PRODUCTS: Electrical coil windings.

Colonel Radio Corp.

254 Rano St., Buffalo, N. Y.
Phone: RIVerside 2450
President.....A. H. Gardner
PRODUCTS: Receiving sets, radio-phonograph combinations.

Communication Equipment & Engineering Co.

504 N. Parkside Ave., Chicago, Ill.
Phone: ESTebrook 3110
President.....Robert A. Clark
PRODUCTS: Transmitters, receivers, amplifiers and test equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland, Ohio
Phone: CLearwater 3962
Vice-President & Sales Manager.....W. M. Kohring
PRODUCTS: Carbon and wire-wound resistors, suppressors, precision resistors for meters, paper dielectric condensers, filter-noys.

Continental Radio & Television Corp.

3800 Cortland St., Chicago, Ill.
Phone: SPALding 1400
President.....Ross D. Siragusa
Sales Manager.....J. H. Clippinger
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, parts.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000
President-General Manager.....Octave Blake
Vice-President.....William Dubilier
Vice-President.....Charles H. Caine
Sales Manager.....A. Williams
Advertising & Sales Promotion Manager.....William G. Many
PRODUCTS: Capacitors for all radio and electronic applications, filters, capacitor test instruments.

Corning Glass Works

Corning, New York
Phone: Corning 372
President.....Glen W. Cole
Vice-President.....W. C. Decker
Sales Manager.....E. F. Ling
Contact.....C. J. Phillips
PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.
Phone CO 7-2525
President.....John Cook
Contact.....W. F. Osler, Jr.
PRODUCTS: Radio and Electrical Wires and Cables.

Crescent Industries, Inc.

4140 W. Belmont Ave., Chicago, Ill.
Phone: PENsacola 6300
President.....Henry H. Gefvert
General Manager.....Nels Leuberg
PRODUCTS: Speakers, tools and dies, transformer channel frames, pulleys and brackets.

The Crosley Corp.

1329 Arlington St., Cincinnati, Ohio
Phone: Klrby 6600

President.....Powell Crosley, Jr.
Vice-President & General Manager
R. C. Cosgrove

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, tubes, service parts and antennas.

Crowe Name Plate & Mfg. Co.

3701 Ravenswood Ave., Chicago, Ill.
Phone: BITtersweet 7500

President.....E. C. Coolidge
Sales Manager.....Marvin M. Lane
PRODUCTS: Escutcheons, dials, cabinets, tuning devices, knobs, pointers, name-plates.

DeWald Radio Mfg. Corp.

440 Lafayette St., New York, N. Y.
Phone: GRamercy 7-6776

President.....David Wald
Sales Manager.....Louis N. Weiss
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players, trimmer condensers.

Doolittle Radio Co.

7421 S. Loomis St., Chicago, Ill.

President.....E. M. Doolittle
Vice-President.....Dudley Gray
Sales Manager.....C. M. Rodman
PRODUCTS: Radio Communication equipment.

Wilbur B. Driver Co.

150 Riverside Ave., Newark, N. J.
Phone: HUmboldt 2-5550

President.....Wilbur B. Driver
Vice-President.....Robert O. Driver
Sales Manager.....Sidney A. Wood
PRODUCTS: Carbonized Nickel ribbon, nickel support wire, grid wire, filament wire, resistance wire.

Dumont Electric Co.

34 Hubert St., New York, N. Y.
Phone: CANal 6-7980

President & Sales Manager...Philip Dubilier
Vice-President.....J. Dubilier
PRODUCTS: Paper, electrolytic and mica condensers.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

President.....Allen B. DuMont
Vice-President.....F. Cramer
Secretary.....Bernard Goodwin
Treasurer.....Paul Raibourn
General Manager.....Paul Ware

BRANCH OFFICE: 515 Madison Ave., New York, N. Y. Phone: PLaza 5-9045. W. J. Swenson, Engineer.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

DX Crystal Corp.

1841 W. Carroll Ave., Chicago, Ill.
Phone: HAYmarket 7737

President.....Louis J. Patla
Sales Manager.....George Trimmings
PRODUCTS: Frequency coils, transmitting crystals.

Eastern Mike-Stand Co.

56 Christopher Ave., Brooklyn, N. Y.
Phone DICKens 2-3538

Contact.....S. Sherman
BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill.; 7101 W. Chester Pike, Upper Darby, Pa.; 3106 Edgewood Ave., Richmond, Va.; 18288 Appoline Ave., Detroit. PRODUCTS: Microphone Stands and Accessories, Locking Telephone Plugs, Shock Absorbers. (Firm has reported that it is engaged in war manufacturing for the duration.)

Hugh H. Eby, Inc.

18 W. Cheltenham Ave., Philadelphia, Pa.
Phone: TENnessee 1800

President.....Hugh H. Eby
Vice-President.....Frank Holstrom
PRODUCTS: Insulated and metal binding posts, battery plugs, speaker plugs, chassis plugs, vibrator plugs, moulded sockets, cable connectors and couplers, capped plugs, moulded and laminated tip jacks, battery adaptor cables, cable assemblies, strain reliefs, terminal strips, tie points, metal and bakelite punchings, electric eye equipment, AC and DC relays, photocell equipment.

Eitel-McCullough, Inc.

Sau Bruno, Calif.
Phone San Bruno 117

Vice-President & Treasurer...J. A. McCullough
Production Manager...George Wunderlich
BRANCH OFFICE: Salt Lake City, Utah. Phone Salt Lake City 6-8761. W. W. Eitel, Pres. PRODUCTS: Transmitting Vacuum Tubes, Vacuum Relays and Rectifiers.

Electro-Voice Mfg. Co., Inc.

South Bend, Ind.
Phone: South Bend 3-7764

President.....Albert Kahn
Chief Engineer.....L. R. Burroughs
Production Manager.....R. E. Siekman
PRODUCTS: Dynamic, carbon, velocity microphones.

Electrical Research Laboratories, Inc.

2020 Ridge Ave., Evanston, Ill.
Phone: University 2400
President.....E. Alschuler
General Manager.....O. F. Taylor
Sales Manager.....E. G. May
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players.

The Electro Motive Mfg. Co.

South Park & John Sts., Willimantic, Conn.
Executive Partner & Sales Manager
Philip Lauter
PRODUCTS: Carbon resistors; mica, trimmer and padder condensers; suppressors.

Electro-Voice Mfg. Co., Inc.

1239 S. Bend Ave., So. Bend, Ind.
Phone S. Bend 3-7764
President.....Albert Kahn
Engineer.....L. R. Burroughs
PRODUCTS: Velocity, Dynamic and Carbon Microphones.

Electronic Products Mfg. Co.

7300 Huron River Drive, Dexter, Mich.
President.....Robert P. Wuerfel
Vice-President.....John R. Scanlan
PRODUCT: Accessories.

Emerson Radio & Photograph Corp.

111 Eighth Ave., New York, N. Y.
Phone: CHelsea 2-1800
President.....Benjamin Abrams
Sales Manager.....Charles Robbins
PRODUCTS: Receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

Erie Resistor Corp.

644 West 12th St., Erie, Pa.
President.....G. Richard Fryling
Vice-President & Sales Manager
W. H. Fryling
PRODUCTS: Carbon resistors; ceramic, silver mica, ceramic trimmer condensers.

Epsay Manufacturing Co.

305 East 63rd St., New York, N. Y.
Phone REgent 7-3090
President.....Harold Shevers
General Manager.....Nathan Pinsley
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Evanston Sound Proof Door

1127 Himman Ave., Evanston, Ill.
Phone University 2758
Contact.....W. W. Lloyd
PRODUCTS: Sound Proof Doors.

Essex Wire Corp.

14310 Woodward Ave., Detroit, Mich.
Phone: TOWnsend 8-2994
President.....Addison E. Holton
Sales Manager.....John G. Seals
PRODUCTS: Copper wire products, relays, coils.

Fairchild Aviation Corp.

88-06 Van Wyck Blvd., Jamaica, L. I., N. Y.
Phone JAMAica 6-3800
Manager Sound Equipment Division,
C. V. Kettering
Products: Disc Sound Recorders, Transcription Turntables, Amplifiers, Pickups, Acetate Discs, Recording Styli, and Amplifier-Equalizers. (Firm has reported that it is engaged in war manufacturing for the duration. Repair Department is maintained.)

Farnsworth Television & Radio Corp.

3700 East Pontiac St., Fort Wayne, Ind.
President.....E. A. Nicholas
Vice-President.....E. H. Vogel
Vice-President.....B. Ray Cummings
Vice-President & Treasurer.....J. P. Rogers
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, television transmitters, studio equipment.

John E. Fast & Co.

3123 N. Crawford Ave., Chicago, Ill.
Phone: PENscola 7160
President.....Louis Kopinski
Sales Manager.....P. G. McConnell
PRODUCTS: Fixed electrical condensers.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.
Phone Har. 8330
General Manager.....Ralph Rubenstein
Engineer.....Earl Kent
BRANCH OFFICES: 251 Fourth Ave., New York, N. Y.; 150 Marietta St. N. W., Atlanta, Ga.; 569 Mission St., San Francisco, Calif. PRODUCTS: 12 and 16" Recording Discs, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.

200 Mt. Pleasant Ave., Newark, N. J.
Manager.....T. M. Douglas
PRODUCTS: Broadcasting and point-to-point equipment; land, marine and air sets; vacuum tubes and crystals.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-0912
General Manager.....W. R. Spittal
Production Engineer.....C. Cutney
PRODUCTS: Transformers; indicators; broadcasting equipment.

• • • **EQUIPMENT MANUFACTURERS** • • •

Finch Telecommunications, Inc.

4th and Virginia Sts., Passaic, N. J.
Phone PA 2-3440

President.....Frederic C. Scofield
Vice President.....Frank R. Brick, Jr.
Treasurer.....James L. Bradford
PRODUCTS: Special radio equipment for governmental usage only; facsimile for broadcasting; radio applications; teletype equipment.

Freed Radio Corp.

39 West 19th St., New York, N. Y.
Phone: CHelsea 2-4040

President.....Max Adelberg
Sales Manager.....Arthur Freed
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets.

Freeland & Olschner

611 Baronne St., New Orleans, La.
Phone Raymond 4756

President.....W. T. Freeland
PRODUCTS: Repair of vacuum transmitting tubes of 250 watts and over.

Billings S. Fuess

2-4 Lackawana Place, South Orange, N. J.
Proprietor.....Billings S. Fuess
PRODUCTS: Loud speaker cones, spiders, moulded and formed products.

Galvin Manufacturing Co.

1545 Augusta Blvd., Chicago, Ill.
Phone: SPalding 6500

President.....Paul V. Galvin
PRODUCTS: Receiving sets, radio phonograph combinations, FM receiving sets, record-players.

Garod Radio Corp.

70 Washington St., Brooklyn, N. Y.
Phone: MAin 4-6044

President.....Max W. Weintraub
Sales Manager.....Louis Silver
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets.

Gates Companies

Quincy, Ill.

PRODUCTS: Radio Broadcast and Communications Transmitters, Phasing and Antenna Equipment, Frequency Control and Remote Control Apparatus, Speech Equipment, Sound Effects Tables, Limiting Amplifiers.

General Electric

1 River Road, Schenectady, N. Y.
President.....G. Swope

Vice-President.....W. R. G. Baker
Advertising Manager.....H. J. Deines
Receiver Division

1285 Boston Ave., Bridgeport, Conn.

Managing Engineer.....I. J. Kaar
Designing Engineer.....W. M. Angus
Sales Manager (Receivers and Replacement Tubes).....A. A. Brandt
Replacement Tube Sales.....H. J. Mandernach
Advertising and Sales Promotion

R. E. Burrows

BRANCH OFFICES: (Eastern) 570 Lexington Ave., New York, N. Y. D. W. May;
(Central) 840 South Canal St., Chicago, Ill. G. F. Peterson; (Western) 235 Montgomery St., San Francisco, Calif., W. M. Boland.
PRODUCTS: Electric and battery receiving sets; radio and FM receivers; replacement electronic tubes.

Electronic Tube and Transmitter Division
1 River Road, Schenectady, N. Y.

Engineer (Electronic tubes).....O. W. Pike
Engineer (Transmitters).....C. A. Priest
Sales Manager (Industrial tubes).....H. A. Jones
Sales Manager (Transmitters and Transmitting tubes).....G. W. Henyan
Transmitter Tube Sales.....E. N. Fritschel
U. S. Government Sales.....V. M. Lucas
Television and Transmitter Sales.....W. R. David

D. L. Chesnut

Advertising and Sales Promotion.....J. G. Porter
PRODUCTS: Industrial and transmitting tubes; standard-band, FM, shortwave and television transmitters; antennas; monitoring devices; measuring apparatus; quartz crystals; police and emergency equipment; etc.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio

President.....W. A. Neracher
General Manager.....A. W. Fritzsche
PRODUCTS: Electric phonograph motors, record changers and recorders.

General Instrument Corp.

829 Newark Ave., Elizabeth, N. J.

President.....Samuel Cohen
Vice-President & General Manager
Richard E. Laux
Vice-President & Sales Manager

Don J. Phelps

PRODUCTS: Variable condensers, record changers.

General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.

Phone: FIzroy 5760

President.....Charles M. Hofman
Sales Manager.....O. H. Hofman
PRODUCTS: Magnets.

General Radio Co.

30 State St., Cambridge, Mass.
Phone TRObridge 4400

President.....Melville Eastham
Contact.....H. B. Richmond
BRANCH OFFICES: 90 West St., N. Y. C.;
1000 N. Seward St., Los Angeles, Cal.; PROD-
UCTS: Broadcast Station Frequency and
Modulation Monitors, Volume Controls,
Test Equipment, Sound Measuring and Ana-
lyzing Equipment.

Gits Molding Corp.

4600 W. Huron St., Chicago, Ill.
Phone: MANsfield 4146

President.....Joseph A. Gits
Vice-President.....Jules P. Gits
Sales Manager.....C. N. Cahill
PRODUCTS: Knobs, push buttons, es-
cutchions, concentric cable, drum dials, poin-
ters, remote control cases, housings insula-
tors and needle cups, coaxial cable, insulators.

Edwin I. Guthman & Co.

15 S. Throop St., Chicago, Ill.
Phone: CHEsapeake 1600

President.....Edwin I. Guthman
Sales Manager.....B. J. Funk
PRODUCTS: R.F. and I.F. coils, trimmer
condensers, textile-covered wire, zinc coil
shields, coil winding machinery, tools and
dies, electroplating.

The Hallicrafters Co.

2611 Indiana Ave., Chicago, Ill.
Phone: CALumet 1600

Partner.....W. J. Halligan, Sr.
Partner.....R. W. Duest, Jr.
PRODUCTS: FM receiving sets, transmit-
ters.

Hamilton Radio Corp.

510 Sixth Ave., New York, N. Y.
Phone: GRamercy 7-6211

President.....A. A. Juviler
Vice-President.....P. L. Schoenen
PRODUCTS: Receiving sets, radio-phono-
graph combinations, record players.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York, N. Y.
Phone LONGacre 5-1300

President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
V-P & Asst. Treasurer.....H. B. Macartney
Secretary-Comptroller.....E. A. Wittmer
PRODUCTS: Variable air capacitors, radio
receiving sets.

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.

Harvey-Wells Communications, Inc.

North Street, Southbridge, Mass.
Phone SOutlbridge 1940

President & Treasurer.....John M. Wells
Vice-President.....C. A. Harvey
General Manager.....Richard A. Mahler
Production Engineer.....H. E. Allen
PRODUCTS: Radio transmitting and re-
ceiving equipment; rectifier and power sup-
ply equipment.

Hawley Products Co.

333 North 6th St., St. Charles, Ill.
Phone: COLumbus 0248

President.....J. B. Hawley
Sales Manager.....A. P. Akerlund
PRODUCTS: Speaker diaphragms and spi-
ders, moulded fiber specialties.

Hollister Crystal Co.

Boulder, Colo.

Phone BOulder 1720

Contact.....Herb Hollister
PRODUCTS: Quartz Crystals.

Howard Radio Co.

1735 Belmont Ave., Chicago, Ill.
Phone: BITtersweet 4433

President.....Joseph F. Riley
Sales Manager.....J. M. Muniz
PRODUCTS: Receiving sets, radio-phono-
graph combinations, FM receiving sets.

Hytron Corp.

76 Lafayette St., Salem, Mass.

President.....L. H. Coffin
PRODUCTS: Receiving tubes, transmit-
ting tubes, resistance tubes, special purpose
tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President.....Ernest Scaring
Vice-President.....Jesse Marsten
Vice-President.....Harry A. Ehle
PRODUCTS: Fixed resistors, variable re-
sistors, volume and tone controls, rheostats,
attenuators.

Insuline Corp. of America

3602-10 35th Ave., Long Island City, N. Y.
Phone ASToria 8-3738

President.....S. J. Spector
Sales Manager.....Edward J. Cohen
Vice President.....A. G. Heller
Production Manager.....I. W. Romm
PRODUCTS: Radio Receiving-Transmit-
ting Parts and Accessories, Stamping Metal
Goods, Radio Chassis, Metal Cabinets, Plugs,
Jacks, Sockets, Screw Machine Parts, Test
Tools, Test Leads.

Irvington Varnish & Insulator Co.

6 Argyle Place, Irvington, N. J.
Phone: ESsex 3-4200

President.....Arthur E. Jones
PRODUCTS: Insulating material, tubing.

Isolantite Inc.

343 Cortlandt St., Belleville, N. J.
Phone Belleville 2-1316

Vice President & General Manager,
K. D. Hamilton
Production Manager.....H. M. Dickman
Sales Manager (Steatite Div.)...F. A. Domber
Sales Manager (Radio Specialties Div.)

H. L. Quick
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.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....John S. Bennan
Vice-President & General Sales Manager

Alfred E. Tregenza
PRODUCTS: Power transformers, chokes
and audio input and output transformers,
television deflecting yokes, horizontal and
vertical scanning transformers, centering and
focusing coils.

Jensen Radio Manufacturing Co.

6601 S. Laramie Ave., Chicago, Ill.
Phone: PORTsmouth 7600

President.....W. E. Maxon
Vice-President & Sales Manager...T. A. White

PRODUCTS: Loudspeakers, public address
equipment.

J. F. D. Manufacturing Co.

4111 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: WIndsor 8-3100

Owner.....Julius Finkel
Sales Manager.....Walter Bergman

PRODUCTS: Antennas, replacement ballast
tubes, dial belts, battery plugs, battery adap-
ters.

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

Sales Manager.....C. W. Stevenson
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, Spe-
cial Antennas, & Special Order Equipment.

Kellogg Switchboard & Supply Co.

6650 S. Cicero Ave., Chicago, Ill.
Phone PORTsmouth 6900

President.....Maurice K. McGrath
Sales Manager.....Albert Parlett, Jr.

PRODUCTS: Oil and wax condensers, com-
munications equipment.

Ken-Rad Tube & Lamp Corp.

Owensboro, Ky.

President.....Roy Burlew
Sales Manager.....R. W. Metzner

PRODUCTS: Receiving, transmitting, ca-
thode ray and special purpose tubes.

Kenyon Transformer Co., Inc.

840 Barry St., New York, N. Y.
Phone DAYton 9-0100

President.....Franklin P. Kenyon
General Manager.....F. Ralph Kenyon
Chief Engineer.....Richard B. Shimer

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.

Kester Solder Co.

4201 Wrightwood Ave., Chicago, Ill.
Phone: BELmont 1601

President.....F. C. Engelhart
General Sales Manager-Research Engineer

P. C. Ripley

PRODUCTS: Solders.

"King Brand" Music Papers

1595 Broadway, New York, N. Y.
Phone CI 6-0488

Contact....."Wes" Cowen
BRANCH OFFICE: 3928 Crenshaw Blvd.,
Los Angeles, Calif. PRODUCTS: Music-

Manuscript Paper, Score Paper, Ink, Fountain
Pens, Carrying Cases and Covers, Batons,
Duplicating Papers, Music Tapes.

King Laboratories, Inc.

205 Oneida St., Syracuse, N. Y.

President.....Aden J. King

PRODUCTS: Tube parts, alloys and chemi-
cals.

Kluge Radio Co.

1913 Montrose St., Los Angeles, Calif.
Phone Exposition 1742

Owner Myron E. Kluge
PRODUCTS: Radio and electronic equip-
ment. (Editor's NOTE: This Firm is closed
for the duration).

Lapp Insulator Co., Inc.

Le Roy, N. Y.
Phone Le Roy 385

President..... J. S. Lapp
Vice-President..... W. F. Young
Treasurer..... G. W. Lapp
Sales Manager..... Brent Mills
PRODUCTS: Tower footing and guy in-
sulators; standoff, entrance and antenna in-
sulators; radio frequency high voltage con-
densers.

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Phone WHitchall 4-1424

Contact..... J. F. Neary
BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators, Antenna
Fowers and Masts.

Lektra Laboratories, Inc.

30 E. 10th Street, New York, N. Y.
Phone: ALgonquin 4-0230

President..... Milton W. Blatner
Vice-President..... B. Eisenberg
Treasurer..... Julius Kriser
PRODUCTS: Bullet dynamic microphones;
custom-built electronic equipment.

Lenz Electric Manufacturing Co.

1751 N. Western Ave., Chicago, Ill.
Phone: ARMitage 4454

President..... J. Mayo Lenz
Sales Manager..... R. G. Zender
PRODUCTS: Wires, cords and cables.

The Lifetime Corp.

1101 Adams St., Toledo, O.
Phone Main 5643

Vice-President & Treasurer
Marion H. Manoff
Production Engineer..... E. L. Church
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 0487

President..... J. E. Lingo
Chief Engineer..... Wesley Thompson
Production..... George Burrows
PRODUCTS: Vertical Radiators; Guyed
Tubular Steel and Portable Dural; Turn-
stile and UHF Antennae, Tubular Steel
Supporting Poles (for UHF Antennae).

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.

Magnavox Co., Ltd.

2131 Bueter Rd., Fort Wayne, Ind.

President..... Richard A. O'Connor
Sales Manager..... S. S. Sondles
PRODUCTS: Speakers, capacitors.

P. R. Mallory & Co.

3029 E. Washington St., Indianapolis, Ind.
Phone: MARKET 5511

President..... P. R. Mallory
Vice-President & General Manager..... J. E. Cain
Vice-President, Sales..... Ray F. Sparrow
Sales Manager..... Howard W. Sams
PRODUCTS: Condensers, switches, volume
controls, resistors, grid bias cells, jacks, con-
nector plugs, cable connectors, rectifiers, bat-
tery chargers, electrical contacts.

John Meck Industries

Liberty St., Plymouth, Ind.

Contact..... John S. Meck
PRODUCTS: Sound equipment, electronic
devices.

Micamold Radio Corp.

1087 Flushing Ave., Brooklyn, N. Y.
Phone: STagg 2-9820

President..... A. P. Hirsch
Sales Manager..... E. B. Tyler
PRODUCTS: Mica, paper, and electrolytic
condensers; resistors; ballast tubes; televi-
sion, coil and transmitting condensers.

Mission Bell Radio Mfg. Co.

3430 S. Hill St., Los Angeles, Calif.
Phone: ADams 1-2175

President..... H. L. Hoffman
Sales Manager..... R. J. McNeely
PRODUCTS: Receiving sets, radio-phonog-
raph combinations, FM receiving sets, rec-
ord-players, variable condensers.

The Muter Co.

1255 S. Michigan Ave., Chicago, Ill.
Phone: CALumet 4000

President..... Leslie F. Muter
Sales Manager..... J. R. Scanlan
PRODUCTS: Resistors, switches, conden-
sers, ballasts, coils, antenna loops, I.F. and
R.F. transformers.

National Carbon Co.

30 East 42nd St., New York, N. Y.
Phone: MURray Hill 2-6800

President.....P. P. Huffard
PRODUCTS: Batteries.

National Co., Inc.

61 Sherman St., Malden, Mass.
Phone: MALden 6350

President.....William A. Ready
General Manager.....J. J. Freeley
PRODUCTS: Receiving sets, FM receiving sets, transmitters, transmitting condensers, dials, coils, chokes, receiving condensers, transmitting parts, R.F. and I.F. transformers, sockets, couplings, receiving parts.

National Fabricated Products, Inc.

2650 Belden Ave., Chicago, Ill.
Phone: ARmitage 3426

President.....R. L. Freeman
Sales Manager.....C. R. Booth
PRODUCTS: Sockets, terminal strips, plugs and jacks.

National Union Radio Corp.

15 Washington St., Newark, N. J.
Phone: HUmboldt 2-5050

President.....S. W. Muldowny
Sales Manager.....H. A. Hutchins
PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, photo-cells, condensers, dry batteries, volume controls.

Noblitt-Sparks Industries, Inc.

13th St. & Big Four Railroad, Columbus, Ind.
President.....O. G. Noblitt
Sales Manager.....G. W. Thompson
PRODUCTS: Receiving sets, radio-phonograph combinations.

Northern Electric Co., Ltd.

1261 Shearer St., Montreal, P. Q., Canada
Phone: Wilbank 3131

President.....P. F. Sisto
PRODUCTS: Transmitters, point-to-point equipment, music reproducing equipment, microphones, portable amplifiers, public address systems, aircraft radio, vacuum tubes, electric organs.

Oak Manufacturing Co.

1260 Clybourn Ave., Chicago, Ill.
Phone: MOHawk 222

President.....E. F. Bessey
Sales Manager.....R. A. O'Reilly
PRODUCTS: Rotor relays, communication equipment.

The Ohio Carbon Co.

12508 Berea Rd., Cleveland, Ohio
Phone: Boulevard 2700

President.....Allen K. Moulton
Sales Manager.....I. W. Brandel
PRODUCTS: Carbon resistors, wire-wound resistors.

Operadio Manufacturing Co.

St. Charles, Ill.

Phone: MANsfield 6446

President.....J. M. Stone
Vice-President & Gen. Manager...G. R. Haase
PRODUCTS: Communication equipment, loud speakers, amplifiers, public address systems.

Oxford-Tartak Radio Corp.

3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161

President & Sales Manager...Paul H. Tartak
PRODUCTS: Loud speakers, output and line transformers.

Pacific Sound Equipment Co., Inc.

1534 Cahuenga Blvd., Hollywood, Calif.
Phone: Hempstead 5141

President.....Robert G. Metzner
Secretary-Treasurer.....William L. Maas
BRANCH OFFICES: 1121 Vermont Ave., NW, Washington, D. C. Phone NAtional 1682, William H. Holmes; 153 Kearny St., San Francisco, Calif. William Hockey; 1900 Euclid Ave., Cleveland, Ohio. Clarence Moses. PRODUCTS: Transcription playbacks; recording equipment; public address systems.

Packard-Bell Co.

1115 S. Hope St., Los Angeles, Calif.
Phone: PROspect 3404

President.....Herbert A. Bell
General Manager.....H. D. Thomas, Jr.
Sales Manager.....Joe Spain
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

Parisian Novelty Co.

3510 S. Western Ave., Chicago, Ill.
Phone: VIRginia 1212

President.....H. J. Joseph
Vice-President & General Mgr...L. E. Kahn
PRODUCTS: Dials, insulators, crystals, etc.

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.

Philco Corp.

Tioga & C Sts., Philadelphia, Pa.

Phone: NEBraska 5100

Chairman of the Board.....Larry E. Gubb

President.....James T. Buckley

Vice-President in Charge of Operations,

John Ballantyne

Vice-President in Charge of Sales,

Thomas A. Kennally

Vice-President in Charge of Engineering,

David Grimes

Vice-President in Charge of Service,

R. F. Herr

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, tubes, accessories, batteries.

Philharmonic Radio Corp.

216 William St., New York, N. Y.

Phone: REctor 2-4781

President.....Avery Fisher

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets.

Philmore Manufacturing Co.

113 University Place, New York, N. Y.

Phone: ALgonquin 4-3363

President-General Manager...Philip Schwartz

PRODUCTS: Receiving sets, microphones, detectors, plugs, headphones, coils.

Phonovision Corp.

850 Blackhawk St., Chicago, Ill.

Phone: MICHigan 0800

President.....Harry J. Berlin

General Manager.....Carl T. McKelvy

PRODUCTS: Amplifiers, remote control devices.

Pilot Radio Corp.

37-06 Thirty-sixth St., Long Island City, N. Y.

Phone: STillwell 4-5455

President-General Manager..Isidor Goldberg

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets.

Poinsettia, Inc.

112 Cedar Ave., Pitman, N. J.

Phone Pitman 511

President.....E. Poinsett

Vice President.....W. Warner

Secretary.....F. L. Pedrick

BRANCH OFFICES: 4447 W. Irving Park Rd., Chicago, Ill.; 705 S. First St., Louisville, Ky. PRODUCTS: Phonograph Record Manufacturing Equipment, and Made to Order Phonograph Records.

Premax Products Division (Chisholm-Ryder Co.)

College & Highland Aves., Niagara Falls, N. Y.

President.....S. M. Ryder

Manager.....G. O. Benson

PRODUCTS: Antenna equipment, metal stampings.

Press Wireless, Inc.

1475 Broadway, New York, N. Y.

Phone: BRyant 9-5030

President.....Joseph Pierson

Sales Manager.....R. H. dePasquale

PRODUCTS: Transmitters, receiving sets, diversity equipment, radiophoto and facsimile equipment, direction finders.

Presto Recording Corp.

242 W. 55th St., New York, N. Y.

Phone CI 5-7760

President.....George J. Saliba

Secretary.....Morris M. Gruber

General Sales Manager....Ralph C. Powell

PRODUCTS: Sound Recording Equipment, Discs and Needles, Transcription Turntables, Recording Amplifiers and Accessory Recording Equipment.

B. A. Proctor Co., Inc.

2 W. 45th Street, 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.

Quality Hardware & Machine Co.

5894 N. Ravenswood Ave., Chicago, Ill.

Phone: LONGbeach 8200

President.....H. A. Laystrom

Sales Manager.....A. A. Wisersky

PRODUCTS: Tools and dies.

Quam-Nichols Co.

33rd Place & Cottage Grove Ave., Chicago, Ill.

Phone: CALumet 7313

President.....James P. Quam

PRODUCTS: Speakers, microphones, etc.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.

President.....Stanley S. Cramer

Sales Manager.....William J. May

PRODUCTS: Variable air condensers.

Radio Electronics Laboratory, Inc.

120 Freeman St., Brooklyn, N. Y.

President.....Lionel R. Bausman

PRODUCTS: Cathode ray tubes.

Radio Engineering Labs., Inc.

35-54-36th St., Long Island City, N. Y.

Phone RAvenswood 8-2340

President.....Charles M. Srebroff

Treasurer.....Frank A. Gunther

Secretary.....Marion Wade

BRANCH OFFICES: 5334 Hollywood Blvd., Hollywood, Calif. Norman B. Neeley; 2040 Grand River Ave., Detroit, Mich., M. N. Duffy; 310 Fifteenth St., Denver, Colo., Mulnix Sound System. 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; Military and Municipal Transmitters and Receivers.

Radio Speakers, Inc.

221 E. Cullerton St., Chicago, Ill.
Phone: VICTory 1613

President-Sales Manager.....H. C. Forster
PRODUCTS: Loudspeakers, recorders.

A. E. Ravenscroft, Inc.

2320 S. Hill St., Los Angeles, Calif.
Phone Prospect 1317

President.....A. R. Magner
Vice-President.....A. M. Ravenscroft
PRODUCTS: Distributor of radio and electronic parts, tubes, etc.

Raytheon Production Corp.

55 Chapel St., Newton, Mass.
Phone: BIGelow 7500

President.....L. K. Marshall
PRODUCTS: Tubes.

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 Div.....F. R. Deakins
V. P. & Adv. Director.....T. F. Joyce
Adv. Mgr.....D. J. Finn
V. P. in charge of Mfg. & Prod. Engineering.....E. W. Ritter
V. P. in charge of Manufacturing
J. M. Smith
V. P. & Chief Engineer...Dr. Charles Jolliffe
V. P. of International Division...J. D. Cook

BRANCH OFFICES: 530 Citizens & Southern Bank Bldg., Atlanta, Ga.—589 E. Illinois St., Chicago, Ill.—411 Fifth Ave., New York, N. Y.—M. F. Blakslee, Manager; 170 Ninth St., San Francisco, Cal. PRODUCTS: Broadcast Station Transmitters, Microphones and Associated Equipment, Electric and Ra-

dio Broadcast Transcriptions, Instantaneous Disc Recording Equipment, Facsimile Equipment, Television Transmitters, F. M. Transmitters.

Readrite Meter Works

College Ave., Bluffton, Ohio

President.....R. L. Triplett
Sales Manager.....N. A. Triplett
PRODUCTS: Testing equipment, electrical measuring meters.

Rea Magnet Wire Co.

East Pontiac St., Ft. Wayne, Ind.

President.....Victor F. Rea
Sales Manager.....R. L. Whearley

Remler Co., Ltd.

2101 Bryant St., San Francisco, Calif.
Phone: VAlencia 3435

President.....E. G. Danielson
Sales Manager.....R. C. Gray
PRODUCTS: Receiving sets, radio-phonograph combinations, inter-communication and sound equipment.

The Rola Co.

2530 Superior Ave., Cleveland, Ohio
Phone: PRospect 4242

President.....B. A. Engholm
Sales Manager.....Lee Golder
PRODUCTS: Loudspeakers, electro-dynamic and permanent magnet transformers.

The Ross Manufacturing Co.

2244 Indiana Ave., Chicago, Ill.
Phone: CALumet 4887

President.....K. B. Ross
PRODUCTS: Coils.

**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., Bridgenort, 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.....C. A. Reeves
Vice-President.....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, Mag-
netic Cutters, Microphone Stands, Vibration
Pickups and Acoustic Devices.

The F. W. Sickles Co.

Box 920, Springfield, Mass.

President.....R. F. Sickles
Sales Manager.....Monte Cohen
PRODUCTS: R. F. and I. F. coils, mica
and air trimmers, silver mica condensers.

Solar Manufacturing Co.

Avenue A & 25th St., Bayonne, N. J.

President.....Otto Paschkes
Sales Manager.....W. C. Harter
PRODUCTS: Dry and wet electrolytic
condensers.

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago, Ill.
Phone: CHESApeake 2323

President.....Joseph Gerl
Sales Manager.....Edward Harris
PRODUCTS: Receiving sets, radio-phono-
graph combinations.

The Sparks-Withington Co.

2400 E. Ganson St., Jackson, Mich.

President.....William Sparks
Vice-President & Gen. Mgr. Harry C. Sparks
Radio Plant Manager.....Charles J. Kayko
PRODUCTS: Receiving sets, radio-phono-
graph combinations, television sets, trans-
formers.

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.

Speer Resistor Corp.

Theresa St., St. Marys, Pa.

President.....Dudley H. Miller
General Manager.....G. G. Herriek
PRODUCTS: Resistors, suppressors.

Sperry Gyroscope Co.

Manhattan Bridge Plaza, Brooklyn, N. Y.
Phone: CUMberland 6-5600

President.....R. E. Gillmor
Vice-President, Sales.....R. B. Lea
PRODUCTS: Tubes, tuners, cable acces-
sories.

Sprague Specialties Co.

489 Beaver St., North Adams, Mass.

President-General Manager.....R. C. Sprague
PRODUCTS: Condensers, resistors, filters.

Stackpole Carbon Co.

Tannery St., St. Marys, Pa.

President.....Lyle G. Hall
Sales Manager.....J. H. Stackpole
PRODUCTS: Variable and fixed resistors,
switches, iron cores, anodes for power tubes,
condensers, battery electrodes.

Standard Transformer Corp.

1500 N. Halsted St., Chicago, Ill.
Phone MOhawk 5300

President-General Manager, Jerome J. Kahn
PRODUCTS: Transformers, reactors, audio
components, transmitters, electrical special-
ties.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 600

Vice-President & General Sales Manager,
F. A. Hiter
Manager, Radio Dept.....L. L. Kelsey
PRODUCTS: Receiving sets, radio-phono-
graph combinations, FM receiving sets, tele-
vision receiving sets, record-players.

Stromberg-Carlson Telephone Mfg. Co.

100 Carlson Rd., Rochester, N. Y.
Phone Culver 260

President.....W. M. Angle
Vice-Pres. & Gen. Manager.....Ray H. Manson
Treasurer.....W. W. Hetzel
Chief Engineer.....F. C. Young
Sales Manager.....L. L. Spencer
BRANCH OFFICES: 564 West Adams St.,
Chicago, Ill., H. T. McCraig; 2017 Grand
Ave., Kansas City, Mo., A. J. Roberts; 1355
Market St., San Francisco, Calif., T. C.
Thompson. PRODUCTS: Electric, Combina-
tion, Television and FM Sets; Paging Systems,
Antenna Kits.

• • • **EQUIPMENT MANUFACTURERS** • • •

Superior Tube Co.

P. O. Box 191, Norristown, Pa.
President.....C. A. Warden
Sales Manager.....H. B. Brown, Jr.
PRODUCTS: Nickel products, cathode ray tube anodes, nickel power tube parts, etc.

Supreme Instruments Corp.

414 Howard St., Greenwood, Miss.
President.....D. N. Dulweber
PRODUCTS: Testing instruments.

Sylvania Electric Products, Inc.

Emporium, Pa.
President.....B. G. Erskine
Executive Vice-President.....W. E. Poor
General Engineering Manager, Radio Div.,
R. M. Wise
General Manager, Radio Tube Sales
C. W. Shaw
PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes.

Synthane Corp.

Oaks, Pa.
President.....Robert R. Titus
PRODUCTS: Bakelite.

Technical Radio, Inc.

275 Ninth St., San Francisco, Calif.
Phone: UNderhill 7213
President.....Clayton F. Bane
Vice-President & Sales Mgr.....George Weiss
PRODUCTS: Transmitters, receiving sets, radio communication equipment.

Telicon Corp.

305 E. 63rd St., New York, N. Y.
Phone: REctor 4-2828
President.....S. Sagall
Chief Engineer.....Dr. A. H. Rosenthal
PRODUCTS: Piezo-electric crystals, supersonic instruments, television transmitters and receivers.

Thordarson Elec. Mfg. Co.

500 W. Huron St., Chicago, Ill.
Phone: WH 6444
Vice-President.....R. E. Onstad
Treasurer.....G. Winney
Purchasing Agent.....C. Schmitz
Chief Engineer.....W. Howe
PRODUCTS: Transformers, wave filters, amplifiers, electronic equipment, transmitters.

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd., Portland, Ore.
Phone: Trinity 7303
President.....C. H. Fisher

PRODUCTS: Vertical radiator installation, steel erection, ground systems, antenna maintenance.

Trav-Ler Karenola Radio & Television Corp.

1028 W. Van Buren St., Chicago, Ill.
Phone: HAYmarket 3487
President-General Manager....Joe Friedman
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

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.

Tung-Sol Lamp Works, Inc.

95 Eighth Ave., Newark, N. J.
Phone: HUmiboldt 2-4200
President.....Louis Rieben
Sales Manager.....R. E. Carlson
PRODUCTS: Receiving and transmitting tubes.

The Turner Co.

909 17th St., N. E., Cedar Rapids, Iowa
Phone Cedar Rapids 32607
President.....David Turner
Vice-President.....John B. Turner II
Treasurer.....Ralph W. Martin
Secretary.....Arthur Beurle
Manager.....H. W. Johnson
PRODUCTS: Microphones and Microphone Accessories, Radio Vibrators.

United Transformer Corp.

150 Varick St., New York, N. Y.
Phone WALKer 5-4850
Contact.....I. A. Mitchell
PRODUCTS: Transformers, Reactors, Automatic Regulators, Voltage Control Units, Filters; Universal Broadcast Equalizers, Recording and Line Equalizers.

Utah Radio Products Co.

820 Orleans St., Chicago, Ill.
Phone: SUPerior 8388
President.....Fred R. Tuerk
Sales Manager.....O. F. Jester
PRODUCTS: Loudspeakers, transformers, chokes, vibrators, resistors, jacks, volume and tone controls, switches, plugs.

Warwick Manufacturing Corp.

4640 W. Harrison St., Chicago, Ill.
Phone: ESTebrook 2727

President.....J. S. Holmes
PRODUCTS: Receiving sets, radio-phonograph combinations.

Watterson Radio Mfg. Co.

2608 Ross Ave., Dallas, Texas
Phone: Riverside 4512

Owner-Sales Manager.....J. W. Davis
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

Wells-Gardner & Co.

2701 N. Kildare Ave., Chicago, Ill.
Phone: ALBany 8220

President.....A. S. Wells
Sales Manager.....H. A. Johanson
PRODUCTS: Receiving sets, radio-phonograph combinations.

William H. Welsh Co.

2241 Indiana Ave., Chicago, Ill.
Phone: CALumet 5454

Contact.....William H. Welsh
PRODUCTS: Speaker diaphragms.

Western Electric Co., Inc.

(Radio Division)

120 Broadway, New York, N. Y.
Phone COrtland 7-7700

Manager.....F. R. Lack
Manager Commercial Sales...H. N. Willets
Publicity.....S. D. Daniels
Radio Broadcasting and Sound Systems...
L. F. Bockoven
Aviation and Marine Radio...F. C. McMullen
Manager Government Contract Service

C. R. Smith

PRODUCTS: Hearing Aids and Hearing Measuring Equipment; Aviation, Marine, Police Radio Transmitters and Receivers; Radio Broadcasting Speech Input Equipment; Sound Distribution Systems; Vacuum Tubes; Acoustic Measuring Equipment; Microphones, Loudspeakers, and allied items; Telephone Apparatus and Cable; Carrier Telephone Equipment and Train Dispatching Apparatus.

Westinghouse Electric & Mfg. Co.

Radio Division

2519 Wilkens Ave., Baltimore, Md.
Phone EDmondson 2300

Lamp Division

Clearfield Ave., Bloomfield, N. J.
Phone: BLOomfield 2-2200

President.....George H. Bucher

Vice-President.....Walter Evans
Manager, Radio Division.....C. J. Burnside
Sales Manager.....E. T. Morris
Mgr. Engineer.....J. A. Hutcheson
Manager, Tube Division.....H. J. Hoffman

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, Transmitting Tubes and Equipment. Receiving Tubes and Equipment.

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, Radio and electronic industrial test equipment.

Wilcox-Gay Corp.

604 W. Seminary St., Charlotte, Mich.

President-Treasurer.....Chester M. Wilcox
Vice-President & Sales Manager,
Warren L. Hasemeier

PRODUCTS: Radio-phonograph combinations, FM receiving sets, record-players.

Wincharger Corp.

E. Seventh and Division Sts., Sioux City, Iowa
Phone Sioux City 8-6513

Contact.....R. F. Weinig
PRODUCTS: Vertical Radiators, Antenna Towers and Accessories, and Dynamotor.

Zenith Radio Corp.

6001 Dickens Ave., Chicago, Ill.
Phone: BERkshire 7500

President-General Mgr...E. F. McDonald, Jr.
Executive Vice-President & Treasurer,

Hugh Robertson

Vice-President & Director of Sales,

J. J. Nance

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.



INTERNATIONAL



*International Broadcast Stations
In The United States*



FCC International Regulations



CBS-NBC Latin-American Networks



Cuba



Mexico



South America



Central America



INTERNATIONAL RADIO IN WAR

By *Herbert Rosen*

Editor, Radio Press Service, Pan American Radio & Broadcasting Program Service

In the first as in the present war, many highly perfected mechanisms were and are being utilized. Broadcasting is the only brand new weapon in this war. It plays an unique role as a vehicle for reaching great masses of people and is therefore the most potent weapon in the psychological arsenal of each government.

The development of the radio in the whole world—especially since the outbreak of the war—is immense, not only regarding the number of stations, but also regarding the power of the transmitters. Where formerly the word "station" or "transmitter" could be used interchangeably, this is no longer possible now because most stations have several transmitters operating simultaneously either with the same or different programs.

Today the official total number of stations in the world are 2,768. They are distributed as follows:

| Continents | No. of Stations | Total power (kw) | Aver. power (kw) |
|-----------------------|-----------------|------------------|------------------|
| North America | 1,122 | 5,706.85 | 5.09 |
| Central America | 279 | 276.56 | 0.99 |
| South America | 471 | 1,666.39 | 3.54 |
| Europe | 470 | 12,156.45 | 25.86 |
| Africa | 75 | 304.49 | 4.06 |
| Asia | 179 | 1,045.34 | 5.84 |
| Australia and Oceania | 172 | 423.65 | 2.46 |
| Total | 2,768 | 21,579.73 | 7.80 |

From these statistics we can learn that Europe, indeed, has only 470 stations and that North America has 1,122 stations. However, in the international broadcasting it is not important to note the **number**, but the **power** of stations. It is the total power of the stations in kilowatts which is decisive. We discover,

for example, that the 470 stations in Europe have a total power of 12,156 kw. while the 1,122 stations of North America have a total power of only 5,706 kw. The average power of the stations in Europe is 25.86, almost five times as great as the 5.09 average of North America.

The above statistic includes all stations together—domestic and shortwave. But the official shortwave stations alone present the following picture:

| UNITED NATIONS | | |
|----------------|-----------|--------------|
| | Stations | Power (kw) |
| England | 22 | 1,550 |
| U. S. A. | 11 | 340 |
| Russia | 10 | 480 |
| Australia | 4 | 60 |
| Total | 47 | 2,430 |

| AXIS | | |
|--------------|-----------|--------------|
| | Stations | Power (kw) |
| Germany | 80 | 1,420 |
| Italy | 11 | 710 |
| Japan | 8 | 400 |
| Finland | 5 | 250 |
| Dutch India | 3 | 170 |
| Holland | 2 | 80 |
| Total | 58 | 3,030 |

(Present plans of the United States include the construction of 22 additional transmitters, which will eventually bring this country's total to 36 stations.)

Another sign of the progress and the importance of radio broadcasting is the continuous growth of the audience with over 96,000,000 listeners in the world:

| Radio Homes | |
|---------------------------|------------|
| North and Central America | 31,864,000 |
| South America | 2,028,000 |

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

| | |
|-----------------------|------------|
| Europe | 51,986,000 |
| Asia | 7,968,000 |
| Australia and Oceania | 1,653,000 |
| Africa | 607,000 |
| <hr/> | |
| Total | 96,106,000 |

All figures based on documents of the International Broadcasting Union, Geneva (Switzerland).

—Foreign Language Broadcasts—

An initial step in the use of radio for war was the development of foreign-language broadcasts via shortwaves. Several nations have developed their foreign-language service in recent times to a high standard of perfection. Statistics show that England leads the other countries by broadcasting news and other information in 38 different languages, carrying some even in Arabian, Cantonese, Burmese, Malayan, Thai, etc. The present world situation forced the United State to develop its foreign-language service, too. In a very short time it has been brought up to a high standard, and at this moment broadcasts are sent out in 24 different languages. Especially a high grade of perfection has been reached in the service to Central and South America in Spanish and Portuguese via six channels of distribution:

- (a) shortwave broadcasts,
- (b) rebroadcasts of shortwave programs by local stations,
- (c) local rebroadcasts of programs sent point-to-point,
- (d) transcriptions,
- (e) programs sponsored by U. S. advertisers,
- (f) local programs.

In this connection it will be of interest to know that the U. S. export advertising in Latin-American republics will show a definite increase this year, as revealed recently by a joint survey by the Office of Coordinator of Inter-American Affairs and the Department of Commerce. The survey was aimed to ascertain the extent to which United States manufacturers would seek to preserve their brand names and good-will in our neighboring republics. The increase reverses the trend started in the early part of last year,

when export budgets were reduced. Of 367 manufacturers surveyed, 146, or 40 per cent, will maintain normal schedules; 89, or 25 per cent still have advertising expenditures under consideration; while 12, or 3 per cent, have not yet been reached by field representatives of the Department of Commerce. A breakdown of budgets of 210 concerns, or 57 per cent, shows that last year they spent \$11,407,378 and indications are that this year they will expend \$11,798,395. It is assumed, however, that the 1943 budgets will exceed these figures, inasmuch as some companies, which still had budgets under consideration, said they would increase them. In those cases, the 1942 figures were used.

—Future of Radio—

The future of the radio and its role in the post war era is best explained in the 11th annual report of the Swiss Broadcasting Service for the past year, which I have received recently: "We do not have to have any special gift of prophecy to predict that the reconstruction of Europe and of the whole world after the war will place all tasks of such magnitude that their repercussions on the destinies of individuals and of nations will be as great as those of the war itself. That means that for many years to come radio will continue to be used for the diffusion of news and for governmental communications. We hope also that it will work with all its might to reconcile nations and for the encouragement of art and culture. In these domains too it should be able to play a more and more important part. It is not likely that in the years in front of us we shall enjoy a rapidly growing prosperity; hard work and strict economy will rather be the order of the day. But in such times when every penny must be counted and costly pleasures must be given up, we shall turn more often to the radio for our enjoyment. It will be as indispensable in the town as in the country where often it offers the only opportunity of keeping in touch with contemporary art and science."

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

| <i>Licensee and Location</i> | <i>Call Letters</i> | <i>Frequency (Kc)</i> | <i>Power</i> |
|--|---------------------|--|-----------------------------|
| The Associated Broadcasters, Inc. San Francisco, Calif..... | KWID | 6060, 7230, 9570, 11870, 15290, 17760, 21610 | 100 kw |
| Columbia Broadcasting System, Inc. Brentwood, L. I..... | WCBX | 6060, 6120, 6170, 9480, 9590, 9650, 11830, 15267, 15270, 17830, 21520, 21570 | 50 kw |
| Columbia Broadcasting System, Inc. Brentwood, L. I..... | WCRC | 6060, 6120, 6170, 9480, 9590, 9650, 11830, 15267, 15270, 17830, 21520, 21570 | 50 kw |
| Columbia Broadcasting System, Inc. Brentwood, L. I..... | WCDA | 6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570 S. A. 9480, 9590, 15267 | 10 kw |
| The Crosley Corp. Mason, Ohio | WLWO | 6080, 9590, 11710, 15250, 17800, 21650 | 75 kw |
| General Electric Company South Schenectady, N. Y..... | WGEA | 6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21590 | 50 kw |
| General Electric Company South Schenectady, N. Y..... | WGEO | 6190, 7000, 9530, 9650, 11847.5, 15330 | 100 kw |
| General Electric Company near Belmont, Calif..... | KGEI | 6190, 7250, 9530, 9550, 11730, 15210, 15330 | 50 kw |
| National Broadcasting Co., Inc. Bound Brook, N. J..... | WRCA | 6100, 9670, 11890, 11893, 15150, 15190, 17780, 21630 (50 to 100 kw on 9670) | 50 kw |
| National Broadcasting Co., Inc. Bound Brook, N. J..... | WNBI | Same as WRCA | Same as WRCA |
| 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 | 7 kw (S. A.) C.P. 100 kw |
| World Wide Broadcasting Corp. Scituate, Mass. | WRUW | 11730, 15130, 25600, 11790, 15350, 17750, 9700 | 20 kw C.P. 50 kw |

Pending Applications

| | | | |
|--|------|---|--------|
| The Associated Broadcasters, Inc. Seattle, Wash. | ———— | To be determined | 50 kw |
| The Associated Broadcasters, Inc. Los Angeles, Calif..... | ———— | To be determined | 50 kw |
| The Associated Broadcasters, Inc. San Francisco, Calif..... | ———— | 6060, 7230, 9570, 11870, 15290, 17760, 21610 | 50 kw |
| The Crosley Corp. Cincinnati, Ohio | ———— | 6080, 9590, 11710, 15250, 17800, 21650 | 200 kw |

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 in these rules regarding directional antenna.

(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 in these rules regarding directional antenna.

(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 in these rules regarding directional antenna 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

(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

(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.²

Frequency Assignment

The following groups of frequencies are allocated for assignment to international broadcast stations:

| | |
|-----------------------|------------------------|
| Group A | Group D |
| 6040 kc. | 15130 ¹ kc. |
| 6060 | 15150 |
| 6080 | 15210 |
| 6100 | 15230 |
| 6120 ¹ | 15270 |
| 6140 | 15330 |
| 6170 | 15350 |
| 6190 | Group E |
| Group B | 17750 kc. |
| 9530 kc. | 17760 |
| 9550 ^{1, 2} | 17780 |
| 9570 | 17800 |
| 9590 | 17830 |
| 9650 | Group F |
| 9670 | 21460 kc. |
| Group C | 21500 ^{1, 2} |
| 11710 kc. | 21520 |
| 11730 ^{1, 2} | 21540 |
| 11790 | 21570 |
| 11820 | 21590 |
| 11830 | 21610 |
| 11870 | 21630 |
| 11890 | 21650 |

| | |
|-----------|-------|
| Group G | 25725 |
| 25600 kc. | 25750 |
| 25625 | 25775 |
| 25650 | 25800 |
| 25675 | 25825 |
| 25700 | 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.³

Not more than one frequency shall be used simultaneously under the same authorization and call letter designation.⁴

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 report³ 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.

³ Suspended on December 12, 1942 until further notice.

LATIN-AMERICAN NETWORKS

CBS — NBC

LA CADENA DE LAS AMERICAS (The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

— PERSONNEL —

Director of Shortwave Broadcasting and Latin American Relations..... Edmund A. Chester
 Assistant Director of Latin American Relations and Latin American News Editor..... Roberto I. Unanue
 Assistant in Charge of Public Relations for Latin America..... Carlos Garcia-Palacios
 Publicity Director..... Wil Marcus
 Director of Programs..... William H. Fineshriber
 Assistant Director of Programs, Supervisor of Special Events Programs, Traffic Manager..... John W. Hundley
 Director of Music..... Terig Tucci
 Production Chief..... Russ Johns
 Script Department Manager..... Benjamin F. Feiner, Jr.
 Shortwave News Director..... Lawrence S. Haas
 Engineer in Charge of International Broadcasting..... Guy Hutcheson

— ARGENTINA —

| Call Letters | Station Name | City | Frequency Kilocycles | Power Watts |
|--------------|-----------------------------|-----------------------|----------------------|-------------|
| LR3..... | Radio Belgrano | Buenos Aires | 950 | 50000 |
| LR7..... | Radio Belgrano | Buenos Aires | 11840 | 50000 |
| LR71..... | — Radio Belgrano Network — | | | |
| LU7..... | Radio General San Martin | Bahia Blanca | 1240 | 1500 |
| LV3..... | Radio Cordoba | Cordoba | 620 | 25000 |
| LT7..... | Radio Provincia | Corrientes | 1340 | 5000 |
| LT1..... | Radio del Litoral | Rosario | 780 | 12000 |
| LV1..... | Radio Graffigna | San Juan | 560 | 10000 |
| LV4..... | Radio San Rafael de Mendoza | San Rafael | 690 | 5000 |
| LV11..... | Radio del Norte | Santiago del Estero | 1170 | 500 |
| LV12..... | Radio Aconquija | Tucuman | 580 | 5000 |
| LV14..... | Radio La Rioja | Corrientes | 1460 | 500 |
| LV10..... | Radio Cuyo | Mendoza | 1210 | 2500 |
| LV13..... | Radio San Luis | San Luis | — | — |
| ZP9..... | Radio Encarnacion | Encarnacion, Paraguay | — | — |
| ZP1..... | Radio Encarnacion | Encarnacion, Paraguay | — | — |
| CXA8..... | Radio Real de San Carlos | Colonia, Uruguay | 9620 | 20000 |
| CXA14..... | Radio Real de San Carlos | Colonia, Uruguay | 11820 | 1000 |

— BOLIVIA —

| | | | | |
|----------|----------------|--------|------|-------|
| CP4..... | Radio Illimani | La Paz | 1040 | 10000 |
| CP5..... | Radio Illimani | La Paz | 6200 | 1000 |

BRAZIL

| Call Letters | Station Name | City | Frequency Kilocycles | Power Watts |
|--------------|------------------------|----------------|----------------------|-------------|
| PRE8 | Radio Nacional | Rio de Janeiro | 980 | 22000 |
| PRB9 | Radio Sociedade Record | Sao Paulo | 1000 | 20000 |

CHILE

| | | | | |
|--------|--|-------------------|-------|------|
| CB57 | Radio Sociedad Nacional de Agricultura | Santiago de Chile | 570 | 6000 |
| CB1180 | Radio Sociedad Nacional de Agricultura | Santiago de Chile | 11800 | 1000 |
| CB90 | Radio Sociedad Nacional de Agricultura | Valpariso | 900 | 1000 |

COLOMBIA

| | | | | |
|------|-------------------|--------------|------------|-------|
| HJAG | Emisora Atlantico | Barranquilla | 1050, 4905 | 1000 |
| HJAH | Emisora Atlantico | Barranquilla | 1080 | 1000 |
| HJCS | Radio Continental | Bogota | 920 | 50000 |
| HJEB | La Voz del Valle | Cali | 1150 | 500 |
| HJED | La Voz del Valle | Cali | 4825 | 1000 |
| HJFB | Radio Manizales | Manizales | 6105 | 1000 |
| HJFD | Radio Manizales | Manizales | 1390 | 500 |
| HJDT | Radio Nutibara | Medellin | 1150 | 500 |
| HJFF | Ondas del Otun | Pereira | 1350 | 1000 |

COSTA RICA

| | | | | |
|------|---------------------|----------|------|------|
| TIPG | La Voz de la Victor | San Jose | 625 | 5000 |
| TIPG | La Voz de la Victor | San Jose | 9615 | 2000 |

CUBA

| | | | | |
|------|-----------------|------------------|-------|-------|
| CMJN | RHC Cadena Azul | Camaguey | 740 | 1000 |
| CMCY | RHC Cadena Azul | Havana | 590 | 15000 |
| COCY | RHC Cadena Azul | Havana | 11470 | 1000 |
| CMKV | RHC Cadena Azul | Holguin | 600 | 1000 |
| CMHI | RHC Cadena Azul | Santa Clara | 570 | 15000 |
| 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 | 100 |
| HIZ | Broadcasting Nacional | Ciudad Trujillo | 1350 | 200 |

ECUADOR

| | | | | |
|-------|---------------------------|-----------|------|------|
| HC2AJ | Radiodifusora del Ecuador | Guayaquil | 1050 | 1000 |
| HC2AK | Radiodifusora del Ecuador | Guayaquil | 9310 | 1000 |
| HCQR | Radiodifusora del Ecuador | Quito | 1340 | 250 |
| HCQRX | Radiodifusora del Ecuador | Quito | 5970 | 300 |

EL SALVADOR

| | | | | |
|------|---------------------|--------------|---|---|
| YSP | La Voz de Cuscatlan | San Salvador | — | — |
| YSP | La Voz de Cuscatlan | San Salvador | — | — |
| YSPA | La Voz de Cuscatlan | San Salvador | — | — |
| YSPB | La Voz de Cuscatlan | San Salvador | — | — |

GUATEMALA

| | | | | |
|------|---------------------|----------------|-------------|-------|
| TGW | La Voz de Guatemala | Guatemala City | 610 | 10000 |
| TGWA | La Voz de Guatemala | Guatemala City | 9685, 15170 | 10000 |
| TGWB | La Voz de Guatemala | Guatemala City | 6460 | 1000 |
| TGWC | La Voz de Guatemala | Guatemala City | 1520 | 1000 |

HAITI

| Call Letters | Station Name | City | Frequency Kilocycles | Power Watts |
|--------------|--------------|----------------|----------------------|-------------|
| HHW | | Port-au-Prince | 1230 | 75 |
| HH3W | | Port-au-Prince | 9595 | 150 |

HONDURAS

| | | | | |
|-----|--------------------|-------------|------|-----|
| HRN | La Voz de Honduras | Tegucigalpa | 1450 | 500 |
|-----|--------------------|-------------|------|-----|

MEXICO

| | | | | |
|------|------------------------------------|-------------------|------|-------|
| XEQ | Radio Pan Americana, S. A. | Mexico City | 730 | 50000 |
| XEQQ | Radio Pan Americana, S. A. | Mexico City | 9680 | 1000 |
| XEA | Luis A. Maury | Campeche, Cam. | 1370 | 250 |
| XEBU | Feliciani Lopez Islas | Chihuahua, Chih. | 1260 | 500 |
| XEBL | Max Gomez Blanco | Culiacan, Sin. | 1260 | 500 |
| XEHL | Radio Anunciadora Kist S. de R. L. | Guadalajara, Jal. | 1370 | 50 |
| XEHQ | Radio Hermosillo S. de R. L. | Hermosillo, Son. | 590 | 300 |
| XERJ | Oscar Perez E. | Mazatlan, Sin. | 1320 | 500 |
| XEFC | Julio Molina Fonto | Merida, Yuc. | 1340 | 250 |
| XEMR | Enrique Serna Martinez | Monterrey, N. L. | 1370 | 500 |
| XELQ | Francisco Laris Iturbide | Morelia, Mich. | 1270 | 100 |
| XEAX | Alvaro Rodriguez A. | Oaxaca, Oax. | 1270 | 500 |
| XEHR | Manuel R. Canalo | Puebla, Pue. | 1090 | 250 |
| XETU | Juan Perez Cardonas | Tampico, Tams. | 1460 | 1000 |
| XEBP | Alejandro O. Stevenson, Jr. | Torreón, Coah. | 1260 | 250 |
| XEHV | Juan A. Palavicini | Veracruz, Ver. | 1310 | 1000 |

NICARAGUA

| | | | | |
|------|------------------------------|---------|------|-----|
| YNOW | La Voz de la America Central | Managua | 6850 | 800 |
|------|------------------------------|---------|------|-----|

PANAMA

| | | | | |
|------|---------------------------------|-------------|-------|------|
| HOC | Radio Teatro Estrella de Panama | Panama City | 1440 | 50 |
| HP5A | Radio Teatro Estrella de Panama | Panama City | 11700 | 1000 |

PARAGUAY

| | | | | |
|-----|----------------|----------|------|-----|
| ZP5 | Radio Paraguay | Asuncion | 1365 | 100 |
|-----|----------------|----------|------|-----|

PERU

| | | | | |
|-------|-------------------------|----------|------|-------|
| OAX6C | Radio Continental | Arequipa | 1370 | 250 |
| OAX6D | Radio Continental | Arequipa | 9500 | 250 |
| OAX6E | Radio Continental | Arequipa | 6055 | 300 |
| OAX4A | Radio Nacional del Peru | Lima | 850 | 10000 |
| OAX4Z | Radio Nacional del Peru | Lima | 6082 | 15000 |

URUGUAY

| | | | | |
|-------|-----------------------|---------------------|-------|-------|
| CX16 | Radio Carve | Montevideo | 850 | 10000 |
| CX24 | Radio la Voz del Aire | Montevideo | 58000 | 2500 |
| CXA8 | Radio Belgrano | San Carlos, Colonia | 9620 | 20000 |
| CXA14 | Radio Belgrano | San Carlos, Colonia | 11820 | 1000 |

VENEZUELA

| | | | | |
|-------|------------------|----------------|------|------|
| YV5RG | Ondas Populares | Caracas | 1010 | 1000 |
| YV5RU | Ondas Populares | Caracas | 6070 | 2232 |
| YV6RA | Ecos Del Orinoco | Ciudad Bolivar | 1400 | 750 |
| YV6RU | Ecos Del Orinoco | Ciudad Bolivar | 4790 | 1000 |
| YV1RA | Ecos Del Zulia | Maracaibo | 1300 | 200 |
| YV1RV | Ecos Del Zulia | Maracaibo | 4750 | 300 |
| YV4RE | Radio Valencia | Valencia | 1400 | 1000 |
| YV4RP | Radio Valencia | Valencia | 3460 | 1000 |

NBC PAN-AMERICAN SERVICE

— PERSONNEL —

Director of Latin American Broadcasts.

Buck Cannel

Chief, Portuguese Section.....Aurora Diaz

Chief, Spanish Section.....Francisco Lara

Musical Commentator.....Augustin de Olivares

— 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 Stentor | Rosario | 1230 | 20000 |
| LU3..... | Radio Del Sur | Bahia Blanca | 1150 | 10000 |
| LT4..... | Radio Posadas | Posadas | 1010 | 1500 |
| LU5..... | Radio Neuquen | Neuquen | 1130 | 1500 |
| LV6..... | Radio Mendoza | Mendoza | 630 | 10000 |
| LU7..... | Radio Catamarca | Catamarca | 730 | 1500 |
| LU4..... | Radio Comodoro Rivadavia | Comodoro Rivadavia | 640 | 1000 |
| LU12..... | Radio Rio Gallegos | Rio Gallegos | 680 | 1000 |
| LU6..... | Radio Atlantica | Mar del Plata | 1300 | 500 |

— BOLIVIA

| | | | | |
|----------|-----------------------------------|--------------|------|-------|
| CP4..... | Radio Illimani (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 |
| PRI9..... | Radio Club do Espirito Santo | Vitoria | 1350 | 1000 |
| PRF9..... | Radio Difusora Porto Alegre..... | Porto Alegre | 640 | 5000 |
| PRG8..... | Bauru Radio Club | Bauru | 1210 | 250 |
| PRE2..... | 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 |
| PRI3..... | Radio Inconfidenciade Minas Geraes | Belo Horizonte | 880 | 25000 |

— CHILE

| | | | | |
|------------|-------------------------|------------------|------|-------|
| CB138..... | Radio El Mercurio | Santiago | 1380 | 5000 |
| CD70..... | Radio La Frontera | Temuco | 1250 | 1000 |
| CC117..... | Radio Zenith | Concepcion | 1170 | 1000 |
| CB64..... | Union de Recreo..... | Valparaiso | 640 | 25000 |

— 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 |

| Call Letters | Station Name and/or Owner | Location | Frequency Kilocycles | Power Watts |
|--------------|---------------------------|--------------|----------------------|-------------|
| HJAN | Emisoras Unidas | Barranquilla | 1190 | 1000 |
| HJFX | Emisoras Electra | Manizales | 600 | 500 |
| HJDE | La Voz de Antioquia | Medellin | 6145 | — |
| HJDK | La Voz de Antioquia | Medellin | 1250 | 500 |
| HJFA | La Voz de Pereira | Pereira | 6054.3 | 500 |
| HJFE | Radio Quirama | Pereira | — | — |
| HJGK | Radio Santander | Bucaramanga | 1280 | 500 |
| HJGB | Radio Santander | Bucaramanga | 4775 | — |

COSTA RICA

| | | | | |
|-------|-------------------------|----------|------|------|
| TIPG | La Voz de la Victor | San Jose | 625 | 4000 |
| | | | 9615 | 2500 |
| TINBC | La Voz de la Democracia | San Jose | 1070 | — |

CUBA

| | | | | |
|------|------------------------|--------|------|-------|
| CMBZ | Radio Salas | Havana | 950 | 5000 |
| COBZ | Radio Salas | Havana | 9030 | 1000 |
| CMQ | Cambo & Gabriel, S. A. | Havana | 690 | 25000 |
| COCQ | Cambo & Gabriel, S. A. | Havana | 9670 | 10000 |

CMQ Network

| | | | | |
|------|-------------------------|------------------|------|-------|
| CMHQ | Cambo & Gabriel, S. A. | Santa Clara | 810 | 10000 |
| CMJK | Jones Castrillon & Cia. | Camaguey | 920 | 10000 |
| CMJL | Cambo & Gabriel, S. A. | Camaguey | 620 | 500 |
| CMKF | Manuel J. de Gongora | Holguin | 1490 | 500 |
| CMKU | Cambo & Gabriel, S. A. | Santiago de Cuba | 970 | 1000 |
| CMKJ | Cambo & Gabriel, S. A. | 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 |
|------|-------------------------------------|----------------|------|-----|

HONDURAS

| | | | | |
|-----|---------------------------|-------------|------|-----|
| HRN | Rafael Ferrari, Paul John | Tegucigalpa | 5875 | 500 |
|-----|---------------------------|-------------|------|-----|

MEXICO

| Call Letters | Station Name and/or Owner | Location | Frequency Kilocycles | Watts Power |
|--------------|--------------------------------------|-------------|----------------------|-------------|
| 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. Jiminez. | 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 |
| XEBH | Carlos Balderrama | Hermosillo, Son. | 920 | 1000 |
| XEBR | | Hermosillo, Son. | 1000 | 150 |
| XEJR | Anastasio Gomez Gallardo | Parral, Chih. | 1490 | 100 |
| XERZ | Rafael C. Navarro | Leon, Gto. | 1030 | 250 |
| XEBP | Alejandro O. Stevenson | Torreón, Coah. | 1260 | 250 |
| XEFE | Rafael T. Carranza | N. Laredo, Tamps. | 960 | 1000 |
| XEE | Alejandro O. Stevenson, Jr. | Durango, Dgo. | 1280 | 250 |
| XEJX | Radio Emisora Queretana, S. de R. L. | Queretaro | 1450 | 250 |
| XEAM | Manuel L. Salinas | Matamoros, Tamps. | 1400 | 250 |
| XEKJ | Refugio Acosta de Valdivieso | Acapulco, Gro. | 1400 | 250 |
| XEBJ | Fernando Elizalde | C. Victoria, Tamps. | 1450 | 100 |
| XEJT | | Celaya, Gto. | 1600 | 100 |
| XESA | Pablos y Elizalde, S de R L | Culiacan, Sin. | 1360 | 250 |
| XEBO | Alfonso Martinez | Irapuato, Gto. | 1330 | 600 |
| XEDW | Hector Silva Canto | Minatitlan, Ver. | 1260 | 250 |
| XEGL | Fuasto M. Gomez | Navojoa, Son. | 1270 | 500 |
| XETQ | Francisco Campos H. | Orizaba, Ver. | 1370 | 250 |
| XEMU | Cia Radiodifusora de Piedra Negras | Piedras Negras, Coah. | 580 | 250 |
| XETL | Calixto Almazan | Tuxpam, Ver. | 1390 | 250 |
| XERK | Dario Mondragon | Tepic, Nay. | 1450 | 250 |
| XEUF | Ignacio Navarro | Uruapan, Mich. | 550 | 350 |
| XEU | Fernando Pazos y Cia | Veracruz, Ver. | 960 | 500 |
| XEGC | Guillermo Calzada | Zamora, Mich. | 1450 | 100 |
| 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 | Blas Narro Dunno | 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 C. P. 1000 |
| HP5K | La Voz de la Victor. | Colon | 6005 | 250 C. P. 1000 |

PARAGUAY

| <i>Call Letters</i> | <i>Station Name and/or Owner</i> | <i>Location</i> | <i>Frequency Kilocycles</i> | <i>Power Watts</i> |
|---------------------|----------------------------------|-----------------|-----------------------------|--------------------|
| ZPI..... | Radio La Capital | Asuncion | 970 | 2000 |

PERU

| | | | | |
|-----------|--|------------|-----|-------|
| OAX4A.... | Radiodifusora Nacional (Government) .. | Lima | 854 | 10000 |
|-----------|--|------------|-----|-------|

PUERTO RICO

| | | | | |
|-----------|--|----------------|------|------|
| WNEL..... | Juan Piza, "The Link of the Americas" .. | San Juan | 1320 | 5000 |
|-----------|--|----------------|------|------|

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 | 4780 | 300 |

URUGUAY

| | | | | |
|------------|---------------------|------------------|-------|-------|
| CX14..... | El Espectador | Montevideo | 810 | 10000 |
| CXA19..... | El Espectador | Montevideo | 11705 | 1000 |
| CX18..... | Radio Sport | Montevideo | 890 | 5000 |
| CXA9..... | El Espectador | Montevideo | 15345 | 1000 |

CX14 Network

| | | | | |
|-----------|-----------------------------------|---------------------|------|------|
| CW7..... | Radio Carmelo | Carmela | 640 | 1000 |
| CW46A.... | Radio Zorrilla de San Martin..... | Tacuarembó | 1400 | 1250 |
| CW45..... | Radio Trienta y Tres..... | Treinta y Tres..... | 1390 | 100 |
| CW19..... | Radio Rochense | Rocha | 1340 | 100 |
| CW47A.... | Radio Welcome | San Jose | 1510 | 500 |
| CW43..... | Radio Internacional | Minas | 1480 | 500 |

VENEZUELA

| | | | | |
|-----------|---------------------|---------------|------|-------|
| YV5RA.... | Radio Caracas | Caracas | 960 | 5000 |
| YR5RN.... | Radio Caracas | Caracas | 6200 | 10000 |

YV5RA Network

| | | | | |
|-----------|---------------------------|---------------------|------|------|
| YV1RK.... | Radio Popular | Maracaibo | 1250 | 300 |
| YV1RL.... | Radio Popular | Maracaibo | 4810 | ... |
| YV4RA.... | La Voz de Carabobo..... | Valencia | 1350 | 1280 |
| YV4RO.... | La Voz de Carabobo..... | Valencia | 4760 | 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 | 3450 | 1500 |
| YV5RE.... | Onda del Neveri..... | Barcelona | 1080 | 500 |
| YV1RO.... | Radio Trujillo | Trujillo | 3340 | 1040 |
| YV2RC.... | La Voz de la Sierra..... | Merida | 3420 | 495 |

STATIONS OF CUBA

PROVINCE OF HABANA

| <i>Call Letters</i> | <i>Owner</i> | | <i>Frequency Kilocycles</i> | <i>Watts Power</i> |
|---------------------|---|----------------------|-----------------------------|-----------------------|
| CMW..... | A. Gil & M. Troncoso..... | Regla | 550 | 2500 |
| CMCY..... | Radio Habana Cuba, Cadena Azul, S. A..... | Habana | 590 | 15000 |
| CMZ..... | Ministerio de Educacion | Columbia | 1260 | 5000 |
| CMCD..... | La Voz del Aire | Regla | 630 | 15000 |
| CMQ..... | Cambo & Gabriel, S. A..... | Habana | 690 | 25000 d.; 15000 n. |
| CMK..... | Fauto Montiel | Habana | 830 | 250 |
| CMBC..... | Domingo Fernandez Cruz | Habana | 790 | 5000 d.; 1000 n. |
| CMBL..... | Radio Cadena Suaritos, S. A..... | Arroyo Apolo | 860 | 5000 |
| CMCF..... | Oscar Gutierrez | Guanabacoa | 910 | 5000 |
| CMBZ..... | Manuel & Guillermo Salas | Habana | 950 | 5000 d.; 1000 n. |
| CMCK..... | Casas & Cia | Puentes Grandes..... | 980 | 5000 |
| CMX..... | Francisco A. Lavin | Guanabacoa | 1010 | 10000 |
| CMCM..... | Compania Transradio Columbia, S. A..... | Habana | 1060 | 250 |
| CMBY..... | Pages & Compania | Habana | 1120 | 250 |
| CMBQ..... | Amletto Battisti | Puentes Grandes..... | 1150 | 5000 d.; 1000 n. |
| CMCU..... | Jorge Garcia Serra | Habana | 1190 | 250 (C.P. 5000) |
| CMCO..... | Enrique Lasanta | Habana | 1230 | 250 |
| CMCW..... | Jose Villarino | Habana | 1230 | 250 |
| CMBF..... | Compania Cubana de Radio & Tele., S. A..... | Puentes Grandes..... | 730 | 5000 |
| CMCH..... | Radio Popular, S. A..... | Habana | 1290 | 250 |
| CMCX..... | Radio Popular, S. A..... | Habana | 1290 | 250 |
| CMBG..... | John L. Stowers | Marianao | 1390 | 1000 |
| CMBS..... | Enrique Artalejo | Habana | 1330 | 250 |
| CMOA..... | Juan Fernandez Duran | Habana | 1360 | 250 |
| CMC..... | Rafael Valdes | Habana | 1360 | 250 |
| CMBX..... | Vicente Espinosa | Habana | 1390 | 250 |
| CMCB..... | Metropolitan Radio de Cuba, S. A..... | Habana | 1330 | 250 |
| CMBD..... | Luis Perez Garcia | Habana | 1460 | 250 |
| | | | C.P. 1420 | 5000 |
| CMCQ..... | Andres Martinez | Habana | 760 | 250 |
| CMCG..... | La Onda, S. A..... | Habana | 1460 | 250 |
| CMCA..... | Agusto Testar & Jose Manuel Gonzalez..... | Habana | 1490 | 250 |
| CMOX..... | Perez & Chisholm | Habana | 1490 | 250 |
| CMBH..... | Alberto Alvarez Ferrera | Guanabacoa | 1540 | 5000 |
| CMCJ..... | Rafael Rodriguez | Habana | 1580 | 250 |
| CMCR..... | Aurelio Hernandez | Habana | 1580 | 250 |

PROVINCE OF PINAR DEL RIO

| | | | | |
|------------|---|-----------------------|------|------|
| CMAX..... | Juan de Dios Carreno..... | Artemisa | 660 | 250 |
| CMAQ..... | Cambo & Gabriel, S. A..... | Pinar del Rio..... | 810 | 1000 |
| CM9RT..... | Raul Torres Pardal | Guines (Experimental) | 1610 | 250 |
| CMAN..... | Radio Habana Cuba, Cadena Azul, S. A..... | Pinar del Rio..... | 1300 | 1000 |
| CMAC..... | Israel Porras Fajardo..... | Guanajay | 1370 | 100 |
| CMAB..... | Francisco Martinez | Pinar del Rio..... | 1450 | 250 |

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. | Joveilianos | 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 | 15000 |
| CMHQ | Cambo & Gabriel, S. A. | Santa Clara | 800 | 5000 |
| CMHW | R. H. C., Cadena Azul, S. A. | Santa Clara | 960 | 1000 |
| CMHT | Fernando E. Soto del Valle | Trinidad | 990 | 250 |
| — | Valdes & Menendes | Sagua La Grande | 1100 | 100 |
| CMHO | Enrique Lasante | Santa Clara | 1250 | 250 |
| CMHA | Abelardo Menocal | Sagua la Grande | 1280 | 250 |
| CMHP | Candido de los Angeles Guevaro | Placetas | 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 Chavarry Fuster | Santa Clara | 1480 | 250 |
| CMHD | Manuel Alvarez | 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 | Cambo & Gabriel, S. A. | 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 | 1440 | 250 |
| CMJI | Isidro Castellanos Perez | Ciego de Avila | 1400 | 250 |
| CMJO | Bonifacio Idefonso | Ciego de Avila | 1470 | 250 |
| CMJQ | Manuel Puig Martinez | 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 | Cambo & Gabriel, S. A. | Holguin | 970 | 1000 |
| CMKN | Radio Habana Cuba, Cadena Azul, S. A. | Santiago de Cuba | 930 | 1000 |
| CMKU | Cambo & Gabriel, S. A. | Santiago de Cuba | 640 | 5000 d.; 1000 n. |
| CMKW | Ricardo Miranda Cortes | Santiago de Cuba | 1000 | 1000 |
| CMKG | Emilio Grau Medina | Victoria de las Tunas | 1050 | 250 |
| CMKX | Oscar Vidal Benitez | Bayamo | 1390 | 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 | 1090 | 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* | Casas & Cia | Puentes Grandes.... | 6010 | 5000 |
| COCH..... | General Broadcasting Co. | Guanabacoa | 9437 | 5000 |
| COCQ†..... | Cambo & Gabriel, S. A..... | | 9670 | 5000 |
| | | | 9740 | |
| COCM..... | Cia. Transradio Columbia, S. A..... | Arroyo Apolo | 9833 | 1000 |
| COCX‡..... | Francisco A. Lavin | Habana | 11650 | 1000 |
| COBC**..... | Domingo Fernandez Cruz | Habana | 17850 | 1000 |
| COBQ††..... | Andres Martinez | Habana | 8540 | 1000 |
| COBZ‡‡..... | Guillermo Salas | Habana | 9030 | 1000 |
| | | | 17820 | |
| COCY***..... | Radio Habana Cuba, Cadena Azul, S. A... | Habana | 21620 | 1000 |
| COCD..... | La Voz del Aire, S. A. | Regla | 6130 | 1000 |
| COCW†††..... | Adolfo Gil Izquierdo | Regla | 21740 | 1000 |

- * Using 8700 kilocycles provisionally.
- † Using 6345 and 8845 kilocycles provisionally.
- ‡ Using 9273 kilocycles provisionally.
- ** Using 9362 kilocycles provisionally.
- †† Using 9235 kilocycles provisionally.
- ‡‡ Using 9026 kilocycles provisionally.
- *** Using 11740 kilocycles provisionally.
- ††† Using 6322 kilocycles provisionally.

SHORT WAVE STATIONS IN THE INTERIOR

Province of Matanzas

| | | | | |
|-----------|-----------------------------|----------------|-------|------|
| COGF..... | Bernabe R. de la Torre..... | Matanzas | 11800 | 1000 |
|-----------|-----------------------------|----------------|-------|------|

Province of Las Villas

| | | | | |
|------------|---|-------------------|-------|------|
| COHI§..... | Radio Habana Cuba, Cadena Azul, S. A... | Santa Clara | 11765 | 5000 |
|------------|---|-------------------|-------|------|

§ Using 6450 kilocycles provisionally.

Province of Camaguey

| | | | | |
|-----------|------------------------------|----------------|------|------|
| COJK..... | Jones, Castrillon & Cia..... | Camaguey | 8663 | 1000 |
|-----------|------------------------------|----------------|------|------|

Province of Oriente

| | | | | |
|-----------|--------------------------|---------------------|------|------|
| COKG..... | Emilio Grau Medina | Santiago de Cuba... | 8955 | 1200 |
|-----------|--------------------------|---------------------|------|------|

SHORT WAVE STATIONS OPERATED BY OFFICIAL ORGANIZATIONS

| | | | | |
|------------|-------------------------------|----------------|------|------|
| COX-4..... | Ministerio de Educacion | Columbia | 6390 | 5000 |
| COX-7..... | Ministerio de Educacion | Columbia | 4290 | 5000 |

STATIONS OF MEXICO

| Call Letters | Owner | Location | Frequency Kilocycles | Power Watts Actual |
|--------------|--------------------------------------|---------------------------|----------------------|--------------------|
| XEKL..... | Carlo Ferraez Matos..... | Jalapa, Ver..... | 550 | 250 |
| XEUF..... | Ignacio Navarro..... | Uruapan, Mich..... | 550 | 350 |
| XEMU..... | Cia. Radiodifusora de P. Negras..... | Piedras Negras, Coah..... | 580 | 250 |
| XEHQ..... | Radio Hermosillo S. de R. L..... | Hermosillo, Son..... | 590 | 300 |
| XEPH..... | Pedro Riestra Diaz..... | Mexico, D. F..... | 590 | 1000 |
| XEAZ..... | Carlos V. Rodriguez..... | Reynosa, Tam..... | 590 | 250 |
| | | | | (Auth.: 5000 d.) |
| XEZ..... | Jorge L. Palomeque..... | Merida, Yuc..... | 600 | 2000 |
| XESF..... | Jose Martines R..... | Morelia, Mich..... | 600 | 250 |
| XEBX..... | Miguel B. Rodriguez..... | Sabinas, Coah..... | 610 | 250 |
| XEFB..... | Jesus Quintanilla..... | Monterrey, N. L..... | 630 | 500 |
| XETS..... | Wadelay Dominguez Correa..... | Tapachula, Chis..... | 630 | 100 |
| XEBZ..... | Refugio Esparza Vda. de Valezzi..... | Mexico, D. F..... | 660 | 500 |
| XED..... | Cia. Radiofonografica, S. A..... | Guadalajara, Jal..... | 680 | 250 |
| 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 |
| XEDF..... | Ruperto Villarreal..... | Nuevo Laredo, Tam..... | 790 | 500 |
| XERC..... | Radio Popular de Mexico, S. A..... | Mexico, D. F..... | 790 | 500 |
| | | | | (Auth.: 1000) |
| XEFW..... | Flores y Martinez..... | Tampico, Tam..... | 810 | 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 | 250 |
| XEK..... | Arturo Martinez..... | Mexico, D. F..... | 970 | 500 |
| XEJ..... | Pedro Meneses, Jr..... | Ciudad Juarez, Chih..... | 970 | 5000 |
| XEFQ..... | Pedro L. Diaz..... | Cananea, Son..... | 980 | 500 |
| XECA..... | Nicolas M. Picot..... | Tampico, Tam..... | 980 | 1000 |
| XEXT..... | Gobierno del Estado de Nayarit*..... | Tepic, Nay..... | 980 | 1000 |

| Call Letters | Owner | Location | Frequency Kilocycles | Power Watts Actual |
|--------------|--|-----------------------------|-------------------------|--------------------------|
| XET..... | El Pregonero del Norte, S. A..... | Monterrey, N. L..... | 990 | 5000 |
| XECL..... | Alfonso A. Lacarra..... | Mexicali, B. C..... | 990 | 5000 |
| XEOY..... | Ignacio Diaz R. | Mexico, D. F..... | 1000 | 10000 |
| XEJB..... | Gobierno del Estado de Jalisco..... | Guadalajara, Jal. | 1010 | 5000 |
| XEG..... | Rodolfo Junco de la Vega..... | Monterrey, N. L..... | 1050 | 50000 (Auth.: 150000) |
| 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 |
| XETJ..... | Jesus Casillas Baoz..... | Tepatitlan, Jal..... | 1150 | 100 |
| XEJP..... | Delia Cubillas de Fernandez..... | Mexico, D. F..... | 1150 | 500 |
| XECD..... | Ricardo Vazquez | Puebla, Pue. | 1170 | 350 |
| XELO..... | Cia. Radiodifusora de P. Negras..... | Mexico, D. F..... | 1190 | 10000 (Auth.: 50000) |
| XEB..... | El Buen Tono, S. A..... | Mexico, D. F..... | 1220 | 20000 (Auth.: 100000) |
| XEFV..... | Dario Cordoba | Ciudad Juarez, Chih..... | 1240 | 250 |
| XERZ..... | Rafael C. Navarro..... | Leon, Gto. | 1240 | 250 |
| XEAT..... | Amador Ronquillo*** | H. del Parral, Chih..... | 1250 | 250 |
| XETF..... | Jose Rodriguez Lopez..... | Veracruz, Ver..... | 1250 | 500 |
| XEDK..... | Salvador Vazquez T..... | Guadalajara, Jal. | 1250 | 500 |
| XEL..... | Ramon Farreiro R..... | Mexico, D. F..... | 1250 | 750 |
| XEBL..... | Max Gomez Blanco..... | Culiacan, Sin. | 1260 | 500 |
| XEBM..... | Benjamin Briones | San Luis Potosi, S. L..... | 1260 | 150 (Auth.: 250) |
| XEDW..... | Hector Silva Canto..... | Minatitlan, Ver. | 1260 | 250 |
| XER..... | Rafael T. Carranza..... | Linares, N. L..... | 1260 | 250 |
| XEXJ..... | Gobierno del Estado de Chiapas..... | Tuxtla Gutierrez, Chis..... | 1260 | 100 |
| XEBU..... | Feliciano Lopez Islas..... | Chihuahua, Chih..... | 1260 | 100 |
| XEBP..... | Alejandro O. Stevenson, Jr..... | Pte. Torreon, Coah. | 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..... | Jose D. Gonzalez..... | Ciudad Guzman, Jal..... | 1270 | 125 |
| XELQ..... | Francisco Laris Iturbido..... | Morelia, Mich. | 1270 | 100 |
| XEME..... | Perfecto Villamil Cisero..... | Merida, Yuc. | 1270 | 400 (Auth.: 500) |
| XEX..... | El Heraldo del Comercio, S. A..... | Monterrey, N. L..... | 1280 | 500 |
| XEE..... | Alejandro O. Stevenson, Jr..... | Durango, Dgo. | 1280 | 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 |
| 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 | 100 |
| XEP..... | Esteban Parra | Ciudad Juarez, Chih..... | 1300 | 500 |
| XES..... | Difusora Portena, S. de R. L..... | Tampico, Tam. | 1300 | 100 |
| XEC..... | Luls E. Enciso..... | Tijuana, B. C..... | 1310 | 250 |
| XEHV..... | Juan A. Palavicini | Veracruz, Ver..... | 1310 | 1000 |

• • • **MEXICO STATIONS** • • •

| Call Letters | Owner | Location | Frequency Kilocycles | Power Watts Actual |
|--------------|--|-----------------------------|----------------------|--------------------|
| XEAD..... | Alejandro A. Diaz..... | Guadalajara, Jal..... | 1310 | 125 |
| XEAI..... | Carmen Gutierrez..... | Mexico, D. F..... | 1320 | 250 |
| | | | | (Auth.: 500) |
| XESY..... | Publicistas del Norte A. en P..... | Cananea, Son..... | 1320 | 100 |
| XERJ..... | Oscar Perez E..... | Mazatlan, Sin..... | 1320 | 500 |
| XEKS..... | Juan Antonio de la Pena..... | Saltillo, Coah..... | 1330 | 100 |
| XECF..... | Francisco Perez H..... | Los Mochis, Sin..... | 1330 | 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 | 250 |
| XEBK..... | J. Manuel Cortes..... | Nuevo Laredo, Tam..... | 1340 | 100 |
| XEFZ..... | Pedro E. Rocher..... | Coatzacoalcos, Ver..... | 1340 | 250 |
| XECW..... | Juan Sedas M..... | Cordoba, Ver..... | 1340 | 250 |
| XEFC..... | Julio Molina Fonto..... | Merida, Yuc..... | 1340 | 250 |
| XEMA..... | Jose Miguel Acevedo Moya..... | Fresnillo, Zac..... | 1340 | 100 |
| XEAA..... | Alberto Gonzalez..... | Mexicali, B. C..... | 1340 | 250 |
| XEXS..... | Instituto Cientifico y Literario*..... | Toluca, Mex..... | 1340 | 100 |
| XEQK..... | Angel H. Ferreiro..... | Mexico, D. F..... | 1350 | 400 |
| XETB..... | Sucs. Aurelio G. Zaragoza..... | Pte Torreon, Coah..... | 1350 | 500 |
| XETM..... | Jesus Manuel Franco..... | Naco, Son..... | 1350 | 1000 |
| 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 |
| | | | | (Auth.: 1000) |
| XEMX..... | Guillermo Robles..... | Mexico, D. F..... | 1380 | 500 |
| XEM..... | Pedro Meneses, Jr..... | Chihuahua, Chih..... | 1390 | 500 |
| XEMQ..... | Lazaro Achurra..... | Merida, Yuc..... | 1390 | 250 |
| XETL..... | Calixto Almazan..... | Tuxpan, Ver..... | 1390 | 250 |
| XEDE..... | Blas Narro Dunno..... | Saltillo, Coah..... | 1400 | 150 |
| XEJA..... | Daniel Schacht Perez..... | Jalapa, Ver..... | 1400 | 100 |
| XEAM..... | Manuel L. Salinas..... | Matamoros, Tam..... | 1400 | 250 |
| XEPF..... | 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 |
| XEWE..... | Felipe Gallardo..... | Irapuato, Gto..... | 1420 | 100 |
| XEH..... | Radio Tarnava, S. de R. L..... | Monterrey, N. L..... | 1420 | 1000-500 |
| | | | | (Auth.: 1000) |
| 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 | 1000 |
| XEOK..... | Arturo Pina Perez..... | Progreso, Yuc..... | 1430 | 100 |
| XELZ..... | Maria Cardona de Zetina..... | Mexico, D. F..... | 1440 | 1000 |
| XEFI..... | Ramiro G. Uranga..... | Chihuahua, Chih..... | 1440 | 1000 |
| XEGC..... | Guillermo Calzada..... | Zamora, Mich..... | 1450 | 100 |
| XEJX..... | Radio Emisora Queretana, S. de R. L..... | Queretaro, Qro..... | 1450 | 250 |

MEXICO STATIONS

| Call Letters | Owner | Location | Frequency Kilocycles | Power Watts Actual |
|--------------|-----------------------------------|-----------------------|----------------------|---------------------------|
| XEBQ | Maria Refugio A. de Valdivieso | Torreón, Coah. | 1450 | 100 |
| XEDJ | Enrique Saralegui | Magdalena, Son. | 1450 | 100 |
| XEFK | Manuel Zapata Espinosa | Merida, Yuc. | 1450 | 100 |
| XERK | Dario Mondragon | Tepic, Nay. | 1450 | 100 |
| XEBJ | Fernando Elizalde | Ciudad Victoria, Tam. | 1450 | 100 |
| XEPP | Hector Sotomayor | Orizaba, Ver. | 1450 | 100 (Auth.: 250) |
| XEWG | Carlos Mendez | Ciudad, Juarez, Chih. | 1460 | 250 (Auth.: 1000) |
| XETU | Juan Perez Cardenas | Tampico, Tam. | 1460 | 1000 |
| XEAU | Manuel Acuna Varela | Tijuana, B. C. | 1470 | 250 |
| XESM | Salvador San Martin | Mexico, D. F. | 1470 | 500 (Auth.: 1000-5000) |
| XELY | Rafael Loal Camarena | Aguscalientes, Ags. | 1490 | 150 |
| XEOB | Panfilo Gonzales Flores | Gomez Palacio, Dgo. | 1490 | 100 |
| XETR | Cesar Trujillo Vadillo | Ciudad Madero, Tams. | 1490 | 100 |
| 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) |
| XEML | Roberto Valozzi Esparza | Coyoacan, D. F. | 1550 | 1000 |
| 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) |
| XEJT | Jose Torres Morales | Celaya, Gto. | 1600 | 100 |

Short Wave Stations

| | | | | |
|------|---|-------------------|-------|-----------------------|
| XEJG | Gobierno del Estado de Jalisco | Guadalajara, Jal. | 4820 | 200 |
| XEBT | El Buen Tono, S.A. | Mexico, D. F. | 6000 | 500 (Auth.: 10000) |
| 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 Gobernacion* | 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 | 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 |

* Official station

** Cultural station

STATIONS OF _____ _____ SOUTH AMERICA

ARGENTINA*

| Call Letters | Station Name | Location | Frequency Kilocycles | Power Watts |
|--------------|-------------------------------------|------------------------------|----------------------|-------------|
| 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 |

* Resulting from the war, questionnaires addressed to individual countries were not answered by the radio authorities in Argentina, Brazil, Ecuador, Paraguay and Venezuela; rather than omit these countries from the listing of Latin American stations, RADIO ANNUAL has presented the material used in the 1942 edition, with corrections whenever they were known.

| Call Letters | Station Name | Location | Frequency Kilocycles | Power Watts |
|--------------|---|-----------------------------|----------------------|-------------|
| LU8 | | Santa Rosa, La Pampa | 1250 | 500 |
| LT12 | | Santa Fe | 1260 | 1000 |
| 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 |
| LRV | 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 |
|--------------|------------------|------------|------------------|----------------------|-------------|
| CP | | Proyecto | --- | 550 | 5000 |
| CP44 | Radio Popular | Cochabamba | Victor Veltze | 580 | 50 |
| CP32 | Radio Bolivia | La Paz | J. C. Salinas | 620 | 50 |
| CP34 | Radio Sucre | La Paz | Arturo Steele | 680 | 150 |
| CP46 | Radio Victoria | La Paz | --- | 770 | 50 |
| CP20 | Radio Condor | La Paz | Ramon Pelaez | 900 | 250 |
| CP19 | Radio Cultura | La Paz | Hugo Aspiazu | 950 | 50 |
| CP31 | Radio Patria | La Paz | Senor Freire | 975 | 50 |
| CP4 | Radio Illimani | La Paz | Estado | 1040 | 10000 |
| CP10 | Radio La Paz | La Paz | Gonzalo Munoz A. | 1090 | 50 |
| CP45 | Radio Rural | Cochabamba | Raul Montecinos | 1090 | 50 |
| CP16 | Radio Paris | La Paz | Abel Maldonado | 1200 | 50 |
| CP14 | Radio La Noche | La Paz | Javier Romero | 1250 | 50 |
| CP13 | Radio El Oriente | Santa Cruz | L. Canedo Reyes | 1250 | 50 |
| CP18 | Radio Comercio | La Paz | Luis Cortadellas | 1300 | 50 |
| CP29 | Radio Fides | La Paz | C. S. Calixto | 1350 | 100 |
| CP28 | Radio Central | Cochabamba | Gottret & Co. | 1360 | 150 |
| CP3 | Radio Nacional | La Paz | Costas Bros. | 1390 | 5000 |
| CP27 | Radio Pilot | Sucre | Carlos Torres R. | 1420 | 50 |
| CP36 | Radio Mercurio | Oruro | Enrique Wanting | 1420 | 50 |

• • • SOUTH AMERICAN STATIONS • • •

| Call Letters | Station Name | Location | Owner | Frequency Kilocycles | Power Watts |
|--------------|---------------------|------------|------------------|----------------------|-------------|
| CP8 | Radio America | La Paz | Luis Medina | 1450 | 50 |
| CP17 | Radio Cultura | Potosi | Alfredo Ossio L. | 1600 | 50 |
| CP41 | Radio Chuquisaca | Sucre | Jose Camacho | 6020 | 250 |
| CP11 | Radio Bolivar | Oruro | Estado | 6100 | 250 |
| CP2 | Radio Nacional | La Paz | Costas Bros. | 6110 | 5000 |
| CP15 | Radio Condor | La Paz | Ramon Pelaez | 6120 | 250 |
| 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 Oruro | Oruro | Mariaca & Co. | 6170 | 250 |
| CP23 | Radio Guadalouivir | Tarija | — | 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. | 9505 | 5000 |
| CP6 | Radio Illimani | La Paz | Estado | 9520 | 1000 |
| CP40 | Radio Central | Cochabamba | Gottret & Co. | 9570 | 250 |
| CP25 | Radio Sucre | La Paz | Arturo Steele | 9700 | 250 |
| CP7 | Radio Illimani | La Paz | Estado | 15300 | 1000 |

BRAZIL*

| Call Letters | Station Name and/or Owner, City | Frequency Kilocycles | Power Watts |
|--------------|---|----------------------|-------------|
| PRJ6 | Radiodifusora de Aracajua, Aracajua, Sergipe | 630 | 1000 |
| PR18 | 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 |
| PRE9 | Ceara Radio Club, Fortealeza, Ceara | 1320 | 2000 |
| | | 6105. 15165 | 5000 |
| 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 |
| PR14 | Tabajara da Paraiba, Joao Pesson, Parahyba | 1110 | 10000 |

* Resulting from the war, questionnaires addressed to individual countries were not answered by the radio authorities in Argentina, Brazil, Ecuador, Paraguay and Venezuela; rather than omit these countries from the listing of Latin American stations, RADIO ANNUAL has presented the material used in the 1942 edition, with corrections whenever they were known.

| Call Letters | Station Name—Owner and Location, City | Frequency Kilocycles | Power Watts |
|--------------|--|----------------------|-------------|
| 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 |
| PRJ2 | Club de Marilia, Marilia, Sao Paulo | 1090 | 500 |
| ZYB5 | Educadora de Natal, S. A., Natal, Rio Grande do Norte | 1270 | 1000 |
| PRD8 | Club Fluminense, Nichteroy, Rio de Janeiro | 1320 | 1000 |
| PRE6 | Sociedade Fluminense, Nichteroy, 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., Pouso Alegre, Minas Geraes | 1530 | 100 |
| PRJ5 | A Voz do Sertao, Presidente Prudente, Sao Paulo | 970 | 250 |
| PRA8 | Club de Pernambuco, Recife, Pernambuco | 720 | 25000 |
| | | 6013 | 5000 |
| 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 |
| 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 |
| PRJ6 | 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 |

SOUTH AMERICAN STATIONS

| <i>Call Letters</i> | <i>Station Name—Owner and Location, City</i> | <i>Frequency Kilocycles</i> | <i>Power Watts</i> |
|---------------------|--|----------------------------------|--------------------|
| 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 | Difusoro 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 | Piratininga, 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 10220, 15190 | 12000 |
| PRA8 | Club de Pernambuco, Recife, Pernambuco | 6012 | 5000 |

BRITISH GUIANA

| <i>Call Letters</i> | <i>Owner and Location</i> | <i>Frequency Kilocycles</i> | <i>Power Watts</i> |
|---------------------|--|-----------------------------|--------------------|
| ZFY | British Guiana United Broadcasting Co., Georgetown | 6130 | 650 |

CHILE

| <i>Call Letters</i> | <i>Station Name</i> | <i>Location</i> | <i>Owner</i> | <i>Frequency Kilocycles</i> | <i>Power Watts</i> |
|---------------------|--------------------------|-----------------|-------------------------------|-----------------------------|--------------------|
| 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 | 300 |
| CA127 | La Voz del Norte | Antofagasta | Raquel Palma de Pedreni | 1270 | 100 |
| CA141 | Radio El Loa | Antofagasta | Angel Garcia & Co. | 1410 | 1400 |
| CB57 | Soc. Nac. de Agricultura | Santiago | Soc. Nac. de Agricultura | 570 | 6000 |
| CB66 | Radio Chilena | Santiago | International Machinery Co. | 660 | 700 |
| CB64 | Radio Aconcagua | Vina Del Mar | Adriano Iz | 640 | 1000 |
| CB68 | Radio Metro | Vina Del Mar | Renard & Garcia Tello | 680 | 300 |
| CB76 | Cooperative Vitalicia | Santiago | Soc. Cooperative Vitalicia | 760 | 5000 |
| CB78 | Cooperative Vitalicia | Valparaiso | Soc. Cooperativa Vitalicia | 780 | 16000 |
| CB84 | Radio del Pacifico | Valparaiso | Angel Prieto | 840 | 50 |
| CB89 | Otto Becker | Santiago | Bernardo & Otto Becker | 890 | 600 |
| CB93 | Radio Hucke | Santiago | Orlandini & Raggio, Ltd. | 930 | 10000 |
| CB90 | Soc. Nac. de Agricultura | Valparaiso | Soc. Nac. de Agricultura | 900 | 1000 |
| CB97 | Radio Prat | Santiago | Soc. Industrial de Maquinaria | 970 | 1000 |
| CB101 | Radio Mayo | Santiago | Felix Bewais & Cia. | 1010 | 1100 |
| CB103 | Univ. Tecnica Sta. Maria | Valparaiso | Fundacion Santa Maria | 1030 | 400 |
| CB106 | Sud America | Santiago | Manuel Casblanca | 1060 | 5000 |

| Call Letters | Station Name | Location | Owner | Frequency Kilocycles | Power Watts |
|--------------|-------------------------------------|--------------|------------------------------------|----------------------|-------------|
| CB111 | Radio Los Castanos | Vina del Mar | Joaquin Venegas | 1110 | 600 |
| CB113 | Radio de Quillota | Valparaiso | Vargas & Salinas | 1130 | 2000 |
| CB114 | Radio del Pacifico | Santiago | Ricardo Vivado | 1140 | 500 |
| CB116 | Radio Caupolican | Valparaiso | Oscar Cornejo Harker | 1160 | 750 |
| CB120 | Diario La Union | Valparaiso | Jiles & Cia | 1200 | 650 |
| CB124 | Vina del Mar | Valparaiso | Ramon & Fernando Garcia & Co. | 1240 | 150 |
| CB126 | Radio Carrera | Santiago | Soc. Chilena Radiodifusora, S. A. | 1260 | 12000 |
| CB130 | Radio "La Americana" | Santiago | Lehman & Becker | 1300 | 1500 |
| CB132 | Radio Independencia | Valparaiso | David Wallace | 1320 | 700 |
| CB134 | Radio Cervantes | Santiago | Amilear Locci J. | 1340 | 2000 |
| CB138 | "El Mercurio" | Santiago | Emp. Periodistica "El Mercurio" | 1380 | 3500 |
| CB140 | Onda Azul | San Antonio | Soc. Radiodifusora Onda Azul, Ltd. | 1400 | 250 |
| CB144B | Radio O'Higgins | Santiago | Bogolowski & Cia. | 1440 | 2500 |
| CB144C | Radio Moraga & Cia. | Santiago | Miguel Torres de la Fuente | 1440 | 200 |
| CB147 | Radio Continental Vitalicia | Valparaiso | Luis Falcone | 1470 | 350 |
| CE960 | Radio "La Americana" | Santiago | Lehmann & Becker | 9600 | 1000 |
| CE970 | Cooperative Vitalicia | Valparaiso | Soc. Cooperative Vitalicia | 9700 | 2500 |
| 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 | 300 |
| CC64 | Diario El Sur | Concepcion | Mario Saez | 640 | 850 |
| CC67 | | Talca | Ramon Abasolo | 670 | 100 |
| CC84 | Radio Cultura | Talcahuano | Francisco Morales | 840 | 250 |
| CC96 | Radio Curico | Curico | Alberto Guerra | 960 | 100 |
| CC109 | Radio Rancagua | Rancagua | Jorge Romero | 1090 | 600 |
| CC117 | Radio Zenith | Concepcion | Federico Sanchez | 1170 | 1300 |
| CC127 | Radio Nuble | Chillan | Rafael Barrios | 1270 | 150 |
| CC133 | Radio La Discusion | Chillan | Miguel Arrau | 1330 | 100 |
| CC141 | Radio "Patria" | Concepcion | Pedro Lopez de Heredia | 1410 | 400 |
| CC145 | Radio La Prensa | Rancagua | Ramon Caceres | 1450 | 800 |
| CD69 | Radio Sur | Valdivia | Soc. Radio-Emisoras "Sur de Chile" | 690 | 500 |
| CD84 | Soc. Agricola & Granadera de Osorno | Osorno | Soc. Agricola & Ganadera de Osorno | 840 | 1500 |
| CD70 | La Frontera | Temuca | Daniel de Mayo | 700 | 1250 |
| CD101 | Radio Llanguihue | Puerto Montt | Soc. Radio-Emisoras "Sur de Chile" | 1010 | 500 |
| CD103 | Radio Magallanes | Magallanes | Ramon Verde Ramos | 1030 | 100 |
| CD111 | Radio Austral | Magallanes | Emilio Turina | 1110 | 100 |
| CD113 | | Punta Arenas | Julio Femenina Loyola | 1130 | 500 |
| CD125 | Radio Temuco | Temuco | Jorge Spano Riffo | 1250 | 500 |
| CD132 | Radio Baguedano | Valudivia | Carlos Cockbaine | 1320 | 1000 |
| CD136 | La Voz del Sur | Punta Arenas | Ines Diez Paz | 1360 | 500 |
| CD147 | Radio Aliviol | Puerto Montt | Ernesto Riedel | 1470 | 100 |
| CE1190 | Radio Sur | Valdivia | Soc. Radio-Emisoras "Sur de Chile" | 11900 | 250 |

• • • SOUTH AMERICAN STATIONS • • •

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 | C. E. Arboleda | 920 | 50000 |
| HJ-CM | Bogota | Roberto Ramirez G. | 970 | 500 |
| HJ-CZ | Bogota | Cipriano Rios Hoyos | 1040 | 2500 |
| HJ-AH | Barranquilla | Alex Blanco | 1050 | 1000 |
| HJ-CG | Bogota | Luis J. Bernal N. | 1060 | 1000 |
| HJ-EE | Cali | Jose T. Calderon | 1090 | 500 |
| HJ-CB | Bogota | Roberto Ramirez G. | 1105 | 1000 |
| HJ-FQ | Pereira | Marcelino Ossa M. | 1120 | 500 |
| 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-HB | Pasto | Hernando Bueno D. | 1170 | 500 |
| HJ-EQ | Palmira | Regulo Benitez P. | 1180 | 500 |
| HJ-AN | Barranquilla | Eliecer Velasco | 1190 | 1000 |
| HJ-CR | Bogota | Gobierno Nacional (Cultural) | 1200 | 5000 |
| HJ-FM | Armenia | Botero & Compania | 1210 | 500 |
| HJ-AM | Monteria | Julio A. Sanchez | 1210 | 251 |
| HJ-CE | Bogota | Gustavo Uribe Th. | 1220 | 1000 |
| HJ-EO | Cartago | Daniel Benitez | 1230 | 500 |
| HJ-AF | Cartagena | Rafael Fuentes | 1240 | 500 |
| HJ-FG | Armenia | Alfonso Toro V. | 1245 | 500 |
| HJ-DK | Medellin | Duis Ramos | 1250 | 500 |
| HJ-EL | Cali | Hernando Bueno | 1260 | 500 |
| HJ-BC | Cucuta | Pompilio Sanchez | 1270 | 500 |
| HJ-AT | Barranquilla | Delфина 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 | Clemente Basallo | 1310 | 500 |
| HJ-FO | Libano | Hector E. Giraldo L. | 1310 | 100 |
| HJ-DQ | Medellin | Fernando Restrepo A. | 1320 | 1000 |
| HJ-AA | Barranquilla | Alfonso Rosales Navarro | 1330 | 500 |
| HJ-CN | Bogota | Roberto Laignelet | 1335 | 500 |
| HJ-EF | Cali | Hernando Bueno | 1340 | 500 |
| HJ-FF | Pereira | Antonio Giraldo | 1350 | 1000 |
| HJ-HA | Pasto | Luis F. Martinez | 1350 | 500 |
| HJ-GN | Bucaramanga | Francisco A. Bueno | 1360 | 1000 |
| HJ-DC | Medellin | Francisco Cuartez | 1360 | 500 |
| HJ-AI | Barranquilla | Julian Melendez | 1370 | 500 |
| HJ-EN | Cali | Alfonso Mesa Vargas | 1370 | 500 |
| HJ-DR | Medellin | Camilo Torres P. | 1380 | 500 |
| HJ-CJ | Bogota | Manuel J. Gaitan | 1380 | 500 |
| HJ-FD | Manizales | Francisco Jaramillo | 1390 | 500 |
| HJ-ER | Cali | Cesar Mendoza M. | 1395 | 500 |
| HJ-FL | Ibague | Luis E. Martinez | 1400 | 250 |
| HJ-AR | Cartagena | Lequerica Hermanos | 1400 | 500 |
| HJ-BH | Santa Marta | Jose M. Conde | 1410 | 500 |
| HJ-EI | Buga | Hernando Bueno | 1410 | 100 |
| HJ-AC | Magangue | Manuel Agustin Varela | 1420 | 100 |

| Call Letters | Location | Owner | Frequency Kilocycles | Power Watts |
|--------------|--------------|---|----------------------|-------------|
| HJ-GA | Tunja | Pedro P. Martinez | 1425 | 250 |
| HJ-EK | Tulua | Hernando Bueno D. | 1430 | 100 |
| HJ-CV | Girardot | Antonio Useche R. | 1430 | 100 |
| HJ-AD | Cartagena | Rafael Fuentes | 1440 | 250 |
| HJ-EG | Popayan | Mercedes M. De Valencia | 1450 | 250 |
| HJ-EJ | Palmira | Rafael Angulo | 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 Arango Mejia | 1470 | 500 |
| HJ-DL | Medellin | Jaime Tobon B. | 1480 | 500 |
| HJ-EP | Buga | J. Ortiz Marquez | 1485 | 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-EA | Popayan | Jesus H. Hormaza | 1500 | 500 |
| HJ-EM | Cali | Arturo Salazar | 1510 | 500 |
| HJ-DM | Medellin | Prospero Aguirre M. | 1520 | 1000 |
| HJ-BF | Ocana | Luis Linero | 1525 | 500 |
| HJ-ES | Buenaventura | Heriberto Quintera | 1525 | 100 |
| HJ-CP | Tocaima | Ruperto Aguilera Leon (Cultural) | 1530 | 250 |
| HJ-FI | Armenia | J. Palacios E. y Cia | 1540 | 1000 |
| HJ-EH | Santander | Escuela Rafael Tello (Cultural) | 1550 | 175 |
| HJ-FP | Ibague | Mauro Cadavid S. | 1550 | 100 |
| HJ-GB | Bucaramanga | Francisco A. Bueno | 4775 | 2500 |
| HJ-AB | Barranquilla | Elicier Velasco | 4785 | 2500 |
| HJ-DX | Medellin | Francisco Cuartas | 4795 | 750 |
| HJ-DG | Quibdo | Direccion Educacion (Cultural) | 4805 | 150 |
| HJ-BB | Cucuta | Pompilio Sanchez | 4815 | 750 |
| HJ-ED | Cali | Eduardo Cordoba | 4825 | 1000 |
| HJ-EX | Cali | Cesar Mendoza M. | 4865 | 2500 |
| HJ-FH | Armenia | Botero & Compania | 4875 | 500 |
| HJ-DP | Medellin | Fernando Restrepo A. | 4885 | 2500 |
| HJ-CH | Bogota | Manuel J. Gaitan | 4895 | 750 |
| HJ-AG | Barranquilla | Alex Blanco | 4905 | 750 |
| HJ-AP | Cartagena | Lequerica Hermanos | 4925 | 750 |
| HJ-CW | Bogota | Jesus M. Garcia | 4945 | 750 |
| HJ-CQ | Bogota | Ministerio Educacion Nal. (Cultural) | 4955 | 500 |
| HJ-AE | Cartagena | Rafael Fuentes | 4965 | 750 |
| HJ-CX | Bogota | Cipriano Rios Hoyos | 6018 | 750 |
| HJ-CF | Bogota | Gustavo Uribe Th. | 6033 | 750 |
| HJ-FA | Pereira | Cesar Arango Mejia | 6054 | 750 |
| HJ-FK | Pereira | Sdad. Voz Amiga | 6097 | 2500 |
| HJ-FB | Manizales | Francisco Jaramillo | 6105 | 1000 |
| HJ-DE | Medellin | Luis Ramos | 6145 | 5000 |
| HJ-CD | Bogota | Roberto Ramirez G. | 6160 | 5000 |
| HJ-CA | Bogota | Cristobal Paez | 4855 | 1000 |
| HJ-BD | Bucaramanga | Gustavo Sorzana | 9630 | 650 |
| HJ-CT | Bogota | Ministerio Educacion Nal. | 9655 | 2500 |

ECUADOR*

| Call Letters | Owner | Station Name | Location | Frequency Kilocycles | Power Watts |
|--------------|-------------------------------|-------------------------------|-----------|----------------------|-------------|
| HC2AJ | Odalia Arauz de G. | Radio Guayaquil | Guayaquil | 900 | 25 |
| HCJB | Alfonso Vilmot | Ondas del Pacifico | Guayaquil | 900 | 100 |
| HC2CW | Clarence W. Jones | La Voz de Quito | Quito | 973 | 50 |
| HC2OAD | Cia. Radidifusora del Ecuador | Cia. Radidifusora del Ecuador | Guayaquil | 1050 | 1000 |

• • • **SOUTH AMERICAN STATIONS** • • •

| Call Letters | Owner | Station Name | Location | Frequency Kilocycles | Power Watts |
|--------------|------------------------------|----------------------------|-----------|----------------------|-------------|
| HC2ET..... | Empresa "El Telegrafo" | Diario "El Telegrafo"..... | Guayaquil | 1330 | 300 |
| HC2JSB..... | Juan S. Behr | Ecuador Radio | Guayaquil | 1131 | 100 |
| HC2RB..... | Erik Williams | La Voz del Litoral..... | Guayaquil | 1250 | 200 |
| HC1ETC..... | Manuel Mantilla | Radio Teatro Bolivar..... | Quito | 1350 | 200 |
| HCQR..... | Carlos Mantilla | Radio Quito | Quito | 1304 | 300 |
| HC2AU..... | Augusto Alvarado O. | Radio Atalaya | Guayaquil | 1250 | 200 |

Short Wave Stations

| | | | | | |
|-------------|-----------------------------------|----------------------------|------------|-------|-------|
| HCJB4..... | Pedro Zambrano Barcia | La Voz de Manabi | 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, Jose | La Voz de Tomebamba..... | Cuenca | | |
| | Heredia Crespo | | | 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 Pacifico..... | 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 Bolivar..... | Quito | 9350 | 300 |
| HC2AK..... | Cia. Radio Difusora del | Cia. Radiodifusora | Guayaquil | | |
| | Ecuador | del Ecuador | | 9377 | 1000 |
| HC2OAD..... | Odalia 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 Pais—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 Antoniena, Asuncion | 1200 | 100 |
| ZP10..... | Noriega Hnos. & Franco, Asuncion..... | 1330 | 100 |
| ZP17..... | Haneman Hnos., Asuncion | 1030 | 100 |
| ZP7..... | La Voz del Aire—Julio Coriulot, 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 |

* Resulting from the war, questionnaires addressed to individual countries were not answered by the radio authorities in Argentina, Brazil, Ecuador, Paraguay and Venezuela; rather than omit these countries from the listing of Latin American stations, RADIO ANNUAL has presented the material used in the 1942 edition, with corrections whenever they were known.

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 Letter | Station Name | Location | Owner | Frequency Kilocycles | Power Watts |
|-------------|-------------------------|----------------------------|---------------------------------------|----------------------|-------------|
| CW1 | Radio Popular | Real de San Carlos-Colonia | Bernotti y Montellano | 550 | 4500 |
| CW3 | Radio Rural del Uruguay | Florida | Rodolfo J. Caissiol | 580 | 200 |
| 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 | Harispuhu 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 |
| CX32 | Radio Aguila | Montevideo | Compania Uruguaya de Publicidad S. A. | 1170 | 500 |
| CW33 | Difusora Florida | Florida | Omar F. Barreiro | 1200 | 75 |

SOUTH AMERICAN STATIONS

| Call Letters | Station Name | Location | Owner | Frequency Kilocycles | Power Watts |
|--------------|---------------------------------|-------------------|---|----------------------|-------------|
| 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 Downton Garcia | 1340 | 60 |
| CW41 | Brdcstng. San Jose | San Jose | Juan J. Harispuru y Pedro Bruccoleri | 1360 | 50 |
| CX42 | Tribuna Sonora | Montevideo | Hector Verhazzo | 1370 | 500 |
| CW45 | Difusora Treinta y Tres | Treinta y Tres | Marroche, Lacurcia y Rodriguez | 1390 | 60 |
| CW46A | Difusora Zorrilla de San Martin | Tacuarembó | Luis S. Dini | 1400 | 2000 |
| CX44 | Radio Montevideo | Montevideo | Julio J. Rabassa | 1410 | 250 |
| CW43 | Radio Lavalleja | Minas | Volante y Harisouru | 1420 | 500 |
| 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 Figueiro Moran | 1480 | 750 |
| CX48 | Radio Femenina | Montevideo | Vazquez y Cia. | 1490 | 1500 |
| CW47A | Radio Welcome | San Jose | Fasola, Rios y Tiboni | 1510 | 100 |
| CX50 | Radio El Mundo | | Bernardino Ayala | 1530 | 300 |
| CW51 | Radio Maldonado | Maldonado | Hector Lamaison | 1560 | 250 |
| CX52 | Radio Litoral | Soriano | Anibal Frabasile, Juan Orlando Kelly, Jose Pedro Iriagaray y Florencio Donato Montero | 1570 | 50 |
| CW53 | Proyectado | Melo, Cerro Largo | Ruber D. Lucas | 1580 | 250 |

Short Wave Stations

| | | | | | |
|-------|--------------------------|----------------------------|-------------------|-------|-------|
| CXA2 | Radio Continental | Montevideo | Raice Schmidt | 6000 | 5000 |
| CXA30 | Radio Nacional | Montevideo | Silva y Larrea | 6035 | 1000 |
| CXA3 | (Proyectada) | Montevideo | Leon y Landeira | 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-Colonia | 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-Colonia | 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 |
| CXA9 | El Espectador | Montevideo | El Espectador | 15345 | 1000 |
| 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 |

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 |

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• • • SOUTH AMERICAN STATIONS • • •

Short Wave Stations

| <i>Call Letters</i> | <i>Station Name</i> | <i>Location</i> | <i>Owner and Director of Station</i> | <i>Frequency Kilocycles</i> | <i>Power Watts</i> |
|---------------------|----------------------------|-------------------|---|-----------------------------|--------------------|
| YV1RO | ...Radio Trujillo | ...Trujillo | Pedro J. Torres | 3310 | 1040 |
| YV5RS | ...Radio Libertador | ...Caracas | Pedro J. Torres Comp. Anonimo | 3360 | 1550 |
| YV1RT | ...La Voz de la Fe | ...Maracaibo | M. A. Torrealba 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 | Ponce & Viggiani | 3410 | 1040 |
| YV2RC | ...La Voz de la Sierra | ...Merida | Arturo Ramos Maggi | 3420 | 495 |
| YV5RX | ...La Voz de la Patria | ...Caracas | Amilcar Segura Roberto Straus | 3430 | 2700 |
| YV1RU | ...Radiodifusora Maracaibo | ...Maracaibo | Mons. J. M. Pellin Pedro Vargas | 3440 | 1000 |
| YV6RC | ...Ondas del Neveri | ...Barcelona | G. Govea & G. Nouel Guillermo Govea | 3450 | 465 |
| YV4RP | ...Radio Valencia | ...Valencia | L. J. Arreaza A. L. J. Arreaza | 3460 | 1000 |
| YV4RQ | ...Radio Puerto Cabello | ...Puerto Cabello | Miguel Ache | 3480 | 885 |
| YV3RF | ...La Voz del Llano | ...Acarigua | Rafael A. Segura | 3490 | 160 |
| YV5RV | ...Emisora Vargas | ...La Guaira | Pausides Sigala Luis Barrios | 3500 | 350 |
| YV1RV | ...Ecos del Zulia | ...Maracaibo | G. Veloz Mancero Gonzalo Veloz M. | 4750 | 300 |
| YV4RO | ...Radio Carabobo | ...Valencia | L. Garcia Nebot | 4760 | 300 |
| YV1RY | ...Radio Coro | ...Coro | G. Degwitz | 4770 | 312 |
| YV3RN | ...Radio Barquisimeto | ...Barquisimeto | Roger Leyba | 4780 | 1250 |
| YV6RU | ...Ecos del Orinoco | ...Ciudad Bolivar | Roger Leyba Amilcar Segura | 4790 | 960 |
| YV1RX | ...Ondas del Lago | ...Maracaibo | E. Torres Valencia F. Torres Valencia | 4800 | 3080 |
| YV1RL | ...Radio Popular | ...Maracaibo | N. Vale Quintero | 4810 | 300 |
| YV2RN | ...La Voz del Tachira | ...San Cristobal | N. Vale Quintero J. A. Higuera M. | 4830 | 2000 |
| YV1RZ | ...Radio Valera | ...Valera | Rafael Rivera Parra Jesus Diaz Gonzalez | 4840 | 484 |
| YV5RU | ...Ondas Populares | ...Caracas | Pedro Flores Jelambi | 6070 | 2232 |
| YV5RM | ...Radiodifusora Venez. | ...Caracas | Gonzalo Veloz M. | 6150 | 7250 |
| YV5RN | ...Radio Caracas | ...Caracas | Gonzalo Veloz M. Degwitz & Siblesz | 6200 | 7550 |
| | | | H. Degwitz Almacen Americano 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 |
|--------------|-------------------------------------|-------------------------|----------------|
| TI5JMM | Emilio E. Martinez, Alajuela | 575 | 1500 |
| TI4NRH | Amando Cespedes M., Heredia | 710 | 750 |
| TIRH | Rafael Hine Ch., San Jose | 970 | 500 |
| TIJMP | Jose Maria Pinaud, San Jose | 855 | 3000 |
| TIRM | Rafael Merino A., San Jose | 900 | 1000 |
| 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 Pedro | 880 | 5000 |
| TICQ | 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 |
| TIGH | Jose Maria Pinaud, San Jose | 690 | 2000 |
| TIHZ | Heli Zuniga, San Jose | 1150 | 1000 |
| TIOS | Guillermo Castro Saenz, San Jose | 940 | 500 |
| TIMBC | Oscar Martinez Nussbaumer, San Jose | 1070 | 5000 |
| TIBAS | Gonzalo Pinto H., San Juan de Tibas | 650 | 8000 |
| TIMC | Jorge Mario Cardos M., Cartago | 735 | 700 |

Short Wave Stations

| | | | |
|-------|---|------|------|
| TINRH | 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 | 610 | 10000 |
| TGI | Government, Guatemala City | 1310 | 200 |
| TGX | El Liberal Progresista (newspaper), Guatemala City | 1410 | 50 |
| TGQ | Government, Quezaltenango | 1450 | 200 |
| TGWC | Radiodifusora Nacional, Guatemala City | 1520 | 1000 |

Short Wave Stations

| | | | |
|------|--|-------------|-------|
| TG3 | Government, Guatemala City | 2300 | 200 |
| TGWA | Radiodifusora Nacional, Guatemala City | 9685, 15170 | 10000 |
| TGWB | Radiodifusora Nacional, Guatemala City | 6460 | 1000 |

• • • **CENTRAL AMERICAN STATIONS** • • •

| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|--------------|---|----------------------|-------------|
| TG2 | Government, Guatemala City | 6190 | 200 |
| TGX1 | El Liberal Progresista (newspaper), Guatemala City | 6100 | 50 |
| TGQA | Government, Quezaltenango | 6400 | 200 |

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 | 5875 | 500 |
| | | | | 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 |
|--------------|-----------------------|--------------------------------------|----------|----------------------|-------------|
| YNMA | Gobierno de Nicaragua | | Managua | 6140, 9570, 11750 | 500 |
| YNDS | Gobierno de Nicaragua | La Voz de Nicaragua | Managua | 6240 | 600 |
| YNLG | Benjamin Guerra L. | Ruben Dario | Managua | 6610 | 400 |
| YNPS | Gobierno de Nicaragua | La Voz de Nicaragua | Managua | 6760 | 800 |
| YNFM | Jose F. Tercero | La Voz de la Ciudad de las Flores | Masaya | 6950 | 60 |
| YNBO | J. Edgar Tijerino | La Voz de Boaco | Boaco | 6980 | 20 |
| YNFF | Francisco Perez G. | La Voz del Tropico | Managua | 7235 | 100 |

Short Wave Stations

| | | | | | |
|-------|---------------------|------------------------------|---------|------|------|
| YNJAT | J. A. Tijerino | La Voz del Aire | Leon | 5758 | 1000 |
| 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 | Reyes V. de Tenoria | La Voz del Mombacho | Granada | 7625 | 200 |
| YNDG | Dionisio E. Gallo | Gilfilland | Leon | 7660 | 1000 |

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 | 500 |
| HOA | La Voz de la Democracia | Panama City | 1000 | 500 |
| HOQ | Agustin de Mena & Jose M. Herrera, Jr. | Panama City | 1250 | 250 |
| HP6J | La Voz de Panama | Panama City | 1358 | 250 |
| HOC | Jose Jaen & Jaen | Panama City | 1440 | 50 |

Short Wave Stations

| | | | | |
|------|---------------------------------|-------------|-------|------|
| HP5K | La Voz de La Victor | Colon | 6005 | 1000 |
| HP5B | Radio Miramar | Panama City | 6030 | 150 |
| HP5F | La Voz de Colon | Colon | 6050 | 1000 |
| HP5H | La Voz del Pueblo | Panama City | 6122 | 400 |
| HP5J | La Voz de Panama | Panama City | 9607 | 400 |
| HP5A | Radio Teatro Estrella de Panama | Panama City | 11700 | 1000 |
| HP5G | La Voz de la Democracia | Panama City | 11780 | 800 |

EL SALVADOR

| Call Letters | Station Name | Owner | Location | Frequency Kilocycles | Power Watts |
|--------------|-----------------------|------------------------|--------------|----------------------|-------------|
| YSP | La Voz de Cuscatlan | Fernado Albayeris Sosa | San Salvador | 6150 | 300 |
| YSR | La Voz de El Salvador | Sucesion Cevallos | San Salvador | 6265 | 400 |
| HUB | Government | | San Salvador | 4780 | 300 |

BAHAMAS

| <i>Call Letters</i> | <i>Owner</i> | <i>Location</i> | <i>Frequency Kilocycles</i> | <i>Power Watts</i> |
|---------------------|--------------------|-----------------|-----------------------------|--------------------|
| ZNS..... | Bahamas Government | Nassau | 640 | 1000 C.P. 5000 |

Short Wave Stations

| | | | | |
|----------|--------------------|--------|-----|-----|
| ZNS..... | Bahamas Government | Nassau | 690 | 200 |
|----------|--------------------|--------|-----|-----|

CURACAO

| <i>Call Letters</i> | <i>Owner</i> | <i>Location</i> | <i>Frequency Kilocycles</i> | <i>Power Watts</i> |
|---------------------|-----------------------|-----------------|-----------------------------|-----------------------|
| PJC1..... | Government of Curacao | Willemstad | 9106 5929 | 150 (C.P. 1000) |

DOMINICAN REPUBLIC

| <i>Call Letters</i> | <i>Operator</i> | <i>Location</i> | <i>Frequency Kilocycles</i> | <i>Power Watts</i> |
|---------------------|--------------------|-----------------|-----------------------------|--------------------|
| HIN..... | Partido Dominicano | Ciudad Trujillo | 1090 | 150 |
| HIX..... | Government | Ciudad Trujillo | 950 | 800 |
| HIZ..... | Frank Hatton | Ciudad Trujillo | 1350 | 200 |
| HI9U..... | Luis A. Pelegrin | Puerto Plata | 1010 | 100 |

Short Wave Stations

| | | | | |
|-----------|--------------------|----------------------|-------|-----|
| HI1G..... | A. C. Puello | Ciudad Trujillo | 6280 | 100 |
| HI2G..... | A. C. Puello | Ciudad Trujillo | 9290 | 100 |
| HI1L..... | J. C. Pellicer | Ciudad Trujillo | 6500 | 60 |
| HI1N..... | Partido Dominicano | Ciudad Trujillo | 6243 | 700 |
| HI1T..... | 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 |
| HI3C..... | Antonio 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 | 200 |
| 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 |
| HI2X..... | Government | Ciudad Trujillo | 11960 | 250 |
| HI3X..... | Government | Ciudad Trujillo | 17400 | 250 |

HAITI

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|-----------|--|----------------|------|-----|
| HHW..... | R. Widmaier | Port-au-Prince | 1230 | 75 |
| HH2S..... | Societe Haitienne de Radio- diffusion | Port-au-Prince | 5920 | 300 |
| HHBM..... | F. C. Magloire | Port-au-Prince | 9655 | 100 |
| HH3W..... | R. Widmaier | Port-au-Prince | 9595 | 150 |

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Hap Hadley



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