

Big Town	Sterling Drug Inc. Ironized Yeast	CBS	Pedler & Ryon, Inc.
Bill Henry, News	Johns-Manville Corp. Building Material	CBS	J. Walter Thompson Co.
Billie Burke Show	Lambert Co. Listerine Tooth Powder	CBS	Lambert & Feosley, Inc.
Bing Crosby	Philco Corp. Philco Radios	ABC	Hutchins Advtg. Co.
Blind Date	Lehn & Fink Products Corp. (Hinds Honey & Almond Cream & Hand Lotion)	ABC	Wm. Esty & Co.
Blondie	Colgate-Palmolive-Peet Co. Super Suds	CBS	Wm. Esty & Co.
Bob Burns Show	Lever Brothers Lifebuoy Soap	NBC	Ruthrouff & Ryon
Bob Burns Show	Whitehall Pharmacal Co. Anacin, Kolyms	NBC	Sullivan, Stouffer, Colwell & Boyles
Bob Crosby Show	Ford Motor Co. Ford Motor Cars	CBS	J. Walter Thompson Co.
Bob Garred—News	Manhattan Soap Co. Sweetheart Soap	CBS—PC	Duone Jones Co.
Bob Garred—News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred—News	"42" Products, Inc. Hair Oil and other products	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred—News	Soil-Off Mfg. Co.	CBS—PC	Ruthrouff & Ryan, Inc. Frank Oxarort Co.
Bob Garred—News	Studebaker Corp. (Motor Cars)	CBS—PC	Roche, Williams & Cleary, Inc.
Bob Garred—News	Vick Chemical Co. Vick's Vaporub, Vatronol, Cough Drops, Inhaler	CBS—PC	Morse International, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co.
Bob Hope Show	Lever Brothers Toothpaste Toothbrushes Tooth Powder	NBC	Foote, Cone & Belding

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bob Nichols	Fisher Flouring Mills Co. (Fisher's Cereal Products)	ABC—PC	Pacific Nat'l Adv.
Bob Wills & His Texas Playboys	Fisher Flouring Mills Co. (Fisher's Cereal Products)	ABC—PC	Pacific Nat'l Adv.
Boston Symphony	Allis Chalmers Mfg. Co.	ABC	Compton Adv., Inc.
Breakfast Club	Swift & Co. Kay Daumit, Inc. (Lustre Cream Shampoo) Philco Corporation (refrigerators)	ABC	J. Walter Thompson Hill Blackett & Co. Hutchins Adv. Co., Inc.
Break the Bank	Bristol Myers Co. (Mum, Sal-Hepotica, Vitalis)	ABC	Doherty, Clifford and Shenfield
Break the Bank	Vick Chemical Co. Vick's Va-Tro-Nol & Vapo-Rub	MBS	Morse International, Inc. New York
Bride And Groom	Sterling Drug Inc. (Drug Products)	ABC	Dancer-Fitzgerald-Sample Inc.
Buck Rogers	General Foods Corp., N. Y. Corn Toasties	MBS	Benton & Bowles Inc. New York
Burl Ives	Philco Corp. Philco Radios	MBS	Hutchins Advertising Co. New York
Burritt Wheeler	Loma Linda Food Co. Loma Linda Foods	CBS—PC	Elwood J. Robinson Adv. Agcy.
Burritt Wheeler	Wilco Co. "Clearex", window cleaner "Bif" insect spray	CBS—PC	Elwood J. Robinson Adv. Agcy.
By Popular Demand		MBS	Birmingham, Castleman & Pierce New York
Call of the Range	Grove Lab. Inc. (Cold Tablets)	CBS—PC	Duane-Janes Co.
Calamity Jane with Agnes Moorehead	Lewis-Howe Co. Turns	CBS	Roche, Williams & Cleary, Inc.
Campbell Room with Hildegarde	Campbell Soup Co. All Products	CBS	Ward-Wheelock Co.
Can You Top This?	Calgate-Palmolive-Peet Palmolive Brushes & lather shave creams	NBC	Ted Bates

Captain Midnight	Wander Company Ovaline	MBS	Ruthrauff & Ryan Chicago
Carroll Alcott, News	Campbell Soup Co. All products	CBS—PC	Ward Wheelock Co.
Case Book of Gregory Hood	Petri Wine Company Petri Wine	MBS	Young & Rubicam New York
Cavalcade of America	E. J. duPont de Nemours Institutional	NBC	B.B.D. & O.
Cecil Brown	Murine Company Eye Lotion	MBS	B.B.D. & O. Chicago
Cedric Foster	Employer's Group Insurance Co. Insurance	MBS	H. B. Humphrey Co. St. Louis
Champion Rollcall	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams, Inc.
Charles Collingwood	Peter Paul, Inc. Candy products	CBS	Plott-Forbes, Inc.
Charlie McCarthy & Edgar Bergen	Standard Brands Chase & Sanborn Coffee Royal Desserts	NBC	J. Walter Thompson
Checkerboard Jamboree (formerly Opry House Matinee)	Ralston-Purino Company Cereal & Form Foods	MBS	Gordner Adv. Co. St. Louis
Chesterfield Supper Club	Liggett & Meyers Chesterfield Cigarettes	NBC	Newell-Emmett
Chester Morrison	Esquire Inc. (Coronet Mag.)	ABC	Schwimmer & Scott Little & Co.
Chet Huntley, News	Kelite Products, Inc. Kenu Cleanser	CBS—PC	
The Christian Science Monitor Views The News	Christian Science Publishing Society	ABC	H. B. Humphrey Co.
Circle Arrow Show, The	Western Auto Supply Automobile Accessories & Household Appliances	NBC	Bruce B. Brewer Co.
Club Time	Club Aluminum Products Co. (Aluminum Household Utensils)	ABC	Trade Development Corp.
Coke Club with Morton Downey	Coca-Cola Company	MBS	D'Arcy Advertising Co. New York
Collins Calling	Washington Cooperative Farmers Products (Chicken Products)	ABC—PC	Pacific National Adv.
Contented Hour, The	Carnation Company Cornotion Milk	NBC	Erwin Wasey Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Continental Celebrity Club	Continental Can Co. Institutional, Pockaging, Plastic Products	CBS	B.B.D. & O., Inc.
Corliss Archer	Compbell Soup Co. All Products	CBS	Word Wheelock Co.
Cotton Bowl Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Moxon Inc. New York
Counterspy	Universol Match Corp. (Old Nick & Bit O' Honey)	ABC	Schwimmer & Scott Adv. Agency
County Fair	Borden Co. Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Crime Cases of Warden Lawes	Trimout Clothing Co. Inc. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
Crime Doctor	Philip Morris & Co. Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Crime Photographer	Anchor Hocking Glass Corp. Anchorglass, Fire King Ovensglass Products	CBS	Wm. H. Weintraub & Co.
Crooks' Cruise	Guittord Chocolate Co. Chocolate & Chocolate Products	CBS—PC	Gorfield & Guild
Curtain Time	Mors, Inc. (Condy)	ABC	Grant Advertising Inc.
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Danger, Dr. Danfield	Knox Co. (Cystex & Mendocce)	ABC	Robt. R. Raisbeck Agency
Danny Kaye Show	Pobst Sales Co. Pobst Blue Ribbon Beer	CBS	Worwick & Legler, Inc.
Dark Venture	The Wildroot Co., Inc. (Wildroot Creme Oil)	ABC	B.B.D. & O.
Darts For Dough	Dr. Pepper Co. (Dr. Pepper Carbonated Beverage)	ABC	Trocy-Locke & Co., Inc.
Date With Judy, A	Lewis Howe Co. Tums	NBC	Roche, Williams & Cleory, Inc.
David Harum	B. T. Bobbitt Co. Bob-O	NBC	Duone Jones
Day in the Life of Dennis Day, A	Colgate-Palmolive-Peet Colgate Dental Cream	NBC	Ted Bates

Detect & Collect	<b>B. F. Goodrich Co.</b> (Tires and Other Goodrich Products)	ABC	<b>B. B. D. &amp; O., Inc.</b>
D&H Miners	<b>Hudson Coal Co.</b> Coal	NBC	<b>The Clements Co.</b>
Dick Cutting—News	<b>Vick Chemical Co.</b> (All Products)	CBS—PC	<b>Morse International, Inc.</b>
Dick Haynes Show	<b>Electric Auto-Lite Co.</b> Spark Plugs & Auto Accessories	CBS	<b>Ruthrauff &amp; Ryan, Inc.</b>
Dick Tracy	<b>Sweets Company of America</b> (Tootsie V-M)	ABC	<b>Ivey &amp; Ellington Inc.</b>
Don't You Believe It	<b>Chemicals, Inc.</b> Vano Household Chemical	CBS—PC	<b>Gorfield &amp; Guild</b>
Dorothy Dix Program	<b>Union Pharmaceutical Co.</b> Saraka	ABC—PC	<b>Abbott, Kimball Co., Inc.</b>
Double or Nothing	<b>Pharmaco, Inc.</b> Feen-A-Mint and/or Chooz	MBS	<b>Ruthrauff &amp; Ryan</b> New York
Dr. Christian	<b>Chesebrough Mfg. Co.</b> Petroleum Jelly & Hair Tonic	CBS	<b>McCann-Erickson, Inc.</b>
Dr. I.Q.	<b>Mars Inc.</b> Candy	NBC	<b>Gront Advertising Inc.</b>
Drew Pearson	<b>The Frank H. Lee Co.</b> (Hats)	ABC	<b>Wm. H. Weintraub &amp; Co., Inc.</b>
Drene Show, The	<b>Procter &amp; Gamble</b> Drene	NBC	<b>Castar, Ferrell, Chesley &amp; Clifford</b>
Durante-Moore Show	<b>United-Rexall Drug Co.</b> Drugs	CBS	<b>N. W. Ayer &amp; Sons</b>
Leo Durocher	<b>G. N. Caughlin Co.</b> Chimney Sweeps	ABC	<b>Rache, Williams &amp; Cleary, Inc.</b>
Duffy's Tavern	<b>Bristol-Meyers</b> Ipona & Trushay	NBC	<b>Young &amp; Rubicam Inc.</b>
Earl Godwin	<b>National Board of Fire Underwriters</b> (Fire Insurance)	ABC	<b>MacFarland, Aveyard &amp; Co.</b>
Earl Wilson	<b>General Cigar Co.</b> White Owl Cigars	MBS	<b>J. Walter Thompson</b> New York
East-West Football Game	<b>Gillette Safety Razor Co.</b> Safety Razors & Blades	MBS	<b>Maxon Inc.</b> New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Eddie Bracken Show	Texas Company Texaco Products	CBS	Buchanon & Co., Inc.
Eddie Cantor	Bristol-Meyer Ipana & Trushay	NBC	Young & Rubicam
Eddie Cantor	Pabst Brewing Co. Blue Ribbon Beer	NBC	Warwick & Legler
Eddie Docley's All American Football Roundup	All American Football Conference Football	MBS	Frederick-Clinton Co. New York
Ed Sullivan's Pipelines	Larus & Brother Co., Inc. Chelsea Cigarettes & Edgeworth Tobacco)	ABC	Warwick & Legler, Inc.
Edward Maher	Liberty Magazine Inc.	ABC	Warwick & Legler, Inc. Joseph Kotz Co.
Edward R. Murrow	American Oil Co. Lubricants, Gas and Oil	CBS	N. W. Ayer & Son, Inc.
Electric Hour with Nelson Eddy	Electric Companies Adv. Program Institutional	CBS	J. Wolter Thompson Co.
Elgin Christmas Show	Elgin National Watch Co. Watches	CBS	J. Wolter Thompson Co.
Elgin Thanksgiving Show	Elgin National Watch Co. Watches	CBS	J. Wolter Thompson Co.
Ellery Queen	Whitehall Pharmacal Co. div. of American Home Products Corp. Anacin and Kalynas	CBS	Ruthruff & Ryan, Inc. Sullivan, Staufler, Colwell & Bayles, Inc.
Elmer Peterson, News	Planters Nut & Choc. Co. Peanuts, Peanut Oil	NBC	Roymond R. Morgon Co.
Encore Theater	Schenley Laboratories, Inc. Penicillin	CBS	The Biow Co., Inc.
Esquire All American Boys Baseball Game	General Mills Inc. Wilson Sporting Goods Co. Sporting Goods	ABC	Knox Reeves Adv. Agency. Ewell & Thurber
Exploring the Unknown	Revere Copper & Brass Inc. Institutional	MBS	St. George & Keyes
Fabulous Dr. Tweedy, The	American Cigarette & Cigor Co. Pall Mail Cigarettes	NBC	Foote, Cone & Belding
Fact & Fiction	Brown & Williamson Tobacco Co.	ABC	Russell M. Seeds Co., Inc.
Fact Finder with Delmar Edmonson	Metropolitan Life Insurance Co. Insurance Services	CBS—PC	Young & Rubicam, Inc.

Famous Jury Trials	Williamson Candy Co. Candy Bars	ABC	Aubrey, Moore & Wallace
Fashions & Perfumes	Coty Inc. Cosmetics	MBS	Direct
F.B.I. in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Biow Co., Inc.
Fibber McGee and Molly	S. C. Johnson Co. Floor Wax	NBC	Needham, Louis & Brobby, Inc.
Fight of the Week	Adom Hat Stores Inc. Adam Hats	MBS	LoRoche & Ellis New York
First Nighter	Compano Soles Co. All Products	CBS	Wallace-Ferry-Hanly Co.
Fitch Bandwagon	F. W. Fitch Co. Shampoo, Hair Tonic & Brushless Shave Cream	NBC	L. W. Ramsey
Fleetwood Lawton	Whitehall Phormocol Co. Anacin	NBC	Dancer-Fitzgerald-Sample
Football Games	U. S. Army Recruit Service	ABC	N. W. Ayer & Son, Inc.
Ford Festival of American Music	Ford Motor Co. Automobiles, Service & Parts	ABC	Kenyon & Eckhardt, Inc.
Ford Show starring Dinah Shore	Ford Motor Co. Ford Motor Cars	CBS	J. Walter Thompson Co.
Forever Ernest	Emerson Drug Co. Brama-Seltzer	CBS	B. B. D. & O., Inc.
I. J. Fox Testimonial Dinner	I. J. Fox Institutional	MBS	Pack Advertising Agency, Inc. New York
Frank Hemingway	Kerr Glass Mfg. Corp. Glass Jars	ABC—PC	Raymond R. Morgan Co.
Frank Sinatra Show	P. Lorillard Co. Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Frank Singiser	Sinclair Refining Co. Oil & Gasoline	MBS	Hixson-O'Donnell Adv. New York
Fred Allen Show	Standard Brands Blue Bannett Margarine Tenderleaf Tea	NBC	J. Walter Thompson
Fred Waring	American Meat Institute Meat	NBC	Leo Burnett Co.
Fred Waring	Florida Citrus Commission Canned Grapefruit Juice	NBC	Benton & Bowles

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Free For All	H. H. Tanner, Inc. (Portrait Cold Wave)	CBS—PC	Mason-Gold Co.
Freedom of Opportunity	Mutual Benefit Health & Accident Assn.	MBS	Arthur Meyerhoff & Co. Chicago
Fresh Up Show, The	Seven-Up Bottling Co.	MBS	J. Walter Thompson Co. New York
Front Page Farrell	American Home Products Bisodol Powder Kalyros	NBC	Dancer-Fitzgerald-Sample
Front Page Features	Washington Cooperative Formers' Assn. Lynden Foods	CBS—PC	Pacific National Adv. Agcy.
Front Page Features	E. L. Bruce Co. Bruce Floor Cleaner	CBS—PC	Christiansen Adv. Agcy.
Fulton Lewis, Jr.	G. N. Coughlon Mfg. Co. Chimney Sweep Soot Destroyer	MBS	Roche, Williams & Cleary, Inc. New York
Gabriel Heatter	Barbosol Co. Barbosol	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter	R. B. Semler Inc. Kreml Hair Tonic	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter	Serutan Co. Seruton and/or Nutrex	MBS	Grant Adv., Inc., N. Y. Eff. 3/1/46 Roy S. Durstine
Gabriel Heatter	Zonite Products Corp. Forthon's Toothpaste	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter's Brighter Tomorrow	Mutual Benefit Health & Accident Assn.	MBS	Arthur Meyerhoff & Co. Chicago
Galen Drake	William H. Wise & Co. Inc. Books	ABC	Huber Hoge & Sons
Game of the Week	U.S. Army Recruiting Service Army Recruiting	MBS	N. W. Ayer & Son, Inc. New York
Gang Busters	L. E. Waterman Co. Fountain Pens	ABC	Radio Consultants, Inc.
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
GE House Party	General Electric Co. Household Appliance Division	CBS	Young & Rubicam, Inc.



Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Gillette Fights	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Gillespie's Garden Guide	Germain Seed & Plant Co. Plants & Seeds	ABC—PC	Dudley L. Logan Adv.
Ginny Simms Show	Borden Co. All Products	CBS	Young & Rubicam, Inc.
Give & Take	American Home Products Corp. (Chef Boy-Ar-Dee Spaghetti Dinner)	CBS	McJunkin Advt. Co.
Grand Central Station	Pillsbury Mills, Inc. All Products	CBS	McCann-Erickson, Inc.
Grand Marquee	William R. Warner Co., Inc. Rayve Hair Cream & Shampoo	NBC	Rache, Williams & Cleary
Grand Ole Opry	R. J. Reynolds Co. Prince Albert Tobacco	NBC	William Esty & Co., Inc.
Grand Slam	Continental Baking Co., Inc. Wonder Bread & Hostess Cake	CBS	Ted Bates, Inc.
Great Gildersleeve, The	Kraft Foods Co. Velveeta, Parkay	NBC	Needham, Louis & Brorby, Inc.
Great Moments in Music	Celanese Corp. of America Celanese Products	CBS	Young & Rubicam, Inc.
Guiding Light, The	General Mills Betty Crocker Soups, Wheaties	NBC	Knox-Reeves Adv., Inc.
Hallmark's Charlotte Greenwood Show	Hall Brothers Inc. Hallmark Greeting Cards	ABC	Foote, Cone & Belding
Harry Flannery, News	Bekins Van & Storage Co. Storage	CBS—PC	Brooks Advertising Agcy.
Harry Flannery, News	Planters Nut & Chocolate Co. Peanuts & Peanut Oil	CBS—PC	Raymond R. Morgan Agency
Harvest of Stars	International Harvester Motor Trucks & Farm Machinery	NBC	McCann-Erickson, Inc.
Hedda Hopper's Hollywood	Armour & Co. Armour Products Acceptable to ABC	ABC	Foote, Cone & Belding
Helene Curtis Presents	National Minerals Co. Cold Wave and Shampoo	ABC—PC	Adalphe Wenland & Associates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Henry Morgan Show	<b>Eversharp Inc.</b> Shick Injector Razors and Razor Blades	ABC	The Biow Company
Highways in Melody	<b>Cities Service Co.</b> Gas & Oil	NBC	Foote, Cone & Belding
Hildegarde	<b>Brown &amp; Williamson Tobacco Co.</b> Kools, Raleigh Cigarettes & Tobacco	NBC	Russell M. Seeds Co.
His Honor the Barber	<b>Balantine &amp; Son</b> Beer & Ale	NBC	J. Walter Thompson
Hoagy Carmichael	<b>Safeway Stores</b> Nu-Made Mayonnaise	NBC	J. Walter Thompson
Hoagy Carmichael Sings	<b>Luden's Inc.</b> All Products	CBS	J. M. Mathes, Inc.
Hobby Lobby	<b>Anchor Hocking Glass Corp.</b> Anchorglass, Fire King Ovens Products	CBS	Wm. H. Weintraub & Co.
Holiday & Co.	<b>Philip Morris &amp; Co., Ltd., Inc.</b> Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Holiday for Music	<b>Nosh-Kelvinator Corp.</b> Nash Cars & Kelvinator Refrigerators	CBS	Geyer, Cornell & Newell, Inc.
Holiday of Homicide	<b>J. I. Fony Frozen Foods Co.</b> Frozen Foods	CBS—PC	Garfield & Guild
Hollywood Jackpot	<b>Whitehall Pharmacol Co. div. of American Home Products Corp.</b> Anacin and Kolynos	CBS	Dancer-Fitzgerald-Sample, Inc.
Hollywood Music Hall	<b>Bekins Van &amp; Storage Co.</b> Moving and Storage	ABC	A. E. Brooks Adv. Agency
Hollywood Players	<b>Cresta Blanco Wine Co.</b> Cresta Blanca Wines	CBS	B. B. D. & O., Inc.
Hollywood Preview	<b>General Petroleum Corp.</b> Petroleum Products	CBS—PC	Smith & Drumm, Inc.
Hollywood Star Time	<b>General Motors Corp.</b> Frigidaire Division	CBS	Foote, Cone & Belding
Hope Chest	<b>Pic-Sweet Foods, Inc.</b> Food Products	CBS—PC	Ruthrauff & Ryan, Inc.
Hop Harrigan	<b>General Foods Corp.</b> Grape Nut Flakes	ABC	Young & Rubicam, Inc.
Hour of Charm, The	<b>General Electric Co.</b> General Electric Lamps	NBC	Foster & Davies; B. B. D. & O.

Hour of Charm	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
House of Mystery	General Foods Corp. Post Toasties & Raisin Bran	MBS	Benton & Bowles, Inc. New York
Hymes of All Churches	General Mills Co. Cheerios & Kix	ABC	Dancer-Fitzgerald-Sample, Inc.
Ice Capades	Ice Capades	MBS	Smith, Bull, McCreery New York
Ice Follies	Shipstad & Johnson Institutional	MBS	Smith, Bull & McCreery Hollywood
Ilka Chase	Berkshire Knitting Mills Full Fashioned Stockings	MBS	Geyer, Cornell & Newell, Inc. New York
Indianapolis Speedway	Perfect Circle Co. Piston Rings	MBS	Roger Beane Adv. Agency Indianapolis
Information Please	Parker Pen Co. Parker Pens, Pencils, Quink	CBS	J. Walter Thompson Co.
Information Please	Socony-Vacuum Oil & Gasoline	NBC	Compton Adv., Inc.
Inner Sanctum	Emerson Drug Co. Bromo Seltzer	CBS	B. B. D. & C., Inc.
Inner Sanctum	Lever Bros. Co. Lipton's Teo & Soup	CBS	Young & Rubicam, Inc.
Inside Sports	Bayuk Cigars Inc. Phillies Cigars	MBS	Neal D. Ivey Philadelphia
Island Venture	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff & Co.
It Couldn't Happen	Sunset Oil Co. Petroleum Products	CBS—PC	Hillman-Shane
It's Marvel Music Time	Harvel Watches Watches	ABC	A. W. Lewin Co.
It Pays to be Ignorant	Philip Morris Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
It's Up To Youth	Triangle Publications Inc. Seventeen Magazine	MBS	Al Paul Lefton Co., Inc. New York

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Jack Armstrong	General Mills Inc. Wheaties	ABC	Knox Reeves Adv. Co.
Jack Benny	American Tobacco Co. Lucky Strike, Pall Mall, Herbert Tareyton	NBC	Foote, Cone & Belding
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Benton & Bowles, Inc.
Jack Berch Show, The	Prudential Life Insurance Co.	NBC	Benton & Bowles
Jack Carson Show	Combell Soup Co. Campbell Soup	CBS	Ward Wheelock Co.
Jack Haley with Eve Arden	Seoltest, Inc.	NBC	McKee & Albright
Jack in All Trades	R. B. Semler, Inc. Kreml Hair Tonic	CBS	Erwin Wasey & Co.
Jack Kirkwood Show	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Adv., Inc.
Jack Smith Show	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
James Abbe Observes	Fisher Flouring Mills Co. Cereal & Flour Products	ABC-PC	Pacific National Adv. Co.
Jean Sablon	Richard Hudnut Co. Cosmetics	CBS	Kenyon & Eckhardt, Inc.
Jergens Journal with Walter Winchell	The Andrew Jergens Co. Jergens Lotion, Woodbury Soap	ABC	Robert W. Orr & Associ., Inc.
Jimmy Carroll, Sings	E. R. Squibb & Sons All Products	CBS	Geyer, Cornell & Newell, Inc.
Jimmy Fidler	Cortor Products Aftid	ABC	Sullivan, Stauffer, Colwell & Bayles
Joan Davis Show	Lever Bros., Co. Swan Soap	CBS	Young & Rubicam, Inc.
John J. Anthony	Cortor Products Inc. Carter's Little Liver Pills	MBS	Ted Bates, Inc.
Joyce Jordan, M.D.	Procter & Gamble Co.	NBC	Dancer-Fitzgerald-Sample
Judy Canova	Colgate-Palmolive-Peet	NBC	Ted Bates, Inc.
Judy n Jill n' Johnny	Horwitz & Dubermon Junior Miss Fashion Products	MBS	Sterling Advertising Co. New York

Just Plain Bill	Whitehall Pharmacol Co. Anacin	NBC	Dancer-Fitzgerald-Sample
J. W. Vandercook	General Motors	NBC	Arthur Kudner Agency, Inc.
<b>K</b>			
Kate Smith Sings	General Foods Corp. Postum	CBS	Foote, Cone & Belding, Inc.
Kate Smith Speaks	General Foods Corp. Certo, Post 40% Bran Flakes, Post's Raisin Bran	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
Kaltenborn Edits the News	Pure Oil Co.	NBC	Leo Burnett
Kay Kyser	Colgate-Palmolive-Peet Palmolive Soap	NBC	Ted Bates, Inc.
Kellogg's Home Edition	The Kellogg Co. All-Bran	ABC	Kenyon & Eckhardt, Inc.
Kenny Baker Show	Proctor & Gamble Co. Ivory Snow	ABC	Benton & Bowles, Inc.
Kentucky Derby	Gillette Safety Razor Co. Shaving Cream, Blades	CBS	Maxon, Inc.
King Cole Trio Time	Wildroot Co. Cream Oil	CBS	B. B. D. & O.
King's Men, The	Brown & Holey Co. Almond Roca Candy	NBC	Hcnig-Cooper Co.
Knox Manning, News	McMahon Furniture Stores House Furnishings	CBS—PC	M-G-M Adv. Agency
Kraft Music Hall	Kraft Foods, Co. Kraft Spreads, Velveeto, Miracle Whip	NBC	J. Walter Thompson
<b>L</b>			
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancake Flour	ABC	La Roche & Ellis, Inc.
Lance Sunday News	Lance Inc. Toastchee Peanut Butter Crackers	ABC	Hugh A. Deadwyler, Inc.
Lanny Ross	Procter & Gumble Co. Ivory Bar Soap	CBS	Compton Adv., Inc.
Layman's View of the News, A	Seely Mottress Co. Mattresses	CBS	Alvin Wilder Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	B. B. D. & O., Inc.
Let's Talk It Over Quentin Reynolds Letters to Lindlahr	Pepsi-Cola Company Pepsi Cola Serutan Company Serutan-Nutrex	MBS MBS	Newell-Emmett Co. New York Grant Adv., Roy S. Durstine, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Spic & Span	NBC	Dancer-Fitzgerald-Sample
Life Can Be Beautiful	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Life of Riley, The	Procter & Gamble Co. Teel	NBC	Biow Co., Inc.
Light of the World	General Mills, Inc. All Amer. Enriched Flour	CBS	Dancer-Fitzgerald-Sample, Inc.
Lone Journey	Carnation Co. Carnation Evaporated Milk & Friskies Dog Food	CBS	Erwin Wasey & Co.
Lone Journey	Carnation Co. Carnation Milk, Friskies Dog Food	NBC	Erwin Wasey & Co., Ltd.
Lone Ranger	General Mills Inc. Cheerios & Kix	ABC	Dancer-Fitzgerald-Sample
Lora Lawton	B. T. Babbitt Co. Bab-O	NBC	Duane Jones Co.
Lorenzo Jones	Sterling Products Co. Phillips Creams	NBC	Dancer-Fitzgerald-Sample
Los Angeles Rams vs. Washington Red Skins Louis-Conn Boxing Bout	United-Rexall Drug Co. Drugs	CBS—PC	B. B. D. & O., Inc.
Louis-Mauriello Boxing Bout	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Louis Kaufman	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Lowell Thomas, News	Wm. H. Wise & Co. Inc. Publications	MBS	Huber Hugo & Sons New York
Lowell Thomas	Sun Oil Co. Bayer Aspirin, Gas & Oil	NBC	Roche, Williams & Cleary, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.

Lum N' Abner	Miles Laboratories Alka-Seltzer	ABC	Wade Advertising Co.
Lutheran Hour	Lutheran Laymen's League Religion	MBS	
Lux Radio Theater	Lever Bros. Co. Lux Toilet Soap & Flakes	CBS	J. Walter Thompson Co.
Lyle Van—News	R. B. Semler Inc. Krem! Shampoo & Hair Tonic	MBS	Edwin, Wasey & Co., Inc. New York
<b>M</b>			
Manhattan Merry-Go-Round	Sterling Products Co. Dr. Lyon's Tooth Powder	NBC	Dancer-Fitzgerald-Sample
Ma Perkins	Procter & Gumble Co. Oxydol	NBC	Dancer-Fitzgerald-Sample
Ma Perkins	Procter & Gumble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Maisie	Eversharp, Inc. Eversharp Pens, Pencils, Red Tap Lead	CBS	The Biow Co., Inc.
Mary Lee Taylor	Pet Milk Co. 400-D Pet Milk	CBS	Gardner Advertising Co.
Mary Small Revue	D. L. Clark Co. Clark Candy Bars	ABC	Batten, Barton, Durstine & Osborne
Masquerade	General Mills Softasilk Cake Flour, Kix, 9MKT	NBC	Dancer-Fitzgerald-Sample
Maxwell House Coffee	General Foods Maxwell House Coffee	NBC	Benton & Bowles, Inc.
Mayor of the Town	Noxzemo Chemical Co. Noxzema, Noxzema Shave Cream	CBS	Ruthrauff & Ryan, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc. Lennen & Mitchell, Inc.
Meet Me at Perky's	P. Lorillard & Co. Old Gold Cigarettes	NBC	
Meet the Missus	13 Varied Sponsors	CBS—PC	Sherman & Marquette, Inc.
Mel Blanc Show	Colgate-Palmolive-Peet Co. Colgate Tooth Powder, Hala	CBS	Warwick & Legler, Inc.
Mercury Summer Theater	Pobst Soles Co. Pabst Blue Ribbon Beer	CBS	
Melody Trail	Grove Laboratories, Inc.	CBS—PC	J. D. Tarcher & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Metropolitan Opera	The Texas Co. Texaco Petroleum Products	ABC	Buchanan & Co.
Milwaukee's 100th Birthday Party	Joseph Schlitz Brewing Co. Institutional	ABC	McJunkin Adv. Co.
Michael Shayne	Hostings Manufacturing Co. Piston Rings	MBS	Keeling & Co., Inc. Indianapolis
Mobil Touchdown Tips	General Petroleum Corp. Petroleum Products	NBC	Smith & Drum, Inc.
Mommie & the Men	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Monday Morning Headlines	Seeman Bros., Inc. Airwick	ABC	William H. Weintraub & Co., Inc
Money on the Line	Sofeway Stores, Inc. Sunnybank Margarine	CBS—PC	McCann-Erickson, Inc.
Mr. District Attorney	Bristol-Meyers Sol-Hepatico, Vitalis	NBC	Dcherty, Clifford & Schenfield
Mr. Keen, Tracer of Lost Persons	Whitehall Pharmacal Co. div. of American Home Products Corp. Anacin, Kolyms	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	Andrew Jergens Co. Woodbury Soap	NBC	Lennen & Mitchell, Inc.
Murder Is My Hobby	Knox Company Mendaco	MBS	Raymond R. Morgan Co. Hollywood
Murder Will Out	Roinier Brewing Co. Beer, Malt and Ale	ABC—PC	Buchanan & Co.
Music of Andre Kostelanetz	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan, Inc.
Mystery of the Week	Procter & Gumble Co. Ivory Soap	CBS	Compton Adv., Inc.
Mystery Is My Hobby	Mutual Benefit Health & Accident Assn. Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Mystery Is My Hobby	Shontex Co. Shampoo & Hair Conditioner	NBC	Robert R. Raisbeck Adv.
Mystery Theatre, The	Centaur Co. Molle Shave Cream, Double Danderine	NBC	Young & Rubicam
My True Story	Libby, McNeil & Libby Canned Beef Hosh—Deviled Ham	ABC	J. Walter Thompson



Name Your Music	Neighbors of Woodcraft Insurance	NBC	Showalter Lynch Adv. Agency
National Barn Dance	Miles Laboratories, Inc. Alko-Seltzer & Vitamins	NBC	Wade Adv. Agency
National Farm & Home Hour, The	Allis-Chalmers Farm Equipment	NBC	Bert S. Gittens
National League Playoff	P. Lorillard & Co. Old Gold Cigarettes	MBS	Lennen & Mitchell, Inc. New York
Navy-Notre Dame Game	Gillette Safety Razor Co.	NBC	Maxon, Inc.
NBC Symphony	General Motors Institutional	NBC	D. P. Brother & Co.
Nebbs, The	Knox Company Cystex	MBS	Raymond R. Morgan Co. Hollywood
Ned Calmet—News	American Oil Co. Lubricants, Gas and Oil	CBS	Joseph Katz Co.
Ned Calmet—News	Parker Pen Co. Porker Pens, Pencils, Quink	CBS	J. Walter Thompson Co.
Nelson Pringle—News	Union Oil Co. Gas & Oil	CBS—PC	Foote, Cone & Belding
New Adventures of Sherlock Holmes	R. B. Semler Kreml Hair Tonic and Shampoo	ABC	Erwin, Wasey & Co., Inc.
News and Betty Crocker	General Mills Inc. Bisquick, Cereals	ABC	Dancer-Fitzgerald-Sample
News—Don Gardiner	Serutan Co. Serutan	ABC	Roy S. Durstine, Inc.
News of the World, The	Miles Laboratories, Inc. Alko-Seltzer & Vitamins	NBC	Wade Adv. Agency
New York Philharmonic Symphony	United States Rubber Co. All Products	CBS	Campbell-Ewald Co., Inc.
N. Y. State Republicans (Dewey for Governor)	N.Y. State Republican Committee Political Talks	MBS	Gahagan, Turnbull & Co., Inc. New York
Nick Carter	Cudohy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc. Chicago
Night Editor	Sofeway Stores Meats	NBC	J. Walter Thompson
Noel Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ona Munson in Hollywood	<b>Borron-Groy Packing Co.</b> Health Vegetable Juice	CBS	Long Adv. Service
One Man's Family	<b>Standard Brands</b> Royal Desserts, Fleischmann's Yeast, Chase & Sanborn Coffee	NBC	J. Walter Thompson
One Thousand Voice Choir	<b>Stonley Home Products</b> Kitchen Equipment	ABC	None
One Woman's Opinion	<b>Botany Worsted Mills</b> Botany Cosmetics	ABC	Alfred J. Silberstein-Bert Goldsmith, Inc.
O.P.A.—Talk	<b>National Association of Manufacturers</b> Institutional	MBS	Benton & Bowles, Inc. New York
Orange Bowl Game	<b>Gillette Safety Razor Co.</b> Blades, Shaving Cream	CBS	Maxon, Inc.
Orson Welles	<b>Leor, Inc.</b> Radios and Recording Machines	ABC	Arthur Kudner, Inc.
Our Gal Sunday	<b>Whitehall Pharmacol Co. div. of American Home Products Corp.</b> Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.

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Patsy Novak	<b>Gallenkamp Stores, Inc.</b> Shoes	ABC—PC	Bruce Eldridge Adv.
People Are Funny	<b>Brown &amp; Williamson Tob. Corp.</b> Raleigh Cigarettes	NBC	Russel M. Seeds Co.
Pepper Young	<b>Procter &amp; Gumble Co.</b> Camay	NBC	Pedlar & Ryan, Inc.
Perry Mason	<b>Procter &amp; Gumble Co.</b> Camay, Crisco, Drefit, Spic & Span	CBS	Dancer-Fitzgerald-Sample, Inc. Pedlar & Ryan, Inc., Compton Advt., Inc.
Phone Again Finnegan	<b>Household Finance Corp.</b> Personal Loans	CBS	Shaw-Le Vally, Inc.
Phone Again Finnegan	<b>Household Finance</b> Personal Loans	NBC	Shaw-Le Vally, Inc.
Picksweet News, The	<b>Picksweet Foods Inc.</b>	NBC	Ruthrauff & Ryan

Pilgrim Hour	Gospel Broadcasting Assn. Evangelical Talks	MBS	R. H. Alber Co. Los Angeles
Pot o' Gold	Lewis Howe Co. Tums	ABC	Roche Williams & Cleary
Portia Faces Life	General Foods, Young & Rubicam Inc. Grape Nuts Flakes, Maxwell House Coffee, Jello—Jello Pudding, Grape Nuts Wheat Meal	NBC	Young & Rubicam, Inc.
Powder Box Theater	Bourjois, Inc. Cosmetics & Perfumes	CBS	Foote, Cone & Belding
Problems of the Steel Industry	American Iron & Steel Institute Institutional	ABC	B. B. D. & O.
Professor Quiz	American Oil Company Gasoline and Oil	ABC	Joseph Katz & Co.
Prudential Family Hour	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.
Queen For A Day	Miles Laboratories (15 Min)	MBS	Wade Advertising Agency Chicago
Quick As A Flash	Procter & Gumble (15 Min)	MBS	Compton Advertising Agency New York
Quiz Kids	Helbros Watch Co. Watches	ABC NBC	Wm. H. Weintraub & Co. New York
Radio Bible Class	Miles Laboratories, Inc. Alka-Seltzer—One-a-Day Vitamins	MBS	Wade Adv. Inc.
RCA-Victor Show	Radio Bible Class Religious Talks	MBS	Stanley G. Boynton Detroit
Reader's Digest-Radio Edition	RCA Manufacturing Co. Institutional	NBC	J. Walter Thompson Co.
Real Stories From Real Life	Holl Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding
	Whitehall Phormocal Co. Anacin & Other Products	MBS	Dancer-Fitzgerald-Sample New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Red Skelton	Brown & Williamson Tobacco Corp. Roleigh Cigarettes & Tobacco	NBC	Russel M. Seeds Co.
Renfro Valley Folks	Ballard & Bolford Co. Ballard's Obelisk Flour and Other Milling Products	CBS	Henri, Hurst & McDonald, Inc.
Rensie's Radio Auction Gallery	Rensie Watch Company Rensie Watches	MBS	Weiss & Geller, Inc. Chicago
Request Performance	Campbell Soup All Products	CBS	Ward Wheelock Co.
Return of Nick Carter, The	Lin-X (Formerly Acme White Lead & Color Works)	MBS	Henri, Hurst & McDonald, Inc. Chicago
Reverend John E. Zoller	Wesley Radio League Religious Talks	MBS	Stanley G. Boynton Detroit
Reveille Roundup	Groves Laboratories, Inc. Jitterbug, Grove Cold Tablets & Vitamins	NBC	Russel M. Seeds Co., Inc.
Richard Maxwell, Hymns You Love	Seruton Company Seruton-Nutrex	MBS	Grant Adv., N. Y. Roy S. Durstine, N. Y.
Richfield Reporter, The	Richfield Oil Corp. Gos & Oil	NBC	Hixson-O'Donnell, Inc.
Right Down Your Alley	Hostings Manufacturing Co. Piston Rings	ABC	Keeling & Co.
Right to Happiness	Procter & Gumble Ivory Snow	NBC	Compton Adv., Inc.
Road of Life	Procter & Gumble Duz	NBC	Compton Adv., Inc.
Road of Life	Procter & Gumble Duz	CBS	Compton Adv., Inc.
Robert St. John	American Bokeries Merito Bread, Cakes & Crackers	NBC	Tucker Wayne & Co.
Robert Trout with the News 'Till Now	Compbell Soup Co. All Products	CBS	Ward Wheelock Co.
Romance of Helen Trent	Whitehall Pharmacel Co. div. of American Home Products Corp. Bisodol, Heet, Kolynos Tooth Powder and Toothpaste	CBS	Dancer-Fitzgerald-Sample, Inc.

Rosemary	<b>Practer &amp; Gombel</b> Ivory Snow			<b>Bentan &amp; Bowles, Inc.</b>
Rose of My Dreams	<b>Manhattan Soap Co.</b> Sweetheart Soap		CBS	Duane Jones Co.
Rudy Vallee	<b>Philip Morris &amp; Co.</b> Cigarettes		NBC	Biow Co.
Sad Sack	<b>P. Lorillard Company</b> Old Gold Cigarettes		CBS	<b>Lennen &amp; Mitchell, Inc.</b>
Sam Balter—News	<b>Zurors, Inc.</b> Dresses		ABC—PC	<b>John Barnes &amp; Associates</b>
Sam Hayes—News	<b>Peter Paul Inc.</b> Charcoal Gum Chaclettos		ABC—PC	<b>Brisacher, Van Norden &amp; Staff, Inc.</b>
Sam Hayes	<b>Peter Paul Inc.</b>		NBC	<b>Brisacher, Van Norden &amp; Staff, Inc.</b>
Sam Hayes	<b>General Mills</b> Sperry Pancake & Waffle Flour, Wheaties		NBC	<b>Knox-Reeves Adv. Agency, Inc.</b>
Sam Hayes	<b>Sperry Flour Co.</b> Sperry Pancake Flour		NBC	<b>Knox-Reeves Adv. Agency, Inc.</b>
Sam Pettingill	<b>America's Future Inc.</b> Books and Booklets		ABC	<b>Gahagan &amp; Turnbull</b>
Sammy Kaye's Sunday Serenade	<b>Raymond Laboratories</b> Rayve Shampoo		ABC	<b>Roche, Williams &amp; Cleary</b>
Saturday Night Roundup	<b>Miles Laboratories, Inc.</b> Alka-Seltzer & Vitamins		NBC	<b>Wade Adv., Inc.</b>
Saturday Night Serenade	<b>Pet Milk Co.</b> 400-D Pet Milk		CBS	<b>Gardner Adv. Co.</b>
Screen Guild Players	<b>Lady Esther Sales Co.</b> Cosmetics		CBS	<b>The Biow Co., Inc.</b>
Second Husband	<b>Sterling Drug Inc.</b> Dr. Lyons Tooth Powder and Bayer Aspirin		CBS	<b>Dancer-Fitzgerald-Sample, Inc.</b>
Second Mrs. Burton	<b>General Foods Corp.</b> LaFrance, Satina, Maxwell House Coffee, Past Toasties		CBS	<b>Young &amp; Rubicam, Inc.</b> <b>Benton &amp; Bowles, Inc.</b>
Shadow, The	<b>Grove Laboratories Inc.</b> 4-Way Cold Tablets, B-Complex Vitamins & Other Products		MBS	<b>Russel M. Seeds, Co.</b> Chicago

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Shadow, The	G. Barr & Company Bolin Borr Hand Lotion & Shampoo	MBS	Arthur Meyerhoff & Co. Chicago
Shadow, The	Corey Salt Company Carey Solt	MBS	McJunkin Advertising Co. Chicago
Shadow, The	Delaware, Lockowonna & Western Coal Co. Blue Cool	MBS	Ruthrauff & Ryan, Inc. New York
Sheaffer Parade, The	Sheaffer Pen Co. Pens, Pencils & Skrip	NBC	Russel M. Seeds Co., Inc.
Sherlock Holmes	R. B. Semler, Inc.	ABC	Erwin, Wasey & Co., (N) Inc.
Silver Theater	International Silver Co. Sterling & 1847 Rogers Silver	CBS	Young & Rubicam, Inc.
Singing Sweethearts (formerly Sweetheart Time)	Gum Laboratories Inc. Ivoryne Chewing Gum	MBS	McJunkin Advertising Co. Chicago
Sizing Up The News	Boyuk Cigars Inc. Phillies Cigars	MBS	Ivey & Ellington, Philadelphia
Sky King	Derby Foods Peter Pon Peanut Butter	ABC	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co. Shoes	NBC	Leo Burnett Co., Inc.
Smilin' Ed McConnell	H. C. Cole Milling Co. Omega Hour	MBS	J. Walter Thompson Co. Chicago
Smoke Dreams	H. Fendrich Inc. Cigars	ABC	Ruthrauff & Ryan, Inc.
Solitaire Time	Campana Soles Solitaire Make-up	NBC	The Clements Co., Inc.
Songs by Sinatra	P. Lorillard Company Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Song of the Week	Colonial Domes, Inc. Cosmetics	CBS	Hixson-O'Donnell Adv., Inc.
Sparkle Time with Meredith Willson	Conado Dry Ginger Ale, Inc. Canada Dry Beverages	CBS	J. M. Mathes, Inc.
Special Investigator	Commercial Credit Co. Institutional	MBS	Sheldon Quick & McElroy New York
Speech by Robert R. Watson president of NAM	National Association of Manufacturers Institutional	ABC	Benton & Bowles

Sports by Harry Wismer	U.S. Army Recruiting Service	ABC	N. W. Ayer & Son, Inc.
Sports Newsreel, The	Colgate-Polmive-Peet Colgate Shave Cream	NBC	Sherman & Marquette Co.
Spotlight Bands	Coco-Colo Company Coca-Cala	MBS	D'Arcy Advertising Co. New York
Spotlight on America	American Transit Assoc. Transportation	MBS	Owens & Chappell, Inc. New York
Square With The World	Household Finance Corp. Finance Service	MBS	B. B. D. & O. Chicago
Stairway to the Stars	Philco Corporation Radios	ABC	Hutchins Adv. Co.
Standard Hour	Standard Oil of Colifornio Institutional	NBC	B. B. D. & O.
Standard School Broadcast	Stondord Oil Co. of Colifornio Petroleum Products	NBC	B. B. D. & O.
Stars Over Hollywood	Bowey's, Inc. Dart-Rich Products	CBS	Sorensen & Co.
Steel Workers Speak	CIO Steelworkers of Americo Institutional	ABC	Wiltman & Pratt Co.
Stella Dallas	Sterling Products Co. Phillips Milk of Magnesia & Tablets	NBC	Dancer-Fitzgerald-Sample
Story Teller	Yellow Cob Co. Cab Service	CBS	Rhoades & Davis
Stradivari Orchestra	Prince Motchobelli, Inc. Prince Matchabelli Perfume, Cosmetics	CBS	Morse International, Inc.
Straivari Orchestra	Prince Motchobelli, Inc. Perfumes	ABC	Morse International, Inc.
Strange Romance of Evelyn Winters	Monhatton Soap Co. Sweetheart Soap, Blu-White Flakes	CBS	Duane Jones Co.
Studebaker Program	Studebaker Corp. Motor Cars	CBS	Roche, Williams & Cleary, Inc.
Sugar Bowl Game	Gillette Safety Razor Co. Gillette Rozar Blades	ABC	Maxon, Inc.
Summer Electric Hour	Electric Componies Adv. Program Institutional	CBS	N. W. Ayer & Son, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sunday Evening Party with Hires	Charles E. Hires Co. Root Beer	ABC	N. W. Ayer & Son, Inc.
Superman	Kellogg Co. Kellogg's Pep	MBS	Kenyon & Eckhardt New York
Surprise Party	American Home Foods, Inc. div. of American Home Products Corp. G. Washington Coffee	CBS	Ruthrauff & Ryan, Inc.
Surprise Theater	Calif. Prune & Apricot Growers Assn. (Sunsweet Tenderized Prunes)	CBS—PC	Long Advt. Service
Surprise Theater	Colonial Domes, Inc. Cosmetics	CBS—PC	Hixson-O'Donnell Adv., Inc.
Suspense	Roma Wine Co. Roma Wines	CBS	The Biow Co., Inc.
Take It Easy Time	Stokely Bros. & Co., Inc. Tenderoni & Other Van Camp products	MBS	Calkins & Holden New York
Take It or Leave It	Eversharp, Inc. Eversharp Pens, Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Tam O'Shanter Golf Tournament	George S. Moy Co.	NBC	Jim Duffy Co.
Ted Malone	Westinghouse Electric Corp. Institutional	ABC	McCann-Erickson, Inc.
Teentimers Club, The	Teentimers, Inc. Dresses & Cosmetics	NBC	Buchanan Co., Inc.
Telephone Hour, The	Bell Telephone Co. Telephone Service	NBC	N. W. Ayer & Son, Inc.
Tena & Tim	Cudohy Packing Co. Old Dutch Cleanser	CBS	Grant Adv., Inc.
Tennessee Jed	Word Baking Co. Bread and Cake	ABC	J. Walter Thompson & Co.
Tennessee Jed	Safeway Stores, Inc. Beverly Peanut Butter	ABC—PC	J. Walter Thompson & Co.
Terry and the Pirates	Quaker Oats Co. Puffed Wheat	ABC	Sherman & Marquette, Inc.
Texaco Star Theater	Texaco Company Texaco Products	CBS	Buchanan & Co., Inc.
Textron Theater with Helen Hayes	Textron, Inc. Fabrics	CBS	J. Walter Thompson Co.



That's A Good Idea	Guittard Chocolate Co. Chocolate Products	CBS—PC	Garfield & Guild
That's Finnegun	Household Finance Corp. Personal Loans	CBS	Shaw-Le Vally, Inc.
Theater of Romance	Colgate-Palmolive-Peet Co. Colgate Tooth Powder, Halo	CBS	Sherman & Marquette, Inc.
Theater Guild On The Air	U. S. Steel Corp. Institutional	ABC	Batten, Barton, Dursline & Osborn, Inc.
The Adventures of Sam Spade	Wildroot Co. Inc. Wildroot Toilet Articles	ABC	B. B. D. & O.
The Bing Crosby Show	Philco Corporation Radios, Refrigerators	ABC	Hutchins Advertising Co.
The Christian Science Monitor Views The News	Christian Science Publishing Society Christian Science Monitor	ABC	H. B. Humphrey Co.
The Doctors Talk It Over	American Cyanamid Co. Pharmaceuticals and Biologicals	ABC	Hazard Advertising Co.
The Fighting Senator	Lever Bros. Co. Swan Soap	CBS	Young & Rubicam, Inc.
The Fishing & Hunting Club of the Air	Mail Pouch Tobacco Co. Tobacco	ABC	Walker & Downing
The Listening Post	Curtis Publishing Co. Saturday Evening Post	ABC	B. B. D. & O.
The New Louella Parsons Show	The Andrew Jergens Co. Woodbury Face Powder	ABC	Robert W. Orr & Associ., Inc.
The Pickards	Kerr Glass Mfg. Corp. Glass Products	CBS—PC	Raymond F. Morgan Co.
The Sheriff	Pacific Coast Borax Co.	ABC	McCann-Erickson, Inc.
The Wayne King Show	United-Rexall Drug Co. (Drugs)	CBS	N. W. Ayer & Son
The Whistler	Signal Oil Co. Gas & Oil	CBS	Barton A. Stebbins Adv. Agency
This is Hollywood	Procter & Gamble Camay	CBS	Pedlar & Ryan, Inc.
This is My Best	Cresto Blanca Wine Co. Cresto Blanca Wines	CBS	B. B. D. & O., Inc.
This Is Your FBI	Equitable Life Assurance Society of the U.S. Insurance	ABC	Warwick & Legler
This Moving World	Foster Milburn Doan's Pills and Icemint	ABC—PC	Street & Finney, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
This Woman's Secret	General Mills Sperry Flour & Cereals—Wheaties	NBC	Knox-Reeves Adv. Agency, Inc.
Those Websters	Quaker Oats Co. Quaker Oats	CBS	Ruthrauff & Ryan, Inc.
Those Websters	Quaker Oats Company Oatmeal	MBS	Ruthrauff & Ryan, Inc. Chicago
Time for Rolly Langley	Ferry-Moore Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Tin Pan Alley of the Air	Leaf Gum Leaf Gum	NBC	Bozelle & Jacobs, Inc.
Today's Children	General Mills Betty Crocker Soaps, Bisquick	NBC	Knox-Reeves Adv. Agency, Inc.
Today's Sports with Stan Lomax	Metropolitan Life Insurance Co. Insurance	MBS	Young & Rubicam, Inc. New York
Tom Breneman's Breakfast in Hollywood	Procter & Gamble Ivory Flakes	ABC	Compton Adv., Inc.
Tom Harmon—All American Sports Editor	Kellogg Company All Bran	ABC	Kenyon & Eckhardt
Tom Mix & His Ralston Straight Shooters	Clipper Craft Clothes (Formerly Trimount Clothing Co.) Clipper Craft Clothes	MBS	Emil Mogul Co., Inc. New York
Tommy Riggs & Betty Lou	Rolston Purino Co. Cereal Foods	MBS	Gardner Adv. Co. St. Louis
Tonight on Broadway	Borden Co. (All Products)	CBS	Young & Rubicam
Tony Martin Show	Eversharp, Inc. Eversharp Pen & Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Treasure Hour of Song	Bourjois, Inc. Cosmetics & Perfume	CBS	Foote, Cone & Belding
True Detective Mysteries	Conti Products Inc. Confi Shampoo & Soap	MBS	Bertingham, Castleman & Pierce, Inc. New York
Truth or Consequences	Williamson Candy Co. Oh Henry Candy Bars	MBS	Aubrey, Moore & Wallace, Inc. Chicago
Try N' Find Me	Procter & Gamble Co. Duz—Drene & Teel	NBC	Compton Adv. Co.
	The Southern Cotton Oil Co. Wesson Oil & Snowdrift Shortening	ABC	Kenyon & Eckhardt

Try N' Find Me	Southern Cotton Oil Co. Wesson Oil & Snowdrift	CBS	Kenyon & Eckhardt, Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters	MBS	Cecil & Presbrey, Inc. New York
Two on a Clue	General Foods Corp. LaFrance, Satina Maxwell House Coffee, Post Toasties	CBS	Young & Rubicam, Inc. Benton & Bowles, Inc.
<b>U</b>			
Upton Close	Notional Economic Council Inc. Institutional	MBS	Roche, Williams & Cleary, Inc. Chicago
U. S. Amateur Golf	Gillette Safety Razor Co.	ABC	Maxon, Inc.
U.S. Open Golf Championship	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
<b>V</b>			
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Cornel Cigarettes	CBS	Wm. Esty & Co., Inc.
Valiant Lady	General Mills, Inc. Cheerios and Breakfast Tray	CBS	Dancer-Fitzgerald-Sample, Inc.
Vic & Sade	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Vic & Sade	F. W. Fitch Co. Fitch Shampoo	MBS	L. W. Ramsey Co. Davenport, Iowa
Voice of Firestone, The	Firestone Tire & Rubber Co. Tires & Tubes	NBC	Sweeney & James Co.
Voice of Prophecy	Voice of Prophecy	MBS	G. C. Hoskins Assoc. Chicago
Voice of the Dairy Farmer	American Dairy Assoc. Dairy Products	NBC	Campbell-Mithun, Inc.
Voice of the Dairy Farmer, The	American Dairy Assoc. Dairy Products	ABC-PC	Campbell-Mithun, Inc.
Voice of the Moment	Industrial Management Corp. Insect-O-Blitz, a DDT	CBS-PC	Lockwood-Shackelford Co. B. B. D. & O., Inc.
Vox Pop	Emerson Drug Co. Bromo Seltzer	CBS	McCann-Erickson, Inc.
Vox Pop	Lever Bros. Co. Lipton's Tea & Soup	CBS	Young & Rubicam, Inc.
Waltz Time	Sterling Products Co. Phillips Milk of Magnesia	NBC	Dancer-Fitzgerald-Sample

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Wake Up & Smile	Popular Home Products Inc. Stoze	ABC	Raymond Spector Co.
Warren Sweeney	Curtiss Candy Co. Condy Products	CBS	C. L. Miller Co.
We the People	Gulf Oil Corp. Gulf Oil Products	CBS	Young & Rubicam, Inc.
What's Doin' Ladies	Hunt Foods Inc. Canned Fruits and Vegetables	ABC—PC	Young & Rubicam, Inc.
What's New, With Norman Nesbitt	Signal Oil Co. Oil & Gasoline	ABC—PC	Barton A. Stebbins Adv. Agency
When A Girl Marries	General Foods Calumet, Sonko Coffee, Maxwell House Coffee, Baker's Chocolate	NBC	Benton & Bowles, Inc.
Wm. Lang—News	R. B. Semler Inc. Kreml Hair Tonic	MBS	Erwin, Wasey & Co., Inc. New York
William L. Shirer	J. B. Williams Co. Shaving Cream and Shaving Products	CBS	J. Walter Thompson Co.
Woman in White	General Mills Sperry Flour & Cereals—Wheaties	NBC	Knox-Reeves Adv. Agency
World Front	Bunte Brothers Condy	NBC	Presba, Fellers & Presba, Inc.
World Series	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon, Inc.
Young Dr. Malone	Procter & Gamble Co. Crisco, Dreet	CBS	Compton Adv., Inc. Dancer-Fitzgerald-Sample
Young People's Church of the Air	Young People's Church of the Air Religious Talks	MBS	Erwin Wasey Co. New York
Young Widder Brown	Sterling Products Co. Haley's M-O, Phillips Toothpaste	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	CBS	Foote, Cone & Belding
Your Land and Mine	General Motors Corp. Institutional	MBS	Kudner Agency, Inc. Detroit
Your Sunday News Extra	Grove Laboratories Co. Four-Way Cold Tablets and Vitamins	ABC	Donahue & Coe, Inc.
Zeke Manners Show	Sterling Drug Co.	ABC—PC	Dancer-Fitzgerald-Sample, Inc.

# ORGANIZATIONS



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*Radio Groups*

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*Addresses*

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# ORGANIZATIONS

## RADIO GROUPS — UNIONS — ASSOCIATIONS PERSONNEL — GUILDS — ADDRESSES

### Acoustical Society of America

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#### FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

### Actors Equity Association

45 W. 47th St., New York 19, N. Y.  
Bryant 9-3550

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Chorus Equity: 701 Seventh Avenue, New York 19, N. Y.

### Advertising Association of the West\*

HEADQUARTERS OFFICE: Room 530 Monadnock Bldg., San Francisco 5, Garfield 6868.

Managing Director: Charles W. Collier  
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#### FUNCTIONS

Representing organized advertising in the eleven Western States and Western Canada; 4000 members, in 36 Advertising Clubs.

\*Formerly Pacific Advertising Association.

### The Advertising Council, Inc.

11 West 42nd St., New York 18, N. Y.  
Bryant 9-3641

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#### FUNCTIONS

A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public interest.

# ORGANIZATIONS

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330 West 42nd St., New York, N. Y.  
BRyant 9-0430

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### 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 bene-  
fits to business and the general public.

To determine and disseminate more accurate knowl-  
edge 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

11 West 42nd St., New York, N. Y.  
Circle 6-6106

### OFFICERS

Chairman.....Wm. G. Polmer  
Treasurer.....Frederic R. Gamble  
Secretary.....Paul B. West  
Managing Director.....A. W. Lehman  
Technical Director.....D. B. Lucas

### FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis  
of media, general studies of advertising for equal  
interest to advertisers, agencies and media.

## American Assn. of Adv. Agencies

(AAAA)

420 Lexington Ave., New York 17, N. Y.  
LEXington 2-7980

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### FUNCTIONS

The American Association of Advertising Agencies  
was formed in 1917 by the amalgamation of the New  
England, New York, Philadelphia, Southern and West-  
ern 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 Prac-  
tice," deals with agency relations with media, clients  
and the public, with fair and ethical agency com-  
petition, and other professional ethics.

## American Bar Association (Standing Committee on Communications)

Office of the Chairman: 1002 Hill Bldg.,  
Washington 5, D. C.  
Republic 3833

### COMMITTEE

Chairman...Francis W. Hill, Jr., 537 Woodward Bldg.,  
Washington, D. C.  
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### FUNCTIONS

To advance the science of jurisprudence, promote  
the administration of justice and uniformity of legis-  
lation and of judicial decision in the Nation, and up-  
hold the honor of the profession of the law.

## American Communications Associa- tion (C. I. O.)

5 Beekman St., New York 7, N. Y.  
CORtland 7-1374

### OFFICERS

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Vice-President, Broadcast Dept.....William Lamey  
Local One Secty.-Treas.....Richard Shipp  
Chairman, Atlantic Branch.....William Bender  
International Representative.....Sidney Adler

### FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty stations in the East, including eight contracts in the Metropolitan area of New York City.

## American Council on Education

744 Jackson Place, Washington 6, D. C.  
NAational 5691

### EXECUTIVE OFFICERS

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### BRANCH OFFICE

Cooperative Test Service, 15 Amsterdam Avenue, New York 23, N. Y. COLUMBUS 5-7535, Kenneth Vaughn, Associate Director.

### FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership due from educational organizations and institutions and by receipt of special grants for specific pieces of research.

## American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.  
PLaza 8-0600

### OFFICERS

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### EXECUTIVE COMMITTEE

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## American Federation of Radio Artists (AFRA)

2 West 45th St., New York 19, N. Y.  
VAnderbilt 6-1810

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### BRANCH OFFICES

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Los Angeles Local—6311 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Executive Secretary; Phone Hillside 5125.

San Francisco Local—26 O'Farrell St., San Francisco California; Walter E. Trefts, Jr., Executive Secretary; Phone EXbrook 6990.

Atlanta Local—362 Schoen St., S.E., Atlanta, Georgia  
Boston Local—20 Pemberton Square, Boston, Mass.  
Carolina Local—202 North Driver Ave., Durham, North Carolina.

Cincinnati Local—P. O. Box 14, Cincinnati, Ohio.  
Cleveland Local—219 Chester-12th Bldg., Cleveland, Ohio.

Dallas Local—1307½ Commerce St., Dallas, Texas.  
Denver Local—790 Niagara, Denver 7, Colorado.

Detroit Local—82 West Montcalm, Detroit, Michigan.  
Kansas City Local—4833 East 6th St., Kansas City, Mo.

Louisville Local—300 West Liberty Street, Louisville, Ky.

Miami Local—DuPont Bldg., Miami, Florida.  
Minneapolis-St. Paul—750 Midland Bank Bldg., Minneapolis, Minn.

Pittsburgh Local—1124 Frick Bldg., Pittsburgh, Pa.  
Portland Local—P. O. Box 263, Portland, Oregon.

Racine Local—804 Hamilton Street, Racine, Wisc.  
Rochester Local—2111 Monroe Ave., Rochester 10, N. Y.

Seattle Local—300 Palomar Bldg., Seattle 1, Wash.  
St. Louis Local—4317 Lindell Bldg., St. Louis, Mo.  
Washington Local—3901 Davis Pl., N.W., Washington, D. C.

Other Locals Located in: Bridgeport, Conn.; Charlotte, N. C.; Houston, Texas; Philadelphia, Penna.; Lawrence, Mass.; Schenectady, N. Y.; Springfield, Mass., and Sioux Falls, S. Dakota.

## American Guild of Musical Artists, Inc. (A. F. L.)

2 W. 45th St., New York 19, N. Y.  
MURray Hill 2-8407

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Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd. Phone. Hillside 5121.

San Francisco: Theodore Hale, 60 Sansome St. Phone, EXbrook 0102.

Chicago: Ben Meyers, 188 W. Randolph St. Phone, State 0585.

### FUNCTIONS

Labor union having jurisdiction over opera, concert, recital and ballet activities; branch of Associated Actors and Artists of America, affiliated with American Federation of Labor. AGMA's 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.

## American Marketing Association

Kinley Hall, Champaign, Ill.,  
7-5274

### OFFICERS

President.....Ross M. Cunningham  
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Treasurer.....Wilford L. White  
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Director (1 year).....Sydney R. Bernstein  
Directors (2 years).....George H. Allen,  
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### FUNCTIONS

The American Marketing Association is an association for the advancement of science in marketing. We publish monthly "The Journal of Marketing."



# ORGANIZATIONS

## American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.  
CA'edonia 5-2000

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### BRANCH OFFICE

360' N. Michigan Ave., Chicago, Ill. Phone, Franklin 3746.  
George N. Dale.....Manager

### FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

## American Radio Relay League, Inc.

3B LaSalle Road, West Hartford, Conn.  
Hartford 3-6269

### OFFICERS

President.....George W. Bailey  
Managing Secretary.....Kenneth B. Warner  
Treasurer.....David H. Houghton  
Communication Manager.....Francis E. Handy

### BRANCH OFFICE

225 Main St., Newington, Conn. Phone, 92140. F. E. Handy, Communications Manager.

### 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 20, N. Y.  
COlumbus 5-7464

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H. A. Levinson, Room B29-31, 111 Sutter Bldg., San Francisco, Calif.

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John C. Wooden, 7 S. Dearborn St., Chicago, Ill.

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Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1905 Elm St., Dallas, Texas.  
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Samuel Berkett, 44 School St., Boston, Mass.  
Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Baltimore, Md.  
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Clarence Rubin, 30 Rockefeller Pl., New York, N. Y.

### 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 Television Society

415 Lexington Ave., New York 17, N. Y. VAnderbilt 6-2144

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### DIRECTORS

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### FUNCTIONS

American Television Society is a non-profit group 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 televis on library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

## American Representatives Assn., Inc.

1270 Sixth Avenue, New York 20, N. Y.  
Circle 6-1379

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### BRANCH OFFICE

Room 1106, 203 N. Wabash Avenue, Chicago 1, Ill.  
 Phone, Central 7353. Len Fisher, Sect'y EMA

### FUNCTIONS

Association of Theatrical Agencies operating in all entertainment fields.

## Artists Representatives Assoc., Inc.

RKO Bldg., Radio City, New York 20, N. Y.  
 Circle 6-1379

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### FUNCTIONS

Trade Association of Theatrical Agencies.

## Associated Actors and Artistes of America

45 W. 47th St., New York 19, N. Y.  
 BRyant 9-3550

### OFFICERS

International President.....Paul Dullzell  
 1st Int. Vice-President.....George Heller  
 2nd Int. Vice-President.....Reuben Guskin  
 3rd Int. Vice-President.....Matt Shelvey  
 Int. Treasurer.....Ruth Richmond  
 Int. Executive Secretary.....Florence Marston

### FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world, their calling and its condition, to promulgate and carry into effect such policy as shall secure the united action of its branches and the members thereof for the common good, and the united action of the members of each branch for the common good of such branch, to prevent and abolish abuses from which those coming under the jurisdiction of this Association shall or may suffer, to assist such persons in securing just and equitable contracts and agreements with their employers.

## Association for Education by Radio

22B N. LaSalle St., Chicago 1, Ill.

### OFFICERS

Kathleen N. Lardie, President AER, Supervisor Dept. of Radio Education, Detroit Public Schools.  
 Jennings Pierce, First Vice-President AER, National Broadcasting Co., Hollywood.  
 William Ladd, Second Vice-President AER, Seattle Public Schools, Seattle, Wash.  
 Gertrude Broderick, Secretary AER, U. S. Office of Education, Washington, D. C.  
 George Jennings, Treasurer AER, Chicago Radio Council, Chicago.

### FUNCTIONS

Promotion of education by radio and the publication of a journal (Journal of the AER) monthly except June, July and August.

## Assoc. of Canadian Advertisers, Inc.

303 Federal Building, 85 Richmond St., West,  
 Toronto 1, Ontario.  
 ADelaide B047-8

### OFFICERS

President—Neil B. Powter, Howard Smith Paper Mills, Limited, Montreal.  
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### DIRECTORS

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### FUNCTIONS

This association was incorporated in March 1917. For 32 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

### BUREAU OF BROADCAST MEASUREMENT

303 Federal Building, 85 Richmond Street West,  
 Toronto 1, Ontario  
 ADelaide 8047-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.  
 Vice-President: Adrian Head, J. Walter Thompson Co. Ltd., Toronto.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

### DIRECTORS

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### FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio.

## Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.  
 MU 7-7242

### OFFICERS

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 Chairman of the Board.....T. H. Young  
 (United States Rubber Company)  
 Vice-Chairman.....W. N. Connolly  
 (S. C. Johnson & Son)  
 Vice-Chairman.....Robert B. Brown  
 (Bristol-Myers Company)  
 Treasurer.....Albert Brown  
 (The Best Foods, Inc.)

### DIRECTORS

Marshall Adams, Mullins Manufacturing Corp.; Arthur H. Boylan, The Drackett Co.; Albert Brown, The Best Foods, Inc.; Paul S. Ellison, Sylvania Electric Products Inc.; Frank S. Ennis, America Fore Insurance and Indemnity Group; H. J. Henry, Johnson & Johnson; Hugh W. Hitchcock, Packard Motor Car Co.; D. H. Odell, General Motors Corp.; W. B. Potter, Eastman Kodak Co.; H. M. Shackelford, Johns-Manville Sales Corp.; Val A. Schmitz, The F & M Schaefer Brewing Co.; D. B. Stetler, Standard Brands, Inc.; Ralph Winslow, Koppers Company, Inc.

# ORGANIZATIONS

## 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

Room 1207, 1540 Broadway, New York, N. Y.  
BRyant 9-7800, Extension 386.

### OFFICERS

President ..... Lowell Thomas  
Chairman, Exec. Committee..... H. V. Kaltenborn  
Vice-President..... John W. Vandercook  
Vice-President..... H. R. Baukhage  
Secretary ..... Johannes Steel  
Treasurer ..... Max Hill

### 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.

## The Authors' League of America

6 E. 39th St., New York, N. Y.  
MUrRay Hill 5-6930

### OFFICERS

President ..... Russel Crouse  
Vice-President ..... Fannie Hurst  
Secretary ..... Katherine Seymour  
Treasurer ..... Arthur Schwartz

### COUNCIL

Franklin P. Adams, Frederick Lewis Allen, Erik Barnouw, Philip Barry, Carl Cramer, Sidney Carson, Hector Chevigny, Robert Colwell, Norman Corwin, Russel Crouse, John Dunkel, Mignon Eberhart, J. C. Furnas, Paul Gallico, Clifford Goldsmith, Arthur Garfield Hays, Oscar Hammerstein, II, Otto Harbach, Lillian Hellman, George Kelly, Ruth Adams Knight, Christopher LaForge, Georgia Layton, Howard Lindsay, Peter Lyon, Frank Mandel, Robert Newman, S. J. Perelman, Henry F. Pringle, Elmer Rice, Kurt Steel, Rex Stout, John Vandercook, Kenneth Webb, Kurt Weill, Thornton Wilder.

### FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

## BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.  
Elgin 5623

### OFFICERS

President..... Sydney M. Kaye  
Vice-President..... Merritt E. Tompkins  
Vice-President..... Harry Sedgwick, K. C.  
Vice-President..... Joseph Sedgwick  
Vice-President..... J. E. Campeau  
Secretary-Treasurer..... T. A. Evans

### FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

## The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.  
Clrcle 7-0656

### OFFICERS

North American Director..... William R. Reed  
Special Asst. to N.A.D..... Donovan Rowse  
Program Advisor..... Henry David  
Research Department..... J. A. S. Kenas  
Chief Engineer..... Arthur S. Toby  
Acting Program Director..... Sam Slate  
Talks Producer..... Annette Ebsen

### BRANCH OFFICES

Chicago: 430 N. Michigan Ave., Phone, Delaware 6881. William N. Newton, Middle West Representative.  
Washington: 1150 Connecticut Ave. Phone Executive 1465. Leonard Miall, Washington Correspondent.

### FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation consist of two inter-related but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

## Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.  
PEnnsylvania 6-5466

### OFFICERS

President..... Justin Miller  
Executive Vice President—General Counsel

Sydney M. Kaye  
Vice President—General Manager..... M. E. Tompkins  
Treasurer..... Charles E. Lawrence  
Comptroller..... Claude C. Boydston  
Assistant Secretary..... Robert J. Burton  
John Elmer, WCBM, Baltimore, Maryland; Carl Haverlin, Mutual Broadcasting System, New York City; William S. Hedges, National Broadcasting Co., New York City; Leonard Kapner, WCAE, Pittsburgh, Pa.; Joseph A. McDonald, American Broadcasting Co., New York City; Justin Miller, National Association of Broadcasters, Washington, D. C.; Paul Morency, WTIC, Hartford, Conn.; J. Leonard Reinsch, WSB, Atlanta, Ga.; J. Harold Ryan, Fort Industry Company, Toledo, Ohio; Frank K. White, Columbia Broadcasting System, New York City.

### STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnoon, Constance Mendel.

### BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.  
Executive-in-Charge ..... Eddie Janis

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

Chairman of the Board..... Harry Sedgwick  
Engineering Consultant..... Harry S. Dawson  
Director of Broadcast Adv..... Doug Scott  
Public Service Director..... T. Jim Allard  
Secretary-Treasurer..... T. Arthur Evans

## FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 81 privately owned (independent) broadcasting stations in Canada.

## Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.  
Circle 6-5566

### OFFICERS

President.....Gene Buck  
1st Vice-President.....Pat O'Brien  
2nd Vice-President.....Jay Jostyn  
Honorary Vice-Presidents:

Bing Crosby, Dan Healy, Donald Brian  
Recording Secretary.....Kathryn Givney  
Historian.....Kathryn W. Givney  
Executive Secretary.....George Buck  
Chairman of Executive Board.....Frank McNellis  
Chairman of Advisory Board.....Hon. Edward P. Mulrooney

### FUNCTIONS

Social and benevolent organization, founded for the temporal and spiritual welfare of the people of the theatrical profession, including stage, screen and radio. It is our purpose to help, in every possible way, the best interests of the theater.

## Catholic Writers Guild of America

128 W. 71st St., New York 23, N. Y.  
Endicott 2-0412

### OFFICERS

Spiritual Director.....Rev. John B. Kelly  
President.....Donald R. O'Brien  
Vice-President.....Richard Reid  
Treasurer.....Clarence E. Heller  
Executive Secretary.....Eleanor M. Tucker

### BOARD OF GOVERNORS

Right Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Ederly, Margaret Marshall, Jos. J. Reilly, Mrs. Phillip Brennan, Nicholas Farley, Kenton Kilmer.

### FUNCTIONS AND ACTIVITIES

The press, inclusive of the writer, editor and publisher of newspaper, magazine, screen and stage manuscripts, desiring a statement of the Catholic mind on Church issues or current national events, will find the Catholic Writers Guild of America ready to cooperate in directing inquiry to a source of authentic information.

## Chicago Radio Management Club

410 N. Michigan Ave.  
Chicago 11, Ill.  
Del. 7860

### OFFICERS

President.....Holman Faust  
Vice-President.....Mark Smith  
Treasurer.....Kenneth E. Shepard

### FUNCTIONS AND ACTIVITIES

To provide a common meeting ground for discussions of problems of radio management, to formulate and maintain standards and principles of fair practice in the industry, to disseminate information relative to current radio trends and to act as a central agency through which radio, advertising, publicity, counsel and similar services may be furnished to governmental, war and allied causes upon demand.

## 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; pro-

vides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.

## Composers, Authors and Publishers Assn. of Canada, Ltd.

1003 Royal Bank Bldg., Toronto, Canada  
Phone: Elgin 9219

### OFFICERS

President.....H. T. Jamieson, F.C.A.

### DIRECTORS

Prof. Claude Champagne, Montreal; A. Grosart, Toronto; H. T. Jamieson, Toronto; Harry E. Jarman, Toronto; Mart Kenny, Toronto; Ralph Hawkes, London, Eng.; W. S. Low, Toronto; Holmes Maddock, Toronto; John Murray Gibbon, Montreal; John G. Paine, New York; Sir Ernest MacMillan, Toronto; Gordon V. Thompson, Toronto.

### FUNCTIONS

The Association's functions are to collect fees for the public performance of the copyright musical works of its members and to restrain unauthorized performance thereof.

## The Dramatists' Guild

6 E. 39th St., New York, N. Y.  
MURray Hill 5-6930

### OFFICERS

President.....Richard Rodgers  
Vice-President.....George S. Kaufman  
Secretary.....Victor Wolfson

### COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Edward Chodorov, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Dorothy Fields, Joseph Fields, Nancy Hamilton, Oscar Hammerstein, II, Lillian Hellman, F. Hugh Herbert, George S. Kaufman, Sidney Kingsley, Arthur Kober, Howard Lindsay, Ogden Nash, Elliott Nugent, Eugene O'Neill, Paul Osborn, John Patrick, Samson Raphaelson, Elmer Rice, Arthur Schwartz, Robert E. Sherwood, Kurt Weill, and Victor Wolfson.

### FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

## Federal Communications Bar Assn.

Office of Secretary, 921 Tower Bldg.,  
Washington 5, D. C.  
District 2141

### OFFICERS

President.....Philip G. Loucks  
1st Vice-President.....Carl I. Wheat  
2nd Vice-President.....Reed T. Rollo  
Secretary.....William A. Porter  
Treasurer.....Arthur H. Schroeder

### FUNCTIONS

A national association of lawyers admitted to practice before the Federal Communications Commission.

## Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York 10, N. Y.  
GRamercy 5-3475

### OFFICERS

Executive Secretary.....Frank C. Goodman  
Assistant Executive.....Ethel A. Rich  
Program Director.....Wesley B. Goodman

### FUNCTIONS

The Department of National Religious Radio, 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 seventeen non-sectarian religious radio programs over three national networks.

# ORGANIZATIONS

## Federal Radio Education Committee (FREC)

Tempo 2, 19th and D Sts., N.W., Washington 25, D. C.  
Executive 6500, Extension 2565

### OFFICERS

Chairman.....J. W. Studebaker  
Vice-Chairman.....Franklin Dunham  
Secretary-Editor.....Gertrude G. Broderick

### EXECUTIVE COMMITTEE MEMBERS

John W. Studebaker, U. S. Commissioner of Education, Chairman  
George P. Adair, Chief Engineer, Federal Communications Commission  
Lyman Bryson, Director of Education, Columbia Broadcasting System  
Elsie Dick, Director of Education, Mutual Broadcasting System  
Clifford J. Durr, Commissioner, Federal Communications Commission  
John Elmer, President, Baltimore Broadcasting Corporation  
Willard E. Givens, Executive Secretary, National Education Association  
Rev. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference  
Darney S. Lancaster, Former State Supt. of Public Instruction (Va.) representing National Council of Chief State School Officers  
Harold B. McCarty, Director, Station WHA, representing National Association of Educational Broadcasters  
Bruce E. Mahan, Director of Extension, State University of Iowa, representing National University Extension Association  
Justin Miller, President, National Association of Broadcasters  
Robert Saudek, Director of Public Service, American Broadcasting Company  
Levering Tyson, President, Muhlenberg College  
Judith C. Waller, Educational Director, Central Division, National Broadcasting Company

### FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, 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. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

## Federal Trade Commission

Pennsylvania Ave. at 6th St., N.W., Washington, D.C.  
Executive 6800

### PERSONNEL

Chairman.....Robert E. Freer  
Commissioner.....Garland S. Ferguson  
Commissioner.....Lowell B. Mason  
Commissioner.....Ewin L. Davis  
Secretary.....William A. Ayres  
General Counsel.....Otis B. Johnson  
Dir. of Office of Legal Investigation.....Wm. T. Kelley  
Chief Economist.....James A. Horton  
Dir. Trade Practice Conferences.....William H. England  
.....Henry Miller

Director, Radio & Periodical Div....Donald B. Gatling  
Assistant Chief, 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.

## 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.; 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.

## The Institute for Education by Radio

Established 1930

Ohio State University, Columbus, Ohio  
University 3148, Extension 708

### OFFICERS

Honorary Director.....W. W. Charters  
Director.....I. Keith Tyler  
Executive Secretary.....Ardis Hillman Wheeler

### PROGRAM COMMITTEE

Howard Donahoe, Program Director, WCOL; W. H. Ewing, Program Director, WOSU; T. C. Holy, Director, Bureau of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, WBNS; John Moses, Program Director, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; Harrison B. Summers, Professor of Speech, Ohio State University; I. Keith Tyler, Director of the Institute; Ardis Hillman Wheeler, Executive Secretary of the Institute.

### FUNCTIONS

This annual national conference was established in 1930 at the Ohio State University to provide for joint discussion, by broadcasters, educators and civic leaders, of the problems of educational broadcasting. The program is devoted chiefly to consideration of the policies and techniques of radio and is developed from the suggestions and recommendations of those attending the Institute in previous year. No resolutions are passed. The Institute also sponsors the American Exhibition of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

## Institute of Radio Engineers

1 East 79th St., New York 21, N. Y.  
MEdallion 3-5661

### OFFICERS

President.....Frederick B. Llewellyn  
Vice President.....Edward M. Deloraine  
Treasurer.....William C. White  
Secretary.....Haraden Pratt

**BRANCH OFFICE**  
 Advertising Dept., 303 West 42nd St., New York 18, N. Y.  
 Circle 6-6357  
 William C. Copp, Advertising Manager.

**FUNCTIONS**

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

**Intercollegiate Broadcasting System, Inc.**

507 Fifth Ave., New York 17, N. Y.  
 Vanderbilt 6-6075, 6137

**OFFICERS**

Chairman.....George Abraham  
 Technical Manager.....David W. Borsst  
 Program Manager.....David Linton  
 Station Relations Manager.....Sonja-Jane Brown

**BRANCH OFFICES**

2802 Erie Street, Washington 20, D. C.  
 Franklin 9045  
 Executive Chairman.....George Abraham  
 706 Sanders Avenue, Schenectady 2, N. Y.  
 Schenectady 3-6028  
 Technical Manager.....David Borsst

**FUNCTIONS**

A non-profit association of college campus radio stations, serving as a central clearing-house for information and for program exchange. Issues numerous publications, including handbooks, newsletters, and a monthly magazine, and operates networks of campus stations. The Ivy Network and the Middle Atlantic Network. Member stations are located at the following colleges: U. of Alabama, Brigham Young U., Brown U., Bryn Mawr College, Bucknell U., Columbia U., U. of Connecticut, Cornell U., Georgetown U., Hamilton College, Harvard U., Haverford College, MacMurray College, Mary Washington College, Miami U. (Oxford, Ohio), North Carolina State College, Ohio U., College of the Pacific, U. of Pennsylvania, Princeton U., Radcliffe College, Rutgers U., St. Lawrence U., U. of South Carolina, Stephens College, Swarthmore College, Union College, Wellesley College, Wesleyan U., Williams College, Yale U.

**Interdepartment Radio Advisory Committee (IRAC)**

Chairman's Office: Federal Communications Commission, Washington 25, D. C.

**OFFICERS**

Chairman.....A. G. Simson  
 Vice-Chairman.....Dr. J. H. Dellinger  
 Secretary.....M. A. Price  
 Assistant Secretary.....W. F. Bradley  
 Chairman, Technical Subcommittee...Comdr. John M. Grider

**AGENCY AND REPRESENTATIVE**

Department of Agriculture....E. W. Loveridge, Repr., E. C. Wagner, Alt.  
 Department of Commerce....Dr. J. H. Dellinger, Repr., L. H. Simson, Alt.\*  
 Federal Communications Commission...Capt. Paul D. Miles, Repr., M. A. Price, Alt.\*  
 Department of the Interior...S. L. Windes, Repr., Howard F. Carl, Alt.  
 Department of Justice.....R. T. Harbo, Repr., H. J. Walls, Alt.  
 U. S. Maritime Commission.....D. S. Brierley, Repr.  
 Navy Department...Comdr. Henry Williams, Jr., Repr., Comdr. John M. Grider, Alt.\*  
 Post Office Department.....Roy M. Martin, Repr.  
 Department of State.....H. B. Otterman, Repr., Robert R. Burton, Alt.  
 Treasury Department.....Capt. D. E. McKay, Repr., Lt. Comdr. Whitney M. Prall, Alt.\*  
 War Department...Col. A. G. Simson, SC, Repr.,\* Lt. Col. Nathaniel White, SC, Alt.

**TECHNICAL ADVISORS ACCREDITED TO COMMITTEE V:**

M. H. Woodward.....FCC  
 Dr. E. Dillon Smith.....Dept. of Commerce, WB  
 I. W. Conrad.....Dept. of Justice, FBI  
 W. Dean.....Navy Department

\* Also regular representatives on the Technical Subcommittee.

**FUNCTIONS**

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature which is confidential.

**International Brotherhood of Electrical Workers**

1200 Fifteenth St., N.W., Washington 5, D. C.  
 District 3764

**OFFICERS**

International President.....Ed J. Brown  
 International Secretary.....G. M. Bugniazet  
 International Rep. for Radio Broadcasting, W. L. Reed

**FUNCTIONS**

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over technicians, and engineers in radio broadcasting. IBEW unions of radio broadcast technicians and engineers have been established throughout the United States, and approximately 400 standard commercial broadcast stations have collective bargaining agreements with IBEW.

**The Lambs**

130 W. 44th St., New York 18, N. Y.  
 BRyant 9-8020

**OFFICERS**

Shepherd.....Raymond Peck  
 Boy.....Ralph Morgan  
 Corresponding Secretary.....Bobby Clark  
 Recording Secretary.....Jack Whiting  
 Treasurer.....James E. Meighan  
 Librarian.....Walter N. Greaza

**DIRECTORS**

Kenneth Webb, Earl Benham, John McManus, William P. Adams, Elliott Nugent, Joseph S. Buhler, Ward Wilson, Bruce Evans, William J. Kelly, Russ Brown, Frank Fay, John Alexander, Jay Jostyn, Otto Krueger, Arthur Maitland.

**LIFE DIRECTORS:** R. H. Burnside, William Gaxton, Fred Waring, John Golden.

**FUNCTIONS**

The object of this club shall be the promotion of social intercourse among persons engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

**Market Research Council**

c/o E. C. Wilson  
 CBS, 485 Madison Avenue, New York 17, N. Y.

**OFFICERS**

President.....Robert N. King  
 Vice-President.....Cornelius DuBois  
 Secretary-Treasurer.....Elmo C. Wilson

**EXECUTIVE COMMITTEE**

Robert N. King, Cornelius DuBoise, C. E. Wilson, Edward Battery, Jr., Robert B. Brown.

**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.

# ORGANIZATIONS

## Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York 20, 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.....Louis Bernstein  
General Manager-Agent and Trustee.....Harry Fox

## National Association of Broadcasters

(For Complete Listing See NAB Section, Page 234)

## National Assn. of Performing Artists

630 Fifth Ave., New York 20, N. Y.  
Circle 7-8194

### OFFICERS

Honorary President.....Josef Hofmann  
President.....James J. Walker  
Vice-President.....Fred Waring  
Vice-President.....Meyer Davis  
Vice-President.....Paul Whiteman  
Vice-President.....Al Jolson  
Treasurer.....Don Voorhees  
General Counsel.....Maurice J. Speiser

### BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, 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 Association of Educational Broadcasters

1010 S. Wright St., Urbana, Illinois  
Urbana 7-2616

### OFFICERS

President.....Frank E. Schooley  
Vice-President.....Allen Miller  
Treasurer.....W. I. Griffith  
Executive Secretary.....A. James Abel

### FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

## National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, 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.

## National Assoc. of Radio News Directors

(Contact either the President or Secretary, whose addresses are listed below)

### OFFICERS

President.....John F. Hogan  
Station WCSH, Portland, Me.  
1st Vice-Pres.....Sig Mickelson  
Station WCCO, Minneapolis, Minn.  
2nd Vice-Pres.....Jack Shelley  
Station WHO, Des Moines, Iowa  
Secretary.....Edward Wallace  
Station WTAM, Cleveland, Ohio  
Treasurer.....John Murphy  
Station WCKY, Cincinnati, Ohio

### FUNCTIONS

The National Association of Radio News Directors (NARND) was organized Oct. 24, 1926, at Cleveland, Ohio. With about 200 members (station news directors). Its function is the betterment of radio news. NARND has nothing to do with unionizing or wage scales. It furthers an exchange of ideas among radio newsmen for the improvement of their profession.

## National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.  
Superior 8140

### OFFICERS

Chairman, Board of Directors.....Arno O. Witt  
Schramm Inc., West Chester, Pa.  
President-General Manager.....W. Lane Witt  
N.I.A.A. Headquarters, 100 E. Ohio St.,  
Chicago 11, Ill.  
Secretary-Treasurer.....Walter M. Yogerst  
Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.  
Vice-President.....J. A. Burgess  
Gulf Oil Corp., Gulf Bldg., Pittsburgh 19, Pa.  
Vice-President.....Ross M. Cunningham  
Massachusetts Institute of Technology,  
Cambridge, Mass.  
Vice-President.....C. E. Cischel  
Walter Kidde & Co., Inc., 140 Cedar St.,  
New York, N. Y.  
Vice-President.....Harry O. Heller  
Reed Roller Bit Co., Houston 1, Texas

Vice-President.....Howard Kenyon  
 LaPlant-Choate Mfg. Co., Cedar Rapids, Iowa  
 Vice-President.....C. N. Kirchner  
 Evans Associates, Inc., 307 N. Michigan Ave.,  
 Chicago 11, Ill.  
 Vice-President.....Richard F. O'Mara  
 Western Precipitation Corp., 1016 W. Ninth St.,  
 Los Angeles 15, Calif.  
 Vice-President.....V. R. Young  
 Canadian General Electric Co. Ltd.,  
 212 King St., W., Toronto, Ont., Canada  
 Past-President.....James R. Kearney, Jr.  
 J. R. Kearney Corp., 4236 Clayton Ave.,  
 St. Louis 10, Mo.

**FUNCTIONS**

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

**National Variety Artists, Inc.**

223-5 W. 46th St., New York 19, N. Y.  
 COLUMBUS 5-2638

**OFFICERS**

President.....Louis Handin  
 First Vice-President.....Lester Rose  
 Second Vice-President.....Nick Elliott  
 Treasurer.....Frank O'Connell  
 Secretary.....Rosa Crouch

**BOARD OF DIRECTORS**

Leon E. Bendon, Bert Spencer, Joe Verdi, Harry Jackson, Billy Gould, Lillian Weed, Phil Kelly, Harry Ferguson, Lottie Dixon, Joe Rose (Alt.)

**TRUSTEES**

Joe Gilbert, Henry Lewinsohn, Joe Pastor, Julio Roig, Evelyn Kelly, Harry Mansfield.  
 Lester Rose.....Public Relations

**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

President.....Duane Watts  
 (KHAS, Hastings)  
 Vice-President.....Harry Peck  
 (KFOR, Lincoln)  
 Secretary-Treasurer.....Art Thomas  
 (WJAG, Norfolk)

**DIRECTORS**

Harry Burke, KFAB, Lincoln; L. L. Hilliard, KGKY, Scottsbluff; John J. Gillin, Jr., WOW, Omaha.

**MEMBER STATIONS**

KBON, Omaha; KFAB, Lincoln; KFOR, Lincoln; KGFV, Kearney; KGKY, Scottsbluff; KODY, North Platte; KHAS, Hastings; KMMI, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

**North Carolina Assn. of Broadcasters**

Radio Station WSJS, Winston-Salem, N. C.  
 Office of the Secretary  
 4141

**OFFICERS**

President.....J. Frank Jarman  
 Vice-President.....Richard A. Dunlea  
 Secretary & Treasurer.....Harold Essex

**FUNCTIONS**

To handle matters pertinent to the state broadcasters as a group and to act as a clearing house for information concerning member stations. Two convention meetings are held yearly.

**Northern California Broadcasters Association**

c/o Glenn Shaw, President  
 KLX, Tribune Tower  
 Oakland 4, Calif.  
 Glencourt 0660

**OFFICERS**

President.....Glenn Shaw  
 (KLX, Oakland)  
 Secretary-Treasurer.....Ray Hamilton  
 (KSFO, San Francisco)

**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**

22 E. Gay St., Columbus 15, Ohio  
 Phone, Adams 1101

**OFFICERS**

President.....John Pattison Williams  
 (WING, Dayton)  
 Vice-President.....E. E. Flanigan  
 (WSPD, Toledo)  
 Secretary-Treasurer.....Carl M. Everson  
 (WHKC, Columbus)

**FUNCTIONS**

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

**Pacific Advertising Association**

Charles W. Collier, Managing Director  
 Lola M. Huey, Executive Secretary  
 337 Monadnock Building  
 San Francisco, Calif.  
 Garfield 6868

**OFFICERS AND DIRECTORS**

President—Charles A. Storke, Asst. Publisher, News-Press, operators of Radio Station KTMS, Santa Barbara, Calif.

Senior Vice-President—Vernon Churchill, Assistant to Publisher, The Oregon Journal, Portland, Oregon.

Secretary-Treasurer—George A. Moore, Vice-President, Prudential Federal Savings & Loan Association, 125 South Main St., Salt Lake City, Utah.

Vice-President at Large—Helen O'Neil, Manager Oakland Office, Fielder Sorenson & Davis, Latham Square Building, Oakland, Calif.

Vice-President Dist. No. 1—Harvey A. Brassard, Account Executive, Syverson-Kelley, Inc., Mohawk Building, Spokane, Washington.



# ORGANIZATIONS

Vice-President Dist. No. 2—Gilbert L. Stanton, Dir. of Adv. and Public Relations, Idaho Power Company, Boise, Idaho.

Vice-President Dist. No. 3—H. Quenton Cox, Asst. Manager, Station KGW, Portland, Oregon.

Vice-President Dist. No. 4—Wilmot P. Rogers, Advertising Director, California Packing Corporation, 101 California St., San Francisco, Calif.

Vice-President Dist. No. 5—Harwood H. Fawcett, Transit Advertising Company, Union Building, San Diego, California.

Past President—George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle, Wash.

Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., 576 Sacramento St., San Francisco, Calif.

Chairman, Club Service Committee—Benot Hanau, Advertising Counselors of Arizona, 707 Security Building, Phoenix, Arizona.

Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board of Foote, Cone & Belding, 601 5th St., Los Angeles, Calif.

Chairman, Senior Advisory Committee, Junior Division—Claire Drew Forbes, Adv. Manager, Rhodes Dept. Store, Seattle, Washington.

Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., 1675 Eddy St., San Francisco, Calif.

## FUNCTIONS

The Pacific Advertising Association, now in its 43rd year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 2,800 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advancement of Business Program.

## Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

### OFFICERS

President.....George B. Coleman  
(WCBI, Scranton)  
Vice-President.....Roy Thompson  
(WFBC, Altoona)  
Treasurer.....Dr. Leon Levy  
(WCAU, Philadelphia)  
Secretary.....C. G. Moss  
(WKBO, Harrisburg)

### 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 20, 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  
1549 N. Vine Street, Hollywood, Calif.  
Regional Director.....Nat Winecoff  
36 East Fifth Street, Cincinnati, Ohio  
Regional Director.....Danny Engel  
433 Little Building, Boston, Mass.

## FUNCTIONS

Charitable and Benevolent Organization.

## The Radio Club of America, Inc.

11 W. 42nd St., New York 18, N. Y.  
LOngacre 5-6622

### OFFICERS

President.....Alan Hazeltine  
Vice-President.....O. James Morelock  
Treasurer.....J. J. Stantley  
Corresponding Secretary.....Harry Sadenwater  
Recording Secretary.....J. H. Bose

### DIRECTORS

R. M. Akin, Jr., E. V. Amy, E. H. Armstrong, R. R. Batcher, G. E. Burghard, J. L. Callahan, M. G. Crosby, L. C. F. Horle, H. W. Houck, F. A. Klingenschmitt, John Van Beuren, Paul Ware, H. M. Wheeler.

### 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 Council—WBEZ (FM)

Chicago Public Schools  
228 N. La Salle St., Chicago 1, Ill.  
Dearborn 7801

### OFFICERS

Director.....George Jennings  
Program Director.....Elizabeth E. Marshall  
Production Head.....Robert R. Miller  
Engineer.....E. H. Andresen

### FUNCTIONS

The Radio Council of the Chicago Public Schools operates a non-commercial FM station and is a producing group primarily interested in presenting in-school broadcasts for classroom use. The Council also produces many out-of-school programs over standard Chicago stations of a public service or adult education nature.

## Radio Directors Guild

A. F. of L.  
The Gladstone  
114 E. 52nd St., New York 22, N. Y.  
Plaza 3-4300

### OFFICERS

President.....George Zachary  
Vice-Pres.....Edward A. Byron  
Vice-Pres.....Burr Lee

Vice-Pres. .... Paul Franklin  
 Secretary ..... Earle McGill  
 Treasurer ..... Lyle Barnhart  
 Executive Secty. .... Newman H. Burnett

**BRANCH OFFICES**

410 N. Michigan Ave., Chicago, Ill. Phone Superior 3016  
 Executive in Charge ..... Burr Lee  
 6000 Sunset Blvd., Hollywood, Calif. Phone  
 Granite 5866

Executive in Charge, Thomas Freebairn-Smith

**FUNCTIONS**

An organization to advance, foster, promote and benefit the interests of directors and associate directors of radio and television programs and to protect and secure their rights in their professional activities.

**Radio Executives Club of New York**

President's Office  
 Mutual Broadcasting System  
 1440 Broadway, New York 18, N. Y.  
 Pennsylvania 6-9800

**OFFICERS**

President ..... Robert D. Swezey  
 Vice-President ..... Elizabeth Black  
 Secretary ..... Claude Barrere  
 Treasurer ..... N. Charles Rorabaugh

**FUNCTIONS**

Promote and encourage the use of radio broadcasting as a medium of advertising; create a lasting fraternity of the persons engaged in radio broadcasting and its allied fields; provide for a common meeting place; promote a better understanding among members of the problems confronting the industry; disseminate information pertaining to radio which may be of mutual interest and value to members and the industry. The REC hold meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

**Radio Manufacturers Association**

1317 F Street, N. W., Washington, D. C.  
 National 4901

**OFFICERS**

President ..... R. C. Cosgrove  
 Executive Vice-President-Secretary ..... Bond Geddes  
 Treasurer ..... Leslie F. Muter  
 General Counsel ..... John W. Van Allen  
 Vice-President ..... E. A. Nicholas  
 (Farnsworth Television & Radio Corp.)  
 Vice-President ..... George Lewis  
 (Federal Telephone & Radio Corp.)  
 Vice-President ..... M. F. Balcom  
 (Sylvania Electric Products, Inc.)  
 Vice-President ..... Robert C. Sprague  
 (Sprague Electric Company)

**DIRECTORS**

Ben Abrams, Emerson Radio & Phonograph Corp.; E. Alschuler, Sentinel Radio Corp.; Dr. W. R. G. Baker, General Electric Co.; John Ballantyne, Philco Corp.; Herbert A. Bell, Packard-Bell Co.; F. C. Best, Chicago Telephone Supply Co.; P. S. Billings, Belmont Radio Corp.; A. Blumenkrantz, General Instrument Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; Monte Cohen, F. W. Sickles Co.; S. I. Cole, Aerovox Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, RCA-Victor Division of RCA; G. Richard

Fryling, Eric Resistor Corp.; Paul V. Galvin, Galvin Mfg. Corp.; A. H. Gardner, Colonial Radio Corp.; Joseph Gerl, Sonora Radio & Television Corp.; F. A. Hiter, Stewart-Warner Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co., Inc.; Dr. Ray H. Manson, Stromberg-Carlson Co.; J. J. Nance, Zenith Radio Corp.; David T. Schultz, Raytheon Mfg. Co.; Ernest Searing, International Resistance Co.; Ray F. Sparrow, P. R. Malloy & Co., Inc.; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; A. S. Wells, Wells-Gardner & Co.

**FUNCTIONS**

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

**Radio Manufacturers Assn. of Canada**

Room 703, 159 Bay St., Toronto 1, Ont., Canada  
 Adelaide 1531

**OFFICERS**

President ..... S. L. Capell  
 Vice-President ..... F. R. Deakins  
 Executive Secretary ..... S. D. Brownlee  
 Chairman, Parts & Accessory Division ..... T. S. Farley  
 Chairman, Engineering Committee ..... C. J. Irwin  
 Chairman, Service Committee ..... C. O. Baldwin

**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**

U. S. Office of Education, Washington 25, D. C.  
 Executive 6500, Ext. 2565

**OFFICERS**

Chief ..... Franklin Dunham  
 Radio Education Specialist ..... R. R. Lowdermilk  
 Asst. Radio Education Specialist ..... Gertrude G. Broderick

**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.

**Radio Technical Planning Board**

1 East 79th St., New York 21, N. Y.  
 ME 3-5661

Chairman ..... Haraden Pratt  
 Vice-Chairman ..... J. L. Middlebrooks  
 Treasurer ..... Will Baltin  
 Secretary ..... C. W. Bailey

**FUNCTIONS**

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

# ORGANIZATIONS

## The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York 16, N. Y.  
Murray Hill 5-6930

### OFFICERS

National President.....Sam Moore  
Vice-Presidents: Eastern Region.....Peter Lyon  
Midwestern Region.....Orin Tovrov  
Western Region.....Milton Merlin

### BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone, Andover 5458.  
Jean Pettus, Exec. Secy. Hollywood: 1655 N. Cherokee Ave., Phone, Hollywood 3601. Aubrey Finn, Exec. Secy.

### FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

## Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.  
KEystone 5306

### OFFICERS

President.....W. D. Armentrout  
Secretary.....Roy M. Green  
Treasurer.....Malcolm G. Wyer  
Director.....Allen Miller

### EXECUTIVE COMMITTEE

A. Helen Anderson, Ben M. Cherrington, H. M. Crain, Robert L. Stearns.

### FUNCTIONS

The Rocky Mountain Radio Council is a non-profit cooperative organization consisting of thirty-three educational organizations. The Council aids in planning, preparing and producing radio programs for broadcast over radio stations in Colorado and Wyoming.

## School Broadcast Conference

228 N. La Salle St., Chicago 1, Ill.  
Dearborn 7801

### OFFICERS

Director.....George Jennings

### EXECUTIVE COMMITTEE

Judith Waller, NBC, Chicago; Elizabeth E. Marshall, Radio Council, WBEZ, Chicago; David Heffernan, Assistant Superintendent, Cook County Schools, Chicago.

### FUNCTIONS

The School Broadcast Conference will hold its 11th annual meeting in 1947. It is a permanent national meeting to discuss the use of radio in education. An advisory committee, made up of some 75 educators and radio executives throughout the nation assist the executive committee in preparation of the annual program. The Conference, in connection with its annual meeting, holds an exhibit of new equipment for school use. It serves as a clearing house for information about equipment, scripts and production problems insofar as educational broadcasting is concerned throughout the year. It publishes a number of educational radio texts.

## SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.  
Murray Hill 5-5365.

### OFFICERS

President.....Paul Heinecke  
Treasurer.....R. C. Heinecke  
Vice-President.....K. A. Jadassohn  
Assistant to the President.....Kolin Hager

### FUNCTIONS

Licensing the use of copyrighted music, transcription library, syndicated transcribed tailor-made programs for advertisers.

## Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York 18, N. Y.  
LONgacre 5-9124

### OFFICERS

President.....Sholom Secunda  
Vice-President.....Rev. Pinchus Jassinowsky  
Treasurer.....Joseph M. Rumshinsky  
Secretary.....Henry Lefkowitz  
General Manager.....Salom J. Perlmutter

### 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 1, N. Y.  
PENnsylvania 6-0620

### OFFICERS (As of Jan. 1, 1947)

President.....Loren L. Ryder  
Past-President.....Donald E. Hyndman  
Executive Vice-President.....Earl I. Sponsable  
Engineering Vice-President.....John A. Maurer  
Editorial Vice-President.....Clyde R. Keith  
Financial Vice-President.....M. Richard Boyer  
Convention Vice-President.....William C. Kunzmann  
Secretary.....G. T. Lorance  
Treasurer.....Edmund A. Bertram  
Engineering Secretary.....Boyce Nemes  
Executive Secretary.....Harry Smith, Jr.

### GOVERNORS

J. W. Boyle	J. G. Frayne
F. E. Carlson	D. B. Joy
A. W. Cook	P. J. Larsen
R. M. Corbin	W. C. Miller
C. R. Daily	H. W. Moyses

### SECTION CHAIRMEN

Atlantic Coast Section.....James Frank, Jr.  
Midwest Section.....A. Shapiro  
Pacific Coast Section.....W. V. Wolfe

### 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 20, N. Y.  
Columbus 5-3758

### OFFICERS

President .....Sigmund Romberg  
Vice-President.....Charles Tobias  
Second Vice-President.....Milton Drake  
Secretary.....Peter De Rose  
Treasurer.....Abel Baer  
Counsel.....John Schulman  
Executive Secretary.....Miss Sayre Marder

### FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

## Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.  
Michigan 8654

### OFFICERS

President.....Robert O. Reynolds, KMPC, Los Angeles  
Secretary-Treasurer.....Lee Wynne, KGER, Los Angeles

### FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. 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 Joe Hasel, ABC, 30 Rockefeller Plaza  
New York 20, N. Y.  
Circle 7-5700

### OFFICERS

President .....Stan Lomax  
Vice-President (WOR, New York).....Jimmy Dolan  
Vice-President (CBS, New York).....Joe Hasel  
Treasurer (ABC, New York).....Andy Lang  
National Sec. (ABC, New York).....Harry Wismer

### 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.

## Television Broadcasters' Assn., Inc.

500 Fifth Ave., New York 18 N. Y.  
Lackawanna 4-4788

### OFFICERS

President.....Jack R. Poppele  
Vice-President .....G. Emerson Markham  
Secretary-Treasurer.....Will Baltin  
Assistant Secretary-Treasurer.....Paul Raibourn

### DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; John F. Royal, NBC; Jack R. Poppele, WOR, New York; Frank P. Schreiber, WGN, Inc.; Paul Raibourn, Television Productions, Inc.; Ernest H. Vogel, Farnsworth Television & Radio Corp.; G. Emerson Markham, General Electric Company.

### FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment of adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

## Twenty Year Club

167 East 64th St., New York, N. Y.  
REGent 4-3344

Founder .....H. V. Kaltenborn

### FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio broadcasting for 20 years, and whose association antedates April 4, 1925. There are no dues, fees, officers, regular meetings, or other obligations. Three year books have been published. Much historic material on the beginnings of broadcasting has been placed in the club files.

## United States Department of Agriculture

Office of Information  
Radio Service  
Washington 25, D. C.  
Republic 4142—Extension 5163.

### OFFICERS

Asst. Dir. of Information.....Kenneth M. Gopen  
Chief, Radio and Video

### BRANCH OFFICE

Western Representative  
102 Federal Office Bldg., San Francisco, Calif.  
Klondike 2-2630

### FUNCTIONS

Prepares and voices Department of Agriculture programs on the network, including the National Farm and Home Hour; The American Farmer and Consumer Time. Issues weekly information letters and background material for farm and women's program directors.

### PRODUCTION AND MARKETING ADMINISTRATION

Information Service  
Washington 25, D. C.  
Republic 4142

# ORGANIZATIONS

## OFFICERS

Director.....J. B. Hasselman  
Asst. Dir. (Radio & Market News Service) E. J. Rowell

## AREA OFFICES

Southwest: 423 Wilson Bldg., Dallas 1, Texas.  
Riverside 1121. Meno Schoenbach, Chief.  
Northwest: 150 Broadway, New York 7, N. Y. REctor  
2-4720. Harry L. Carr, Chief.  
Midwest: 5 So. Wabash Ave., Chicago 3, Ill. Andover  
5860. Walter W. John, Chief.  
West: 821 Market St., San Francisco 3, Calif.  
Exbrook 8381. J. Stan Livingston, Chief.  
South: 449 W. Peachtree St., N.E., Atlanta 3, Ga.  
Walnut 4977. Arthur W. Susott, Chief.

## FUNCTIONS

The Production and Marketing Administration is generally responsible for production, adjustment, loan, purchase, price support, diversion, export, surplus disposal programs, supply estimates, allocation recommendations, market news, standardization, inspection and grading, agricultural marketing agreements and other activities and programs.

## United States Department of Interior— Radio Section

Interior Department Radio Studios  
North Penthouse, Interior Bldg., Washington 25, D. C.  
Republic 1820, Extension 4631 and 4632

## PERSONNEL

Director .....Willett Kempton  
Continuity .....Jack Frazer  
Engineer in Charge.....H. Peter Meisinger

## FUNCTIONS

The Radio Section of the Interior Department operates studios and a transcription service, both local and remote, available to all agencies of the Federal Government. For the Interior Department itself, it acts as a radio production and information center to keep broadcasters and radio advertisers informed about Department activities. These include land reclamation and utilization, hydroelectric power and irrigation projects, coal mine safety, national parks, U. S. territories and island possessions, development, use and conservation of natural resources, Indian affairs, geological survey, land management, experimental laboratories, etc.

## Washington State Association of Broadcasters

c/o Station KGY, Olympia, Wash.  
Tom Olsen, Olympia, Wash.  
Olympia 6636

## OFFICERS

President (KGY) .....Tom Olsen  
Vice-President (KOL).....O. A. Runchey  
Secretary-Treasurer (KRSC) .....Robert Priebe  
Trustee (KFID) .....Dick McBroom  
Trustee (KIT) .....James Murphy

## FUNCTIONS

A non-profit Association made up of broadcasters of Washington State to advance the interest of the radio broadcasting industry in the state of Washington.

## Western Association of Broadcasters

1000 Southam Bldg.  
Calgary, Alberta, Canada  
R-1036

## OFFICERS

President.....A. M. Cairns

## DIRECTORS

G. R. A. Rice, G. S. Henry, A. A. Murphy.

## FUNCTIONS

To promote Goodwill and mutual protection amongst the broadcasting stations of Western Canada. To make recommendations to the Canadian Association of Broadcasters; to raise the standard of ethics of the operations of commercial broadcasting stations in Western Canada. Generally, the objects of the Canadian Association of Broadcasters.

## Woman's National Radio Committee

113 West 57th St., New York 19, N. Y.  
Circle 7-4110

## OFFICERS

Chairman.....Mme. Yolanda Mero-Irion  
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. Mary F. Larkin, Mrs. Emory Ross, Mrs. Jesse M.  
Bader, Mrs. Bettina Gunczy, Mrs. Harry Wessel.

## 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. Also publish "Radio Review."

## Writers' Board

147 W. 42nd St., New York 18, N. Y.  
BRyant 9-6937

Chairman.....Rext Stout  
Executive Secretary.....Frederica Barach

## MEMBERS

Carl Carmer, Russel Crouse, Jerry Devine, Gilfton Fadiman, Thomas K. Finletter, Jack Goodman, Alan Green, Oscar Hammerstein, 2nd, Christopher La Farge, Robert J. Landry, Margaret Leech, Hobe Morrison, Henry Pringle, Luise Silcox.

## FUNCTIONS

To work with writers, editors, radio stations, etc., to further the production of constructive material dealing with racial and religious tolerance, the eradication of native fascism and promotion of world government, in our time.



*If you plan to sell*

**IN EUROPE, NORTH AFRICA OR THE  
MIDDLE EAST  
MORE THAN 24,000,000  
OF YOUR POTENTIAL CUSTOMERS  
CAN BE INTRODUCED  
TO YOUR PRODUCT  
THROUGH COMMERCIAL RADIO**

*For ALL Commercial Radio in these markets consult*

**FREMANTLE OVERSEAS RADIO LIMITED**

660 Madison Avenue

New York 21, New York

and London

BUtterfield 5-8505

# INTERNATIONAL



**International Broadcast Stations  
Of The United States**

•

***CBS and NBC Latin-American Networks***

•

***Mexico***

•

***Central America***

•

***South America***

# LINKING THE

# Americas

**"An outstanding network of radio stations covering Latin-America!"**

Thousands of artists, composers, writers and technicians are cooperating to build up these structures for a new world. This great task is fostering a single continental economy opening unlimited new horizons to commerce and industry and offering opportunities for future commercial interchange . . . new markets! A new world for adventures!

**LATIN AMERICA'S MOST IMPORTANT RADIO ORGANIZATION**

## RADIO PROGRAMAS DE MEXICO

*Largest Latin American Broadcasting System*

P.O. Box 1324 MEXICO, D.F. - EMILIO AZCARRAGA, Pres; CLEMENTE SERNA MARTINEZ, V.Pres. Gen. Mgr.



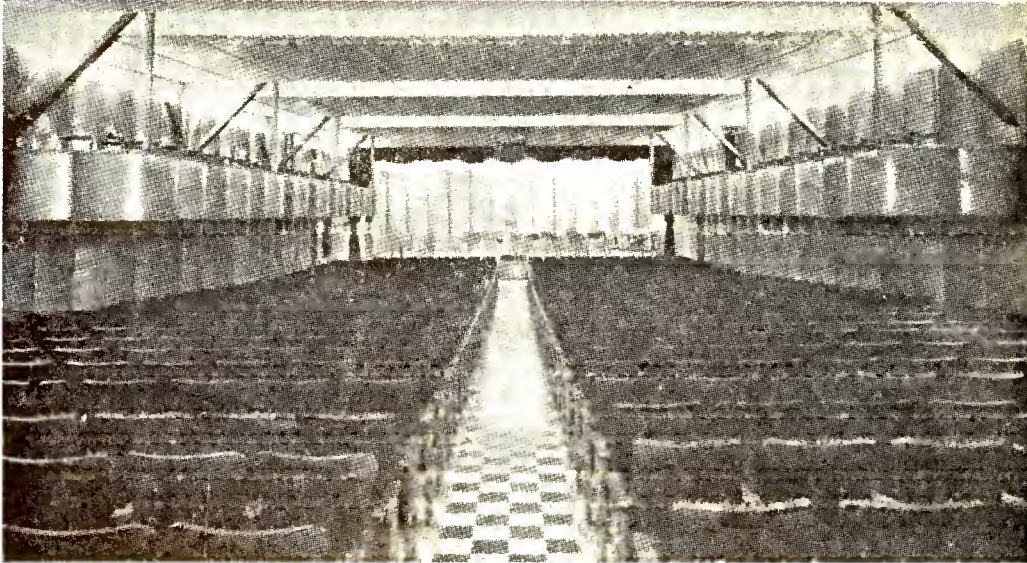


# INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

<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
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWIX	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....		6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	10 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570 6170, 7575, 9750, 11145,	50 kw 50 kw
Columbia Broadcasting System, Inc. Delano, Calif. ....	KCBR	Freq. To Be Determined	200 kw
Columbia Broadcasting System, Inc. Delano, Calif. ....	KCEA	Freq. To Be Determined	50 kw
Columbia Broadcasting System, Inc. Delano, Calif. ....	KCBF	Freq. To Be Determined	
The Crosley Corp. Mason, Ohio .....	WLWO	6080, 9590, 11710, 15250, 17800, 21650 SSA 9795	75 kw
The Crosley Corp. Mason, Ohio.....	WLWK	6080, 9590, 11710, 15250, 17800, 21650,	50 kw
The Crosley Corp. Mason, Ohio.....	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corp. Mason, Ohio.....	WLWS	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw
General Electric Company South Schenectady, N. Y.....	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880, SA 9530	50 kw

# RHC

COMBINES  
SHOWMANSHIP *plus*: SALESMANSHIP  
FOR BEST RESULTS IN CUBA



The largest and most modern radio auditorium in Latin America, seating 1,000. Built with the polycylindrical acoustic system of moving panels. Using post-war RCA studio equipment. With an 80 ton General Electric air conditioning equipment, 4 times larger than that of any other radio station in Cuba.

Broadcasting through the *eight* stations that comprise the FIRST TELEPHONE WIRED NETWORK OF CUBA that blankets the whole island



PINAR DEL RIO  
HAVANA  
HAVANA (Short wave)  
SANTA CLARA

SANTA CLARA (Short wave)  
CAMAGUEY  
HOLGUIN  
SANTIAGO DE CUBA



For rates and prompt information, write or wire.

Representative: CLARK-WANDLESS CO., 205 East 42nd St., New York City

## RHC CADENA AZUL

PRADO 53

Murray Hill 4-6317

HAVANA, CUBA

**INTERNATIONAL BROADCAST STATIONS IN THE U. S.**

General Electric Company South Schenectady, N. Y.....	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880	100 kw
General Electric Company near Belmont, Calif.....	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.....	WGEX	Freq. To Be Assigned	25 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WRCΛ	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893 (50 to 100 kw on 9670)	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRA	6100, 9670, 11890, 15150, 15090, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRE	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRI	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif. ....	KNBC	Freq. To Be Assigned	50 kw
National Broadcasting Co., Inc. Dixon, Calif. ....	KNBI	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif. ....	KNBX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif. ....	KNBA	Same as above	50 kw
Westinghouse Radio Stations, Inc. Hull, Mass. ....	WBOS	6140, 9570, 11870, 15210, 17780, 21540, SSO 7250, 78525	50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460, 592, 7805	50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUS	6040, 9700, 11730, 15350, 17750, 2146, SSA 6140 7575, 8590, 9750, 11145, 11790, 15130	50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700, SSA 6040, 7805	20 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUX	SSA 7575, 7805, 5290	7 kw
General Electric Co. Belmont, Calif.....	KGEX	Freq. To Be Assigned	100 kw

# *La Cadena De Las Americas* (The Network of the Americas) of **THE COLUMBIA BROADCASTING SYSTEM**

## — PERSONNEL —

Director of Latin American Affairs and Shortwave Broadcasting.....	Edmund Chester
Assistant Director of Latin American Relations.....	Robert Unanue
Manager of Press Information.....	Margaret Kennedy
Director of Shortwave News.....	Lawrence Haas
Assistant Director of Shortwave Broadcasting.....	John Hundley
Director of Music.....	Terig Tucci
Assistant in Charge of Operations.....	Tony Kraber
Network Service Manager.....	James E. Carson
Supervisor of Production.....	Russ Johns
Supervisor of Spanish Section.....	Tomàs Pèrez
Supervisor of Brazilian Section.....	Luis Jatobà
Engineer in Charge of Shortwave Broadcasting.....	Robert De Hart

## ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR3.....	Radio Belgrano .....	Buenos Aires .....	950	50000
LRV.....	Radio Belgrano .....	Buenos Aires .....	9460	50000
LRV1.....	.....	.....	6090	50000
—Radio Belgrano Network—				
LU7.....	Radio Bahia Blanca .....	Bahia Blanca .....	900	5000
LV2.....	Radio Central .....	Cordoba .....	960	5000
LT7.....	Radio Corrientes .....	Corrientes .....	1340	10000
LT8.....	Radio Rosario .....	Rosario .....	840	3000
LV1.....	Radio Colon .....	San Juan .....	560	10000
LV4.....	Radio San Rafael .....	Mendoza .....	690	5000
LV11.....	Radio del Norte .....	Santiago del Estero..	1170	500
LT14.....	Radio General Urquiza .....	Parana .....	—	—
LT15.....	Radio Concordia .....	Concordia .....	—	—
LV12.....	Radio Aconquija .....	Tucuman .....	580	15000
LV14.....	Radio La Rioja .....	La Rioja .....	1330	5000
LV10.....	Radio Cuyo .....	Mendoza .....	1210	10000
LV13.....	Radio San Luis .....	San Luis .....	1250	5000
ZP5.....	Radio Encarnacion .....	Encarnacion, Para- guay .....	920	5000
ZPA5.....	Radio Encarnacion .....	Encarnacion, Para- guay .....	950	3000
CXA8.....	Radio Real de San Carlos .....	Colonia, Uruguay ...	9620	20000
CXA14.....	Radio Real de San Carlos .....	Colonia, Uruguay ...	11820	1000
LRR.....	Radio Ovidio Lagos .....	Rosario .....	11887	10000
LRR1.....	Radio Ovidio Lagos .....	Rosario .....	.....	.....

## BOLIVIA

CP4.....	Radio Illimani .....	La Paz .....	1020	250
CP5.....	Radio Illimani .....	La Paz .....	6200	250

## 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.	Valparaiso .....	900	1000

## COLOMBIA

<i>Call Letters</i>	<i>Station Name and/or Owner</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HJAG.....	Emisora Atlantico .....	Barranquilla .....	1050,	
			4905	1000
HJAH.....	Emisora Atlantico .....	Barranquilla .....	1080	1000
HJCS.....	Radio Continental .....	Bogota .....	920	5000
HJEB.....	La Voz del Valle .....	Cali .....	1150	1000
HJED.....	La Voz del Valle .....	Cali .....	4825	1000
HJAP.....	Radio Colonial .....	Cartagena .....		
HJAR.....	Radio Colonial .....	Cartagena .....		
HJFB.....	Radio Manizales .....	Manizales .....	6105	6000
HJFD.....	Radio Manizales .....	Manizales .....	1390	1000
HJDT.....	Radio Nutibara .....	Medellin .....	1150	500
HJFF.....	Ondas del Otun .....	Pereira .....	1350	1000
HJFK.....	La Voz Amiga .....	Pereira .....	6097	2500
HJBJ.....	La Voz de Santa Marta .....	Santa Marta .....	1370	1200

## COSTA RICA

TIPG.....	La Voz de la Victor .....	San Jose .....	625	5000
TIPG.....	La Voz de la Victor .....	San Jose .....	9615	2500

## CUBA

CMJN.....	RHC Cadena Azul .....	Camaguey .....	740	1000
CMCY.....	RHC Cadena Azul .....	Havana .....	590	15000
COCY.....	RHC Cadena Azul .....	Havana .....	11470	1000
CMKY.....	RHC Cadena Azul .....	Holguin .....	600	1000
CMAN.....	RHC Cadena Azul .....	Pinar del Rio .....	1300	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 .....	6312	500
HIZ.....	Broadcasting Nacional .....	Ciudad Trujillo .....	1350	250

## ECUADOR

HC2AJ.....	Compania del Ecuador.....	Guayaquil .....	1050	1000
HC2AK.....	Compania del Ecuador.....	Guayaquil .....	9310	1000
HCQR.....	Radio Quito .....	Quito .....	1340	250
HCQRX.....	Radio Quito .....	Quito .....	5970	250
HCBS.....	Radio Bolivar .....	Quito .....	9355	250
HCBT.....	La Voz de la Libertad .....	Quito .....	1304	250

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**EL SALVADOR**

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YSP.....	La Voz de Cuscatlan .....	San Salvador .....	760	250
YSP1.....	La Voz de Cuscatlan .....	San Salvador .....	780	115
YSPA.....	La Voz de Cuscatlan .....	San Salvador .....	9575	—
YSPB.....	La Voz de Cuscatlan .....	San Salvador .....	6150	350

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**GUATEMALA**

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Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW.....	La Voz de Guatemala .....	Guatemala City .....	610	10000
TGWA.....	La Voz de Guatemala .....	Guatemala City .....	9685	10000
			15170	—
TGWB.....	La Voz de Guatemala .....	Guatemala City .....	6460	1000
TGWC.....	La Voz de Guatemala .....	Guatemala City .....	1520	1000

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**HAITI**

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HHW.....	Station de Radioifusion .....	Port-au-Prince .....	1230	150
HH3W.....	Station de Radioifusion .....	Port-au-Prince .....	9890	250

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**HONDURAS**

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HRN.....	La Voz de Honduras .....	Tegucigalpa .....	5875	750
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**MEXICO**

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XEQ.....	Radio Pan Americana, S.A. ....	Mexico City .....	940	50000
XEQQ.....	Radio Pan Americana, S.A. ....	Mexico City .....	9680	1000
XEA.....	.....	Campeche, Cam. ....	1370	1000
XEBU.....	.....	Chihuahua, Chih. ....	1260	500
XEBL.....	La Voz del Noroeste.....	Culiacan, Sin. ....	1260	500
XEHL.....	.....	Guadalajara, Jal. ....	1370	500
XEHQ.....	.....	Hermosillo, Son. ....	590	300
XEDS.....	.....	Mazatlan, Sin. ....	1420	500
XEFC.....	La Voz de Yucatan .....	Merida, Yuc. ....	1340	250
XEGW.....	Acambaro .....	.....	.....	.....
XEMR.....	Enrique Serna Martinez .....	Monterrey, N.L. ....	1370	500
XELQ.....	Radio Comercial .....	Morelia, Mich. ....	1270	250
XEAX.....	Alvaro Rodriguez A. ....	Oaxaca, Oax. ....	1270	500
XEHR.....	Manuel R. Canalo .....	Puebla, Pue. ....	1090	250
XEBM.....	.....	San Luis Potosi .....	1260	150
XETU.....	Juan Perez Cardonas .....	Tampico, Tams. ....	1460	1000
XEDN.....	Alejandro O. Stevenson, Jr. ....	Torreon, Coah. ....	1260	250
XEHV.....	Juan A. Palavicini .....	Veracruz, Ver. ....	1310	1000
XENC.....	.....	Celaya .....	1450	250
XEON.....	Tuxtla Gutierrez .....	.....	.....	.....
XEAG.....	.....	Cordoba .....	1280	250
XEJT.....	.....	Guanajuato .....	570	250
XEWE.....	.....	Irapuato .....	1420	100
XEFM.....	.....	Leon .....	1270	100
XEPP.....	.....	Orizaba .....	1450	150
XEDE.....	.....	Saltillo .....	1400	150
XEVV.....	.....	Villahermosa .....	.....	.....

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**NICARAGUA**

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YNOW.....	La Voz de la America Central .....	Managua .....	6850	800
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**CBS LATIN-AMERICAN NETWORK**

**PANAMA**

HOC.....	Cadena Panamena de Radiodifusion.....	Panama City .....	1440	1000
HP5A.....	Cadena Panamena de Radiodifusion.....	Panama City .....	11700	1000
HOD.....	Cadena Panamena de Radiodifusion.....	David (Panama) ...		
HOS.....	Cadena Panamena de Radiodifusion.....	Colon .....		

**PARAGUAY**

<i>Call Letters</i>	<i>Station Name and/or Owner</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
ZP3.....	Radio Teleco .....	Asuncion .....	700	12000
ZPA3.....	Radio Teleco .....	Asuncion .....	11850	1200

**PERU**

OAX6C.....	Radio Continental .....	Arequipa .....	1370	300
OAX6D.....	Radio Continental .....	Arequipa .....	9500	250
OAX6E.....	Radio Continental .....	Arequipa .....	6235	300
OAX4A.....	Radio Nacional del Peru .....	Lima .....	854	10000
OAX4Z.....	Radio Nacional del Peru .....	Lima .....	6082	14000
OAX4U.....	Radio America .....	Lima .....	1030	1000
OAX4V.....	Radio America .....	Lima .....	5940	500
OAX4W.....	Radio America .....	Lima .....	9440	500

**PUERTO RICO**

WKAQ.....	.....	San Juan .....	620	5000
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**URUGUAY**

CX16.....	Radio Carve .....	Montevideo .....	850	50000
CX24.....	La Voz del Aire .....	Montevideo .....	1010	5000
CXA8.....	Short Wave .....	Colonia .....	9620	20000
CXA14.....	Short Wave .....	Colonia .....	11820	1000
	<i>—Radio Carve Network</i>			
CW1.....	Radio Popular .....	Colonia .....	550	4500
CW31.....	Salta Broadcasting .....	Salta .....	1120	250
CW39.....	La Voz de Paysandu .....	Paysandu .....	1320	100
CW41.....	Broadcasting San Jose .....	San Jose .....	1360	050
CW43B.....	Radio Internacional .....	Rivera .....	1480	750
CW51.....	Radio Maldonado .....	Maldonado .....	1560	500
CW53.....	Radio Cerro Largo .....	Melo .....	1580	250
CX52.....	Radio Litoral Soriano .....	Mercedes .....	1570	500

**VENEZUELA**

YV5RG.....	Ondas Populares .....	Caracas .....	1010	1000
YV5RU.....	Ondas Populares .....	Caracas .....	6070	2232
YV6RA.....	Ecós Del Orinoco .....	Ciudad Bolívar .....	1400	750
YV6RU.....	Ecós Del Orinoco .....	Ciudad Bolívar .....	4790	1000
YV7RA.....	Radio Sucre .....	Cumana .....	1220	400
YV7RB.....	Radio Sucre .....	Cumana .....	3470	750
YVIRA.....	Ecós Del Zulia .....	Maracaibo .....	1300	200
YVIRV.....	Ecós Del Zulia .....	Maracaibo .....	4750	300
YV4RE.....	Radio Valencia .....	Valencia .....	1400	1000
YV4RP.....	Radio Valencia .....	Valencia .....	3460	1000

# *La Cadena Panamericana* (The Pan American Network) of the **NATIONAL BROADCASTING COMPANY**

## — PERSONNEL —

Vice President in charge of News & Special Events and International Relations.....	William F. Brooks
Manager of International Department.....	Fred B. Bate
Radio Facilities Engineer.....	Raymond F. Guy
Director, Latin American Programs.....	Eli B. Canel
Chief, Spanish-language Section.....	Alberto N. Gandero
Chief, Portuguese-language Section.....	James I. Christie
Continuity Acceptance.....	F. J. Lara
Production Manager.....	Ary Moll
Musical Director.....	Emilio de Torre
Director of Station Relations.....	Cal J. Abraham
Chief of Traffic Section.....	Earl Harder

## — ARGENTINA —

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
<i>Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)</i>				
LR4.....	Radio Splendid .....	Buenos Aires .....	990	50000
LRS.....	Radio Splendid .....	Buenos Aires .....	9315	10000
LRS1.....	Radio Splendid .....	Buenos Aires .....	5985	10000
LW1.....	de la Red Splendid .....	Cordoba .....	790	20000
LT2.....	de la Red Splendid .....	Rosario .....	1230	20000
LU3.....	de la Red Splendid .....	Bahia Blanca .....	1150	10000
LV6.....	de la Red Splendid .....	Mendoza .....	630	10000
LT4.....	de la Red Splendid .....	Posadas .....	1010	2000
LW7.....	de la Red Splendid .....	Catamarca .....	730	2000
LU5.....	de la Red Splendid .....	Neuquen .....	1130	2000
LW8.....	de la Red Splendid .....	Jujuy .....	1130	2000
LU8.....	de la Red Splendid .....	Bariloche .....	1250	1000
LU4.....	Comodoro Rivadavia .....	C. Rivadavia .....	640	1500
LU12.....	Rio Gallegos .....	Rio Gallegos .....	680	1500

## — BOLIVIA —

CP20.....	Radio El Condor .....	La Paz .....	930	1000
CP15.....	Radio El Condor .....	La Paz .....	5880	500
CP18.....	Radio El Condor .....	Oruro .....	900	250
CP1.....	Radio Chuquisaca .....	Sucre .....	9500	800
CP41.....	Radio Chuquisaca .....	Sucre .....	1325	80
CP28.....	Radio Central .....	Cochabamba .....	1360	150
CP40.....	Radio Central .....	Cochabamba .....	9570	150
CP22.....	Radio Internacional .....	Potosi .....	6130	750
CP24.....	Radio Internacional .....	Potosi .....	920	250

## — CHILE —

CB114.....	Corporacion Chilena de Broadcasting....	Santiago .....	1140	50000
CB84.....	Radio La Union de Recreo .....	Valparaiso .....	840	3000
CD69.....	Radio La Frontera .....	Temuco .....	690	1200
CC117.....	Radio Simon Bolivar .....	Concepcion .....	1170	1000
CA108.....	Radio La Serena .....	La Serena .....	1080	1500
CA141.....	Radio El Loa .....	Antofagasta .....	1410	3000



# COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJCC.....	La Voz de Bogota .....	Bogota .....	870	5000
HJCE.....	La Voz de Bogota .....	Bogota .....	1000	1500
HJCF.....	La Voz de Bogota .....	Bogota .....	6240	1000
HJCR.....	Radiodifusora Nacional .....	Bogota .....	1200	5000
HJCT.....	Radiodifusora Nacional .....	Bogota .....	6260	2500
HJAN.....	Emisoras Unidas .....	Barranquilla .....	1190	1000
HJAB.....	Emisoras Unidas .....	Barranquilla .....	4785	3000
HJDK.....	La Voz de Antioquia .....	Medellin .....	1250	500
HJDE.....	La Voz de Antioquia .....	Medellin .....	6145	5000
HJGK.....	Radio Santander .....	Bucaramanga .....	1280	1000
HJGB.....	Radio Santander .....	Bucaramanga .....	4775	2500
HJFE.....	La Voz de Pereira .....	Pereira .....	1470	500
HJFA.....	La Voz de Pereira .....	Pereira .....	6054.3	1500
HJAF.....	Emisoras Fuentes .....	Cartagena .....	1240	1000
HJAE.....	Emisoras Fuentes .....	Cartagena .....	4965	1000

# COSTA RICA

TIPG.....	La Voz de la Victor .....	San Jose .....	625	5000
TIPG.....	La Voz de la Victor .....	San Jose .....	9615	2500
TINBC.....	La Voz de la Democracia .....	San Jose .....	1070	4000

# CUBA

## CMQ Network (Circuito CMQ)

CMQ.....	Circuito CMQ .....	Habana .....	690	25000
COCQ.....	Circuito CMQ .....	Habana .....	8825	5000
CMHQ.....	del Circuito CMQ .....	Santa Clara .....	670	10000
CMJL.....	del Circuito CMQ .....	Camaguey .....	920	10000
CMKJ.....	del Circuito CMQ .....	Holguin .....	730	10000
CMKU.....	del Circuito CMQ .....	Santiago .....	970	1000
CMAQ.....	del Circuito CMQ .....	Pinar del Rio.....	840	1000

# DOMINICAN REPUBLIC

HIIX.....	Radiodifusora Oficial .....	Ciudad Trujillo .....	6350	1000
HI9B.....	Broadcasting "Hotel Mercedes" .....	Santiago .....	6383	400

# ECUADOR

HCJB.....	La Voz de los Andes .....	Quito .....	974	1000
HCJB.....	La Voz de los Andes .....	Quito .....	4108	200
HCJB.....	La Voz de los Andes .....	Quito .....	9958	1000
HCJB.....	La Voz de los Andes .....	Quito .....	12455	10000
HC2GI.....	Radio El Telegrafo .....	Guayaquil .....	1160	300
HC2ET.....	Radio El Telegrafo .....	Guayaquil .....	9200	500

# EL SALVADOR

YSS.....	Alma Cuscatleca .....	San Salvador .....	638	500
HUB.....	Alma Cuscatleca .....	San Salvador .....	4780	300
YSD.....	Alma Cuscatleca .....	San Salvador .....	7894	500

# GUATEMALA

TGW.....	La Voz de Guatemala .....	Guatemala City .....	640	10000
TGWA.....	La Voz de Guatemala .....	Guatemala City .....	9885	10000
TGWB.....	La Voz de Guatemala .....	Guatemala City .....	6530	1000
TGWC.....	La Voz de Guatemala .....	Guatemala City .....	1520	1000

# HAITI

HHGM....	Magloire Broadcasting Circuit.....	Port-au-Prince .....	1473	1000
HHBM....	Magloire Broadcasting Circuit.....	Port-au-Prince .....	9660	1000
HHCM....	Magloire Broadcasting Circuit.....	Port-au-Prince .....	6165	1000

# HONDURAS

HRN.....La Voz de Honduras .....Tegucigalpa ..... 5875 500

# MEXICO

## XEW Network (Cadena XEW Radio Programas de Mexico)

XEW.....	La Voz de la America Latina desde Mexico.....	Mexico, D.F. ....	900	100000
XEWW....	La Voz de la America Latina desde Mexico.....	Mexico, D.F. ....	9500	10000
			15160	10000
XEGW....	Jose Martinez.....	Acambaro, Gto. ....	1270	250
XEBI....	Pedro C. Rivas.....	Aguascalientes, Ags. ....	1360	250
XEA.....	Luis A. Maury.....	Campeche, Camp....	1370	250
XEF2....	Domingo B. Lopez.....	Cananea, Son. ....	980	500
XENC....	Alfonso Martinez V.....	Celaya, Gto. ....	1540	250
XEP.....	Esteban Parra.....	Ciudad Juarez, Chih. ....	1300	500
XEOX....	Felipe G. de Leon.....	Ciudad Obregon, Son. ....	1340	250
		Ciudad Victoria,		
		Tamps. ....	1450	100
XEBJ....	Fernando Elizalde.....	Colima, Col. ....	1280	250
XERL....	J. Roberto Levy.....	Cordoba, Ver. ....	1280	250
XEAG....	Fernando San Miguel.....	Cuernavaca, Mor. ....	980	150
XEY.....	Ing. Juan Gutierrez.....	Culiacan, Sin. ....	1360	500
XESA....	Modesto Roberto Perez.....	Chihuahua, Chih. ....	1440	1000
XEFI....	David C. Mireles.....	Durango, Dgo. ....	1280	250
XEE.....	Jose Vazquez R.....	Ensenada, B. C. ....	1400	200
XEPF....	Luis Enrique Enciso.....	Guadalajara, Jal. ....	1370	500
XEHL....	Alejandro Diaz.....	Guanajuato, Gto. ....	570	100
XEJT....	Jose Torres Morales.....	Guaymas, Son. ....	1490	250
KEDR....	Modesto Ortega.....	Hermosillo, Son. ....	920	1000
XEBH....	Jose Remigio Agraz.....	Irapuato, Gto. ....	1330	500
KEBO....	Alfonso Martinez V.....	Jalapa, Ver. ....	550	250
KEKL....	Carlos Ferraz Matos.....	Leon, Gto. ....	680	5000
XELG....	Manuel E. Obregon.....	Linares, N.L. ....	1260	250
XER.....	Leonardo Garnica.....	Los Mochis, Sin. ....	1410	1000
XECF....	Francisco Perez, Jr.....	Matamoros, Tamps. ....	1400	250
XEAM....	Manuel L. Salinas.....	Mazatlan, Sin ....	1320	500
XERJ....	Rafael Elizalde.....	Merida, Yuc. ....	1270	500
XEME....	Perfecto Villamil.....	Mexicali, B.C. ....	990	5000
XECL....	Armando Maldonado.....	Minatitlan, Ver. ....	1260	250
XEDW....	Angel Lagarda, Jr.....	Monterrey, N.L. ....	630	500
XEFB....	Mario Quintanilla G.....	Morelia, Mich. ....	1400	250
XEI.....	Tiburcio Ponce.....	Naco, Son. ....	1350	1000
XETM....	Jesus Manuel Franco.....	Navojoa, Son. ....	1270	500
XEGL....	Fausto M. Gomez.....	Nogales, Son. ....	1370	1000
XEHF....	Gaston Mascarenas.....	Nuevo Laredo, Tamps. ....	960	250
XEFE....	Rafael Tijerina Carranza.....	Oaxaca, Oax. ....	1270	500
XEAX....	Alberto Marquez Gonzalez.....	Orizaba, Ver. ....	1370	250
XETQ....	Carlos Mora J.....	Piedras Negras, Coah. ....	580	250
XEMU....	Alfonso L. Bres.....	Puebla, Pue. ....	1090	250
XEHR....	Roberto Canedo.....	Queretaro, Qro. ....	1450	250
XEJX....	Justino Cervantes V.....	Reynosa, Tamps. ....	590	250
XERT....	Ignacio Magallon.....	Sabinas, Coah. ....	610	250
XEBX....	Eugenio Rodriguez.....	Saltillo, Coah. ....	1400	250
XEDE....	Manuel Tapia, Jr.....	San Luis Potosi,		
		S.L.P. ....	1430	1000
XECZ....	Zeferino Z. Jimenez.....	Tampico, Tamps. ....	1300	250
XES.....	Dr. Alfredo A. Cantu.....	Tepic, Nay. ....	1450	100
XERK....	Tomas Mondragon.....	Tijuana, B.C. ....	1310	250
XEC.....	Luis Enrique Enciso.....	Torreon, Coah. ....	1260	250
XEBP....	Alejandro O. Stevenson.....	Tuxpan, Ver. ....	1390	250
XETL....	Calixto Almazan.....	Tuxtla Gutierrez, Chis.		
XEON....		Uruapan, Mich. ....	550	300
XEUF....	Ignacio Navarro Q.....	Veracruz, Ver. ....	960	500
XEU.....	Fernando Pazos Sosa.....	Villa Acuna, Coah....	1340	250
XEDH....	Remigio Ramos G.....	Villahermosa, Tab.		
XEVV....	Juan Trujillo G.....	Zacatecas, Zac. ....	1280	100
XELK....	Victor Moreno Rivas.....			

**NICARAGUA**

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
YNPS.....	La Voz de Nicaragua .....	Managua .....	6760	1000
YNDS.....	La Voz de Nicaragua .....	Managua .....	6240	750

**PANAMA**

HOA.....	Radio Panamericana .....	Panama City .....	1000	400
HP5G.....	Radio Panamericana .....	Panama City .....	11780	600
HOK.....	Cadena Panamena de Radiodifusion .....	Colon .....	640	250
HP5K.....	Cadena Panamena de Radiodifusion .....	Colon .....	6005	250

**PARAGUAY**

ZP9.....	Radio La Capital .....	Asuncion .....	970	1500
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**PERU**

OAX4A.....	Radio Nacional del Peru .....	Lima .....	854	10000
OAX4Z.....	Radio Nacional del Peru .....	Lima .....	6082	14000
OAX4T.....	Radio Nacional del Peru .....	Lima .....	9652	12000
OAX6A.....	Radio Arequipa .....	Arequipa .....	6042	200
OAX1A.....	Radio Delcar .....	Chiclayo .....	6210	300
OAX1B.....	Radio Piura .....	Piura .....	5230	300
OAX4P.....	Radio Huancayo .....	Huancayo .....	5980	250
OAX7A.....	Radio Cuzco .....	Cuzco .....	6128	250

**PUERTO RICO**

WNEL.....	The Link of the Americas .....	San Juan .....	1320	5000
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**URUGUAY**

*El Espectador Network (La Cadena Uruguaya de Radiodifusión)*

CX14.....	Radio El Espectador.....	Montevideo .....	810	15000
CXA19.....	Radio El Espectador.....	Montevideo .....	11835	5000
CW1.....	Radio Popular .....	Colonia .....	550	4500
CW19.....	Difusora Rochense .....	Rocha .....	1340	50
CW23.....	Radio Cultural .....	Salto .....	820	250
CW33.....	Radio Florida .....	Florida .....	1200	250
CW35.....	Radio Paysandu .....	Paysandu .....	1240	250
CW43.....	Radio Lavalleja .....	Minas .....	1420	500
CW45.....	Difusora Treinta y tres .....	Treinta y tres.....	1390	250
CW46A.....	Zorrilla de San Martin.....	Tacuarembó .....	1400	2000
CW47A.....	Radio Welcome .....	San Jose .....	1510	100
CX18.....	Radio Libertad-Sport .....	Montevideo .....	890	5000

**VENEZUELA**

YV5RA.....	Radio Caracas .....	Caracas .....	960	10000
YV5RN.....	Radio Caracas .....	Caracas .....	4920	5000
YV1RK.....	Radio Popular .....	Maracaibo .....	1250	300
YV1RL.....	Radio Popular .....	Maracaibo .....	4810	300
YV2RB.....	La Voz del Tachira .....	San Cristobal .....	980	500
YV2RN.....	La Voz del Tachira .....	San Cristobal .....	4830	2000
YV4RA.....	La Voz de Carabobo .....	Valencia .....	1350	1000
YV4RO.....	La Voz de Carabobo .....	Valencia .....	6130	1000
YV1RW.....	Radio Coro .....	Coro .....	1370	200
YV1RY.....	Radio Coro .....	Coro .....	4770	300
YV6RE.....	Emisoras Unidas .....	Barcelona .....	1080	500
YV6RC.....	Emisoras Unidas .....	Barcelona .....	3450	1500
YV2RC.....	La Voz de la Sierra .....	Merida .....	3420	500
YV1RO.....	Radio Trujillo .....	Trujillo .....	3310	800
YV3RE.....	Radio Barquisimeto .....	Barquisimeto .....	1475	1500
YV3RN.....	Radio Barquisimeto .....	Barquisimeto .....	6120	2000

# Radio Programas de Mexico, S. A.

Head Office: Ayuntamiento 52

General Offices: J. M. Marroqui 11

P. O. Box 1324, Mexico City, Mexico

Phones: Head Office: L-13-73, 12-72-34  
General Office—J-29-01, 12-65-44

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## — PERSONNEL —

President.....	Emilio Azcarraga
Vice-President and General Manager.....	Clemente Serna Martinez
Assistant Manager.....	Adrian R. LaJous
Continuity Department.....	Antonio Eufracio Ontiveros
Accounting Department.....	Horacio Nino Medina
Technical Supervisor.....	Ing. Ignacio Diaz
Secretary to Manager.....	Ernesto R. Chapa
Advertising And Relations.....	Homeros Rios D.

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Key Stations: XEW-XEWW—XEQ-XEQQ—Mexico City

## AFFILIATED STATIONS IN MEXICO

### XEW-Network

Call Letters	City	Call Letters	City
XEKJ	Acapulco, Gro.	XEI	Morelia, Mich.
XEBI	Aguascalientes, Ags.	XEFB	Monterrey, N. L.
XEA	Campeche, Camp.	XEGL	Navojoa, Son.
XEFQ	Cananea, Son.	XEHF	Nogales, Son.
XENC	Celaya, Gto.	XEFE	Nuevo Laredo, Tamps.
XEBA	Ciudad Guzman, Jal.	XEAX	Oaxaca, Oax.
XEP	Ciudad Juarez, Chic.	XETQ	Orizaba, Ver.
Call Letters	City	Call Letters	City
XETR	Ciudad Valles, S. L. P.	XEJR	Parral, Chih.
XEBJ	Ciudad Victoria, Tamps.	XEMU	Piedras Negras, Coah.
XERL	Colima, Col.	XEHR	Puebla, Pue.
XESA	Culiacan, Sin.	XEJX	Queretaro, Qro.
XEFI	Chihuahua, Chih.	XERT	Reynosa, Tamps.
XEE	Durango, Dgo.	XEBX	Sabinas, Coah.
XEHL	Guadalajara, Jal.	XEDE	Saltillo, Coah.
XEBH	Hermosillo, Son.	XECZ	San Luis Potosi, S. L. P.
XEBO	Irapuato, Gto.	XETU	Tampico, Tamps.
XEKL	Jalapa, Ver.	XERK	Tepic, Nay.
XERZ	Leon, Gto.	XEC	Tijuana, B. C.
XECF	Los Mochis, Sin.	XEBP	Torreon, Coah.
XEAM	Matamoros, Tamps.	XETL	Tuxpan, Ver.
XERJ	Mazatlan, Sin.	XEUF	Urugpan, Mich.
XEME	Merida, Yuc.	XEU	Veracruz, Ver.
XECL	Mexicali, B. C.	XELK	Zacatecas, Zac.
XEDW	Minatitlan, Ver.	XEGC	Zamora, Mich.

**XEQ-Network**

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XERO	Aguascalientes, Ags.	XEJA	Jalapa, Ver.
XEOX	Ciudad Obregon, Son.	XEFM	Leon, Gto.
XEAG	Cordoba, Ver.	XER	Linares, N. L.
XEY	Cuernavaca, Mor.	XEDS	Mazatlan, Sin.
XEBL	Culiacan, Sin.	XEFC	Merida, Yuc.
XEBU	Chihuahua, Chih.	XELQ	Morelia, Mich.
XEPF	Ensenada, B. C.	XEMR	Monterrey, N. L.
XEMA	Fresnillo, Zac.	XEMJ	Piedras Negras, Coah.
XELW	Guadalajara, Jal.	XESJ	Saltillo, Coah.
XEJT	Guanajuato, Gto.	XEBM	San Luis Potosi, S. L. P.
XEHQ	Hermosillo, Son.	XETS	Tapachula, Chis.
XEWE	Irapuato, Gto.	XEXT	Tepec, Nay.
XEDN	Torreón, Coah.	XEHV	Veracruz, Ver.
		XEDH	Villa Acuna, Coah.

**AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA**

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
YSR	San Salvador, El Sal.	OAX4F	Lima, Peru
HRN	Tegucigalpa, Hond.	HJCH	Bogota, Colombia
YNOW	Managua, Nicaragua	HJCS	Bogota, Colombia
TIGPH	San Jose, Costa Rica	HJDA	Medellin, Colombia
HOC	Panama, Panama	HJDQ	Medellin, Colombia
HOK	Colon, Panama	HJAH	Barranquilla, Col.
YV5RA	Caracas, Venezuela	HJAN	Barranquilla, Col.
YV5RG	Caracas, Venezuela	HJEB	Cali, Colombia
YV1RF	Maracaibo, Venezuela	HJER	Cali, Colombia
YV1RK	Maracaibo, Venezuela	CX14	Montevideo, Uruguay
HCQR	Quito, Ecuador	CX18	Montevideo, Uruguay
HC2AJ	Guayaquil, Ecuador	HIN	Trujillo, Rep. Dominicana

# STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Acapulco, Gro.	XEKJ	1400	0.25	
Agua Prieta, Son.	XERP	1190	50.	
Agascalientes	XEBI	1360	0.25	Pedro C. Rivas
Agascalientes	XELY	1490	0.15	Rafael Leal Camarena
Cajoncita de B. C.	XBQA	9200	0.8	Comision Nacional de Irrigacion
Campeche	XEA	1370	0.25	Luis A. Maruy
Cananea, Son.	XEFQ	980	0.5	Domingo P. Lopez
Cananea, Son.	XESY	1320	0.2	J. Tato Amante
Casas Grandes	XETX	1400	0.1	
Celaya, Guan.	XEJT	1600	0.1	
		1090		
		1190		
Chetumal de Q. R.	XACD	3050	40.05	Cia. Mexicana de Aviacion
Chihuahua	XEFI	1440	1.	David C. Mireles
Chihuahua	XEBW	1280	0.6	Angel Mara T.
Chihuahua	XEM	1390	0.5	Pedro Menessee, Jr.
Chihuahua	XEBU	1260	0.1	Feliciano Lopez
Chihuahua	XEJK	1340	0.1	
Ciudad Guzman, Jal.	XEGT	1270	.25	Xavier Velasco
Ciudad Guzman, Jal.	XELO	1490	0.1	
Ciudad Juarez	XEBA	800	150.	
Ciudad Juarez	XEJ	970	5.	P. Meneses, Laredo
Ciudad Juarez	XEP	1300	0.5	Esteban Parra
Ciudad Juarez	XEWG	1460	1.	
Ciudad Juarez	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez	XEFV	1270	.25	Dario Cordaba
Ciudad Madero, Tams.	XETR	1490	0.1	Cesar Trijillo Badillo
Ciudad Obregon, Son.	XEAP	1290	0.1	Emilio Manzanilla
Ciudad Valles, San Luis				
Potosi		1340	0.1	
Ciudad Victoria	XEBJ	1450	0.1	Fernando Elizalde
Coatzacoalcos	XEFZ	1340	0.25	Pedro E. Rocher
Colima, Col.	XERL	1280	0.25	J. Roberto Levy
Cordoba de Veracruz	XECW	1340	0.25	Juan Sedas M.
	XEAG	1280	0.25	Diodoro Zuniga
Cuernavaca, Morelos	XEJC	1420	0.15	
Culiacan, Sin.	XESA	1360	0.25	Pablos Elizalde, S. de R. L.
Culiacan, Sin.	XEBL	1260	0.5	Ignacio L. Said
Culiacan, Sin.	XEGF	1300	0.1	
Durango	XEE	1280	0.25	Alejandro Stevenson, Jr.
Durango	XEDU	1400		
Ensenada, B. C.	XEPF	1400	0.2	Luis Enrique Enciso
Fresnillo, Zac.	XEMA	1340	0.1	Jose Ma. Acesado Moya
Gomez Palacio, Dur.	XEMG	1310	0.25	
Gomez Palacio, Dur.	XEOB	1490	0.1	
Guadalajara, Jal.	XEJB	1010	5.	Gobierno del Estado de J.
Guadalajara, Jal.	XEDK	1250	0.5	Salvador Vazquez T.
Guadalajara, Jal.	XED	680	1.	Cia. Radiofonografica
	XEDQ		0.1	
Guadalajara, Jal.	XEHL	630	0.5	Alejandro Diaz

• • •      **STATIONS OF MEXICO**      • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guadalajara, Jal. ....	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal. ....	XEHK	960	.25	Carmen Vilasenor
Guadalajara, Jal. ....	XEAV	580		Alfredo Vasquez
Guadalajara, Jal. ....	XEAD	1310	0.25	
Guadalajara, Jal. ....	XEXN	1400	0.25	
Guanajuato, Guan. ....		570	0.1	Jose Torres Morales
Guaymas, Son. ....	XEDR	1490	0.25	Modesto Ortega
Hermosillo, Son. ....	XEBH	920	1.	Jose Remigio Agraz
	XEBR	11820 sw.	0.15	
Hermosillo, Son. ....	XEDL	1250	.5	
Hermosillo, Son. ....	XEHQ	590	0.3	Sr. C. Serna Martinez
Hermosillo, Son. ....	XEOP	960	0.5	
Hermosillo, Son. ....		1300	.25	
Hermosillo, Son. ....	XEQN	1540	5.	
Parral, Chih. ....	XEJS	1150	0.5	
Parral, Chih. ....	XEAT	1250	0.25	
Parral, Chih. ....	XEJR	1490	0.1	Anastasio Gomez Gallardo
Irapuato, Gt. ....	XEBO	1330	.5	Alphonso Martinez V.
Irapuato, Gt. ....	XEWE	1420	0.1	
Jalapa de Veracruz.....	XEBF	6090 sw.	0.1	Pedro Caronel Aburto
Jalapa de Veracruz.....	XEKL	550	0.25	Rafael Ferraez
	XEJA	1400	0.25	
La Paz, Baja Calif.....	XEPX	550	0.25	
Leon de Guanajuato.....	XEFM	1270	0.1	Sucs R. Ortiz Gonzalex
Leon de Guanajuato.....	XERZ	1030	0.25	
Linares .....	XETC	1410	.25	
Los Algodones, Baja Calif....		560	0.1	
Los Mochis, Sin.....	XEOX	1280	0.25	Felipe G. de Leon
Magdalena de Sonora.....	XEDJ	1450	0.1	Enrique Sorolegui
Matamoros, Tam. ....	XEO	970	0.75	
Matamoros, Tam. ....	XEXP	1450	0.1	
Matamoros, Tam. ....	XEAM	1400	0.25	Manuel L. Salinas
Los Mochis, Sin.....	XECF	1350	1.0	Francisco Perez H.
Mazatlan, Sin. ....	XERH	1320	0.6	Oscar Perez E.
Mazatlan, Sin. ....	XEDS	1420	0.5	Alexander A. Schober
Merida, Yuc. ....	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc. ....	XEMQ	1240	0.25	
Merida, Yuc. ....	XEMH	1400	0.1	
Mexicali, B. C.....	XECL	990	5.	Armando Maldonado
Mexicali, B. C.....	XEAO	910	0.25	Chavez y Castro, Soc.
Mexicali, B. C.....	XEAA	1340	0.25	Alberto Gonzales
Mexico City, D. F.....	XEUZ	6119 sw	0.1	Partido Nac. Revolucionario
Mexico City, D. F.....	XEXA	6175 sw.	0.1	Depto. de Publicidad y Propaganda
Mexico City, D. F.....	XEBT	6000 sw.	0.5	El Buen Toro S. A.
Mexico City, D. F.....	XEDP	940	50.	
Mexico City, D. F.....	XEOY	1000	10.	Ignacia Diaz R.
Mexico City, D. F.....	XEST	1060	50.	
Mexico City, D. F.....	XEQW	1030	1.	
Mexico City, D. F.....	XEQK	1350	1.	Angel Ferreiro
Mexico City, D. F.....	XEDA	1290	1.	Augusto Garcia Diaz
Mexico City, D. F.....	XEMC	1590	5.	Dolores G. Estrada de F.
Mexico City, D. F.....	XENK	620	5.	
Mexico City, D. F.....	XEPH	590	5.	
Mexico City, D. F.....	XESM	1470	5.-D	Salvador San Martin
Mexico City, D. F.....	XEL	1260	0.75	Financiera de Inversiones S. A.
Mexico City, D. F.....	XEBS	1410	0.75	María Remedios Delgado

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City, D. F.	XEMX	1380	0.5	Alfonson Traslos
Mexico City, D. F.	XEOF			Leros Avolos
		560	1.	
Mexico City, D. F.	XEW	890	100.0	
	XEWW	9500	sw. 10.	
Mexico City, D. F.	XEQ	730	150.	Radio Panamericana
	XEQQ	9680	sw. 5.	
Mexico City, D. F.	XEB	1220	100.	XEET, 6000 sw., 1.; XEBZ, 660, 0.5; XELA, 830, 1.; XEFO, 1110, 20.; XEN, 690, 5.; XEUN, 860, 5.; XEML, 1550, 1.; XERC, 790, 1.; XELZ, 1440, 1.; XERH, 1500, 0.5;
Mexico City, D. F.	XEJP	1150	6.	Antonio Verandez
Mexico City, D. F.	XEAI	1320		
Mexico City, D. F.	XEK	990	0.5	Arturo Martinez
Minatitlan, Ver.	XEDW	1260	.25	Gladys Silva
Monterrey, N. L.	XEG	1050	150.	
Monterrey, N. L.	XENT	1140	50.	Cia. Industrial Universal
Monterrey, N. L.	XET	990	5.	Pregonero del Norte
Monterrey, N. L.	XEH	1420	1.	
Monterrey, N. L.	XEFB	630	.5	Mario Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Enrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Heraldo del Comercio
Morelina, Michoacan	XEKW	6030	sw. 0.5	Jose Martinez Ramirez
Morelina, Michoacan	XEKF	6030	sw. 5.	El Nee di Nichosaan desde Morelia
Morelia, Michoacan	XELQ	1270	0.1	
Morelia, Michoacan	XEI	1400	0.25	Tiburcio Ponce
Morelia, Michoacan	XESF	600	0.25	
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Navojoa, Son.		570	0.1	
Nogales, Son.	XEHF	1370	1.	Francisco G. Elias
Nogales, Son.		1010	0.25	
Nuevo Laredo, Tam.	XEFE	960	0.25	Rafael T. Caranza
Nuevo Laredo, Tam.	XEDF	790	0.5	
Nuevo Laredo, Tam.	XEBK	1340	0.1	G. Guajardo y M. M. Cortes
Nuevo Laredo, Tam.	XELF	1380	0.25	
Nuevo Laredo, Tam.	XELC	1410	0.25	
Nuevo Laredo, Tam.	XELJ	1260	.25	
	XELH	1460	.1	
Oaxaca	XEAX	1270	0.5	Alberto Marquez Gonzale
Orizaba, Vera Cruz	XEOR	580	1.	
Orizaba, Vera Cruz	XEPP	1450	0.25	Hector Sotomayor
Orizaba, Vera Cruz	XETQ	1370	0.25	Francis Campos H.
Piedras Negras, Coah.	XEMU	580	0.25	Alphonso L. Bres
Piedras Negras, Coah.	XEMJ	920	0.2	
Progreso, Yuc.	XEOK	1430	0.1	Arturo Pina Perez
Puebla	XEHR	1090	0.25	Manuel R. Canale
Puebla de Puebla	XECC	6185	sw. 0.5	Ricardo Vazquez A.
Puebla de Puebla	XECD	1170	0.35	
Queretaro	XEJX	1450	0.25	
Queretaro		1300	0.1	
Reynosa, Tam.	XEAW	1570	sw. 100.	Cia. International Reynosa
		1010	50.	
	XEKN	1390	0.25	Carlos V. Rodriguez
Reynosa, Tam.	XERT	590	0.25-N	Ignatio Magallon
Rosarito, B. C.	XERB	1090	50.	Radiodifusora Internacion
Sabinas, Coah.	XEBX	610	.25	Radiodifusora Internacion— Miguel B. Rodriguez



## STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Salttillo, Coah. ....	XESJ	1250	1. -D	
Salttillo, Coah. ....	XEKS	1330	0.1	J. Antonio de la Pena
Salttillo, Coah. ....	XEDE	1400	0.25	Arrelío G. Zaragoza
Salttillo, Coah. ....	XEXU	1490	1.	
		1450	0.1	
San Luis Potosi.....	XECZ	1370	1.0	Ceferino Z. Jiminez
San Luis Potosi.....	XEBM	1260	0.15	Benjamin Briones
San Luis Potosi.....	XEXQ	1400	0.1	
S. Luis Rio Colorado.....	XEY	1450	0.25	Lucinda Arenaxde de M. M.
Tampico .....	XEFW	810	50.	
Tampico .....	XETU	1460	1.0	
Tampico .....	XECA	980	1.	
Tampico .....	XES	1300	0.25	Difisora Portena S. de R. L.
Tapachula, Chiapas .....	XETS	630	0.1	
Tapachula, Chiapas .....	XETA	1450	0.25	
Tepatitlan, Jal. ....	XETJ	1150	0.1	
Tepic, Nayarit .....	XEXT	980	1.	
Tepic, Nayarit .....	XERK	1450	0.15	Tomas Mondragon
Texcoco .....	XEXE	1450	0.1	H. Ayuntamiento
Taxiutlan, Puebla .....	XETZ	1360	0.25	
Tijuana, B. C. ....	XEAV	1470	5.0	Manuel Acuna Varela
Tijuana, B. C. ....	XEMO	860	5.0	Fern. Fes, Ferreira
Tijuana, B. C. ....	XEBG	1010	1.	
		1550 sw.	5.	
Tijuana, B. C. ....	XERS	1190	5.	Cia. R.A.D. de Piedras Negras
Tijuana, B. C. ....	XEAC	690	5.	Jorge Rivera
Tijuana, B. C. ....		1590 sw.	5.0	
Tijuana, B. C. ....	XEGM	950	1.- D	Rita Mayans y Gustavo
			2.5-N	Faist E.
Tijuana, B. C. ....	XEON	1420	2.	Cia Radio Mexicana
Tijuana, B. C. ....	XERT	1270	0.5-N	
Tijuana, B. C. ....	XEC	1310	.25	Luis E. Enciso
Tlaxcala .....	XEXZ	1480	5.	
Tlaxcala .....	XEXE	2410	0.1	Gobierno del Estado
Toluca de Mexico.....	XEXS	1340	0.1	Instituto Cientifico y Leiter
Toluca de Mexico.....	XECH	1490	0.25	Rodolfo Llamas
Torreon, Coah. ....	XETB	1350	0.5	Aurelio G. Zaragoza
Torreon, Coah. ....	XEOH	600	1.	
Torreon, Coah. ....	XEHZ	920	0.1	
Torreon, Coah. ....	XEBP	1260	0.25	Alejandro O. Stevenson, Jr.
Torreon, Coah. ....	XEBQ	1450	0.25	Maria Refugio A. De Valdivieso
Torreon, Coah. ....	XEDN	600	1.	Higinio Gonzalez
Tuxpam, V. C. ....	XETL	1390	0.25	Calixto Almazan
Tuxtla Gutierrez, Chiapas...XEXJ		1280	0.1	Govt. of State of Chiapas
Tuxtla Gutierrez, Chiapas...XFBK		5340		
Urapan, Mich. ....	XEFU	550	0.35	Ignacio Navarro
Vera Cruz .....	XEFT	9550 sw.	0.012	Jose Rodriguez Lopez
Vera Cruz .....	XEUW	6020 sw.	0.02	Fernando Taxos Sosa
Vera Cruz .....	XEHV	1310	1.	Radiodifusora Veracruzana
Vera Cruz .....	XEU	960	0.5	Fernando Pazos y Cia.
Vera Cruz .....	XETF	1250	0.5	Jose Rodriguez Lopez
Vera Cruz .....	XEXF	1490	0.1	
Villa Acuna, Coah.....	XEAB	1600 sw.	5.	
Villa Acuna, Coah.....	XEDH	1340	0.25	Remigio Ramos Gi
Villa Acuna, Coah.....	XEAQ	1430	0.1	
Villahermosa de Tabasco....XAGB		5250	0.075	Cia. Areonautica del Sur
Villahermosa de Tabasco....XERE		9515	0.1	Juan T. Trujillo
Zacatecas de Zac.....XELK		1280	0.25	Victor Morenzo Rivas
Zamora, Mich. ....	XESC	1450	0.1	Guillermo Calzada
Zamora, Mich. ....	XEGT	1490	0.25	Juan T. Trujillo

# STATIONS OF CENTRAL AND SOUTH AMERICA

## ARGENTINA

Location	Call Letters	Frequency Kcs.	Power Kwts.	Owner or Operating Agency
Bahia Blanca .....	LU2	900	5.0	Camillo V. Bertorini
Bahia Blanca .....	LU3	1150	10.0	Dela Red Splendid
Bahia Blanca .....	LU7	1240	2.5	Filomena Z de Cennari
Buenos Aires (Banfield) .....	LS2	1190	15.0	Teodors Prieto
Buenos Aires (Ciudadela) ..	LS4	990	50.	Juan G. Gonzales Speroni
Buenos Aires .....	LRA	750	10.0	Dirrection General de Correos, Telegrafos
	LRA-1	9690 sw.		
	LRA-5	17720 sw.		
Buenos Aires (Florida) ....	LR2	910	6.0	Alfred Schroeder
Buenos Aires (Florida) ....	LS10	590	6.0	Victor J. Ruano
Buenos Aires (Florida) ....	LR9	1030	5.0	Gregorio Echavarrria
Buenos Aires (Hurlingham) .	LR6	870	25.0	S. A. La Nacion
Buenos Aires (Hurlingham) .	LR4 sw.	9640	5.0	
	LR3	950	90.0	Jaime Yankelevich
	LR1 sw.			
Buenos Aires (Monte Grande) .....	LS1	710	50.0	Municipalidad de la Capital
Buenos Aires (Monte Grande) .....	LR5	830	25.0	Alfred B. Dougall
Buenos Aires (Rivadavia) ...	LR4	990	50.0	Antonio C. Devoto
	LRS	9315	25.	
	LRS1			
Buenos Aires (Rivadavia) ...	LS5	1110	5.0	Enrique Caride
Buenos Aires (Vicente Lopez) .....	LS9	1270	6.0	S. A. La Voz Del Aire
Buenos Aires (San Fernando) .....	LR1	1070	50.0	Empresa Editorial
	LRU*	15290 sw.	7.0	Haynes Ltda., S. A.
	LRX	9660 sw.	7.0	
Catamarca .....	LW7	730	2.	Hector Tavella, Rivadavia 751
Catamarca .....	LV15	1360	0.5	
Chubut .....	LU4	640	1.5	Cia Broadcasting de la Patagonia
Cordoba .....	LV3	620	15.0	Alberto P. Brouard (Station suppressed by Argentine Gov't.)
	LV2	960	5.0	Luis Maunier
Cordoba .....	LV8	1330	1.0	
Cordoba .....	LW1	790	15.0	
Corrientes .....	LT7	1340	1.0	Gobierno Prov. Corrientes
Jujuy .....	LW8	1130	1.5	
San Luis .....	LV13	1250	1.0	
La Plata .....	LR11	1390	0.5	Universidad Nacional de la Plata
			1.5	
La Plata .....	LS11	1310	30.0	Gobierno Prov. B.A. Pasaje Dardo Roche

• • •      **LATIN-AMERICAN STATIONS**      • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mar del Plata	LU6	1300	1.5	Jose Zaccagnini
Mendoza (Cuyo)	LV10	1210	2.5	Marcelino Aparicio
Mendoza (San Rafael)	LV4	690	1.0	Julio Silva
Mendoza	LV6	630	10.0	
Mendoza	LW2			
Necochea	LU9	1440	0.5	
Neuquen	LU5	1130	1.5	
Neuquen	LU11	1370	0.5	
Parana	LT11	1470	0.5	
Posadas	LT4	1010	1.5	
Posadas (Misiones)	LT6	1460	0.5	
Resistencia (Chaco)	LT5	1080	1.5	Jose M. Noveri
Santa Cruz	LU12	680	1.5	Cia. Broadcasting de la Patagonia
Rio Gallegos	LU12	680	1.5	
Rosario	LT2	1230	15.0	
Rosario (Santa Fe)	LT1	780	10.0	Fernando Maliandi
Rosario (Santa Fe)	LT3	1160	5.1	Soc. Rural Cerealistas
Rosario (Santa Fe)	LT8	840	3.0	Alfredo B. Dougall
Salta	LV9	970	1.0	Gobierno Prov. Salta
San Juan	LV1	560	5.0	S. A. Graffigna, Ltda.
San Juan	LV5	1090	1.5	Soc. C. Rodriguez Vila y Cia
Santa Fe	LT10	1320	0.5	
Santa Fe	LT9	1200	1.0	Roca Hermanos y Cia.
Santa Fe	LT12	1260	1.0	
Santa Rosa (Pampa Central)	LU8	1250	0.5	
Santiago	LV11	1170	2.0	S. A. El Liberal
Tucuman	LV12	580	5.0	Soc. Reps. Lda. Radio Aconquija
Tucuman	LV7			
La Rioja	LV14	820	2.5	Gonzalez Acha y Munoz
Buenos Aires	LS6	1350	6.0	Ricardo A. Bernotti

**BOLIVIA**

Cochabamba	CP28	1360	0.150	Gottret y Cia.
	CP40	9570 sw.	0.15	
Cochabamba	CP44	580	0.05	Victor Veltze
Cochabamba	CP45	1090	0.05	Raul Montecinos
Cochabamba	CP39	9570 sw.	0.15	
La Paz	CP3	1390	5.00	Costas Hermanos
	CP38	9480 sw.	5.00	
La Paz	CP4	1040	10.00	Dept. of Communications of Bolivian Govt.
	CP5	6200 sw.	1.00	
La Paz	CP8	1450	0.05	Sejas and Co.
La Paz	CP10	1090	0.05	C. Munoz
La Paz	CP12	6150 sw.	0.25	Owned and operated by Catholic priests.
(Colegio San Calixto)	CP29	1350	0.1	
La Paz	CP16	1230	0.02	
Oruro	CP18	6140	0.25	
(Colegio San Calixto)				
Oruro	CP14	1250	0.05	Javier Romero (Sociedad Anonima-Radio La Noche)
Oruro	CP26	1510	0.05	
Oruro	CP31	975	0.05	
Oruro	CP46	770	0.05	
La Paz	CP19	950	.05	Augustin Aspiazu
La Paz	CP20	930	1.0	Romon Pelaez
	CP15 sw.	6120 sw.	.25	
La Paz	CP32	620	.05	Cia. Internacionale de Radio Bolivia (Juan C. Salinas)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
La Paz	CP34	920	0.25	Buillermo Teran
	CP25	9700 sw.	.25	
Oruro	CP36	1420	.05	Enrique Wanting
Oruro	CP11	6100 sw.	.25	
Oruro	CP37	6170 sw.	.25	
Potosi	CP22	6130 sw.	0.75	L. Camacho
Potosi	CP17	1600 sw.	.05	Alfredo Ossio L.
Santa Cruz	CP13	1250	.05	L. Canedo Reyes
	CP30	6135 sw.	.25	
Sucre	CP27	1420	.05	C. Torres
Sucre	CP41	1325	100.	Jose Comacho B.
Sucre	CP1	9500	800.	
Tarija	CP23	6190 sw.	175	

## BRAZIL

Aracaju (Sergipe)	PRJ6	630	1.	Jose Nunes Rebello
Aracatuba (Sao Paulo)	PR18	1460	0.5	Joao Ferraz S. br.
Araguari (Minas Gerais)	PRJ3	970	0.25	Dr. Arcino Santos
Araraquara (Sao Paulo)	PRD4	1370	0.5	Romulo Lupo
Assis (Sao Paulo)	ZYA9	1550	0.1	
Barretos (Sao Paulo)	PRJ8	1530	0.1	
			0.25	
Bauru (Sao Paulo)	PRG8	1210	0.5	Joao Simonetti
Belem (Para)	PRC5	1450	2.	Roberto Camelier
		4865 sw.		
Belo Horizonte (Minas Gerais)	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte (Minas Gerais)	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte (Minas Gerais)	PR13	880	25.	Luis Bessa
Blumenau (Santa Catarina)	PRC4	1330	0.25	Luis Medeiros, Jr.
Botucatu (Sao Paulo)	PRF8	1530	0.1	Emilio Pedute
Cambara (Parana)	ZYA3	1590	0.1	
Campinas (Sao Paulo)	PRC9	1170	1.	Antonio Tepedino Pagino
Campos (Rio de Janeiro)	PRF7	1330	0.5	Dr. Marro Ferraz Sampaio
Campo Grande (Mato Grosso)	PR17	1510	0.1	Dr. Antonio A. Campos
Caxambu (Minas Gerais)	ZYC2	1550	0.1	
Corumba (Mato Grosso)	ZYA2	1470	0.5	Teodomiro Serra
Cruzeiro (Sao Paulo)	PRG6	640	0.5	Romoaldo Canevari
Curityba (Parana)	PRB2	1440	5.	Epaminondas Santos
Curityba (Parana)				
Formiga (Minas Gerais)	ZYB6	1530	0.1	
Fortaleza (Ceara)	PRE9	1320	2.	Waldemar Cartolano
Franca (Sao Paulo)	PRB5	1240	0.25	
Goiania (Goias)	ZYJ3			
Itapetininga (Sao Paulo)	PRD9	970	0.25	
Itarare (Sao Paulo)	ZYA7	1550	0.1	
Jaboticabal (Sao Paulo)	PRG4	1250	0.25	Oswaldo Fernandes
Joao Pessoa (Parahyba)	PR14	1110	10.	Dr. Abelardo Juruema
Joinville (Santa Catarina)	ZYA5	1600	0.1	
Juiz de Fora (Minas G.)	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Jahn (Sao Paulo)	PRG7	1010	0.25	Ulisses Newton Ferreira
Limeira (Sao Paulo)	PRJ5	1550	0.1	Ary Levy Pereira
Lins (Sao Paulo)	ZXB3	1550	0.1	
Manaos (Amazonas)	PRF6	4895 sw.	0.1	Dr. V. Pareto Neto
Natal (Rio Grande de Norte)	ZYB5	1270	1.	
Nitheroy (R. J.)	PRD8	1320	1.	Jose Augusto Mendes
	PRE6	1470	1.	Tte. Custodio Fontes
Paranahyba (Pianu)	PRJ4	1470	0.5	Dr. Joao Tavares de Carvalho
Patos (Minas G.)	ZYB4	1530	0.1	

. . . **LATIN-AMERICAN STATIONS** . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Pelotas (Rio Grande de Sul)	PRC3	580	0.25	Carlos G. Sica
Petropolis, L. (R. J.)	PRH4	1320	0.5	Atakualpa Dias
Piricicaba (Sao Paulo)	PRD3	1480	1	Carlos Rodrigues Viana
Pocos de Caldas (Minas G.)	PRD6	820	0.25	Joao Sampaio Goes
Ponta Grossa (Parana)	PRH5	1160	0.25	Benedito Meira Borges
Porto Alegre (Rio Grande de Sul)	PRJ2	1250	.5	Manoel Machuca
	PRH2	600	25.	Dearios Associados
Porto Alegre (Rio Grande de Sul)	PRF9	640	5.	Arthur Pizoli
Porto Alegre (Rio Grande de Sul)	PRC2	680	5.	Dr. Lelis Espartel
Pouso Alegre (Minas Alegas)	PRJ7	1530	0.1	Jose Nunes Rebello
Marilia (Sao Paulo)	PRJ2	1090	0.5	Oscar de Moraes Barros
Prudente (Sao Paulo)	PRI5	970	0.25	Manoel Bussacos
Recife (Pernambuco)	PRA8	720	25.	Oscar Moreira Pinto
		6012 sw.	5.	
Ribeirao Preto (Sao Paulo)	PRA7	730	0.5	Jose da Silva Bueno
Ribeirao Preto (Sao Paulo)	PRH7	1170		Lonzado Bueno
Rio Claro (Sao Paulo)	PRF2	1460	0.25	Waldemar Cartolano
Rio de Janeiro				
Distrito Fed.	PRA2	800	25.	Ministerio Educacao Saude
	PRA3	860	10.	Dr. Rolpho Estevan de Siqueira
Rio de Janeiro				
Distrito Fed.	PRA9	1220	25.	Edmar Machado
Rio de Janeiro				
Distrito Fed.	PRB7	900	5.	Alceu Mario de Sa Freire
		6200 sw.	25.	
		9610 sw.	25.	
		15370 sw.	25.	
Rio de Janeiro				
Distrito Fed.	PRC8	1360	5.	Guilherme Manes
Rio de Janeiro				
Distrito Fed.	PRD2	1060	10.	Mario Villaca Meyer
Rio de Janeiro				
Distrito Fed.	PRD5	1400	1.	Francisco Gomes-Maciel Pinheiro
Rio de Janeiro				
Distrito Fed.	PRE2	1430	5.	Dr. Placido de Melo
Rio de Janeiro				
Distrito Fed.	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro				
Distrito Fed.	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro				
Distrito Fed.	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro				
Distrito Fed.	PRF5	9500 sw.	12.	Dr. J. V. Pareto Neto
		9600 sw.		
		10220 sw.		
		15190 sw.		
Rio de Janeiro				
Distrito Fed.	PRG3	1280	10.	Dr. Teofilo de Barros
Rio de Janeiro				
Distrito Fed.	PRL9	9505		Brazilian Govt.
	PRL8	11720		
	PRL7	17850		
Rio de Janeiro				
Distrito Fed.	PRH8	1130	0.5	Francisco Xavier Filho

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Rio Grande (Rio Grande de Sul) .....	ZYC3	1510	0.1	
Rio Breto (Sao Paulo) .....	PRB8	640	0.25	Andrassy Ribeiro
Santos (Sao Paulo) .....	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos (Sao Paulo) .....	PRG5	580	0.75	Carlos Baccarat
Sao Carlos (Sao Paulo) .....	ZYA6	1590	0.1	
Sao Carlos (Sao Paulo) .....	ZYA6	1590	0.1	
San Luiz (Maranhao) .....	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel (Sao Paulo) .....	PRI6	1510	0.1	Vitorino Ribeiro
Sao Paulo (Sao Paulo) .....	PRB9	1000	25.	Dr. Paulo Machado de Carvalho
Sao Paulo (Sao Paulo) .....	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo (Sao Paulo) .....	PRF3	960	5.	Dr. Ubiratan Silveira Pamplona
Sao Paulo (Sao Paulo) .....	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo (Sao Paulo) .....	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo (Sao Paulo) .....	PRH3	620	5.	Pedro de Camargo
Sao Paulo (Sao Paulo) .....	PRH9	840	5.	Jose Niccolini
Sao Paulo (Sao Paulo) .....	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo (Sao Paulo) .....	PRA6	890	10.	Dr. Oswaldo Costa, Director
Sao Paulo (Sao Paulo) .....	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo (Sao Paulo) .....	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo (Sao Paulo) .....	ZYB7	6095 sw.	25.	
		11765 sw.		
Sao Sebastiao Paraiso (Minas G.) .....	ZYA4	1510	0.1	
Soracaba (Sao Paulo) .....	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate (Sao Paulo) .....	ZYA8	1590	0.1	
Uberaba (Minas G.) .....	PRE5	1390	0.5	Quintiliano Jardim
Uberlandia (Minas G.) .....	PRC6	1510	0.1	Aristides Figueiredo
Varginha (Minas G.) .....	ZYB2	1590 sw.	0.1	
Vitoria (Espirito Santo) .....	PRI9	1350	0.1	Dr. Ciro Vieira da Cunha

## BRITISH GUIANA

Georgetown .....	ZFY	6000	1.	British Guiana Broadcasting Co., Ltda.
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## BRITISH HONDURAS

Belize .....	ZIK-2	10300	0.2	Government
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## CHILE

Antofagasta .....	CAI41	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta .....	CAI27	1270	0.25	Horus Predreny Palma
Chillan .....	CCI38	1380	0.15	Adriana Pagueguy de Logos
Chillan .....	CC127	1270	0.1	Rafael Barrios
Concepcion .....	CC141	1410	0.1	Chilena de Comunicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion .....	CC117	1170	1.0	Federico Sanchez
Concepcion .....	CC64	640	1.	Mario Saez Lagoa
Concepcion .....	CC59	590	5.	
Coquimbo .....	CA96	960	0.3	Cesar Nieme Abey
Curico .....	CC96	960	0.1	Alberto Guerra
Iquique .....	CA63	630	0.25	Antonio Cajiao
La Serena .....	CA108	1080	1.0	Ed. Encina Arancibia
Osorno .....	CD84	840	1.5	Soc. Agricola y Granadera de Osorno

• • •      **LATIN-AMERICAN STATIONS**      • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Puerto Montt .....	CD101	1010	1.	Chilena de Comunicaciones
Puerto Montt .....	CD147	1470	0.1	Ernesto Riedel
Temuco .....	CD103	1030	2.5	Ramon Verde Ramos
Punta Arenas .....	CD111	1110	0.1	Emilio Turina
Punta Arenas .....	CD113	1130	1.	Chilena de Comunicaciones
Punta Arenas .....	CD136	1360	0.45	Victoria Iglesias de Biancilla
Punta Arenas .....	CD89	890	1.	
Quillota .....	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua .....	CC63	630	0.6	Manuel Massoni
Rancagua .....	CC109	1090	0.1	Jorge Romero Ramirez
Rancagua .....	CC145	1450	0.1	Alan Rojas
S. Antonio (Puerto Viejo)...	CB140	1400	0.1	Soc. Radiodifusora Onda Azul Ltda.
Santiago de Chile.....	CB66	620	1.	International Machinery Co.
Santiago de Chile.....	CB57	570	7.5	Soc. Nacional de Agricultura
Santiago de Chile.....	CB76	760	15.	Cia. Chilena de Comunicaciones S. A.
	CE970	9728	5.	
Santiago de Chile.....	CB82	820	1.	
Santiago de Chile.....	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile.....	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile.....	CB101	1010	1.	Chilena de Comunicaciones
Santiago de Chile.....	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile.....	CB114	1140	50.	Corp. Chilena de Radio
Santiago de Chile.....	CB126	1260	10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile.....	CD960	9600 sw.	1.	Horacio Hevia Labbe
	CB130	1300	2.0	
Santiago de Chile.....	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile.....	CB138	1380	5.	Empresa Periodistica "El Mercurio"
	CB1185	11850 sw.	5.0	
Santiago de Chile.....	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile.....	CB144	1440	2.	Clark Hnos.
Santiago de Chile.....	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile.....	CB150	1500	1.	
Santiago de Chile.....	CB1180	11975 sw.	1.	Soc. Nacional de Agricultura
Santiago de Chile.....	CB1170	11700 sw.	0.3	Otto Becker, Ltda.
Santiago de Chile.....	CB93	930	8.	Orlandini y Raggio Ltda.
	CB1174	11740 sw.		
Talca .....	CC96	960	25.	Alberto Guerra Cruzatt
Talca .....	CC84	840	0.1	Francisco Morales Castillo
Talca .....	CC67	670	0.1	Ramon Abasolo
Temuco .....	CD90	700	1.2	De Mayo Hnos.
Temuco .....	CD69	690	1.2	Daniel De Mayo Levi
Temuco .....	CD125	1250	1.5	Soc. Radio Emisoras Sur de Chile
Tocopilla .....	CA90	900	0.1	Hilda Cuellar
Valdivia .....	CD63	630	1.5	Chilean Communications Co.
	CD59	590	1.0	
Valdivia .....	CD132	1320	1.0	Carlos Cockbaine
Valparaiso .....	CB73	730	10.	Soc. Coop. Vita.
	CE1190	11900	5.	
	CE615	6150	5.	
Valparaiso .....	CB90	900	4	Emp. Periodistica "El Mercurio"
Valparaiso .....	CB103	1030	0.75	Cia. Chilena de Comunicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso .....	CB116	1160	1.	Patricio Edwards Linares

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Valparaiso	CB120	1200	1.	Angel I. Prieto Andreas
Valparaiso	CB124	1240	0.25	Ramon Y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.	Sociedad Wallace y Cia.
Valparaiso (Vina del Mar)	CB64	640	3.0	Adriano Iz.
Valparaiso (Vina del Mar)	CB63	680	.5	Renard y Garcia Tello
Valparaiso (Vina del Mar)	CB111	1110	0.75	Joaquin Venegas
Valparaiso	CE56	760	15.	
	CE970	9728	5.	

## COLOMBIA

Aguadas	HJFJ	1500	.025	Roberto Florez
Armenia	HJFI	1540	1.	Bernardo Santacoloma and D. Julio Rondon E.
Armenia	HJFH	4875 sw.	.6	Botero & Cia. (Braulio Botero Londono)
	HJFM	1210	0.6	
Barranquilla	HJAA	1330	0.5	Alfonso Rosales Navarro
Barranquilla	HJAG	6125	1.000	Emisora Atlantic. S. A.
	HJAH	1050	1.000	Angel M. Ruiz, owner
Barranquilla	HJAI	1370	0.25	Julian Melendez
Barranquilla	HJAK	1310	0.35	Vassallo Hinos y Mendez (Clemente Vassallo Gomez, owner)
Barranquilla	HJAB	4785 sw.	3.	Eliecer Velasco
	HJAN	1190	1.	
Barranquilla	HJAS	1500	0.4	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfina v. de Haayen
Bogota	HJCB	1105	.5	Colombia Broadcasting S. A. (Robt. Ramirez, Enrique Ramirez & Jorge Alford)
	HJCD	6160	8.0	
Bogota	HJCC	870	5.	Gustavo Uribe Th.
	HJCE	1220	1.	
	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	0.5	Julio Bernal
Bogota	HJCI	4895 sw.	0.75	Manuel J. Gaitan
	HJCH	810	.5	
Bogota	HJCJ	1380	0.2	Manuel J. Gaitan
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	0.5	Roberto Laignelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	0.15	Ministerio de Economia Nacional
Bogota	HJCR	1200	3.0	Colombian Govt.
	HJCT	6260 sw.	2.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltd.
	HJCA	4850 sw.	1.	
	HJCV	1450	1.	
Bogota	HJCX	6018 sw.	0.75	Cipriano Rios Hoyos
	HJCZ	1040	1.0	
Bogota	HJCS	920	50.	Cia. Radiodiffusion Colombiana—Jose V. Arias, owner
Bucaramanga	HJGE	1130	.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGB	4775 sw.	1.5	Francisco A. Bueno
	HJGK	1280	1.0	
Buenaventura	HJES	1525	0.05	Heriberto Quintero
Buenaventura	HJEW	1355	0.22	Jorge E. Berrío
Buga	HJEI	1410	0.1	Bernardo Buena Delgado
Buga	HJEP	1485	0.5	Sociedad Voces de Occidente—Hernando Azcarate M., owner



• • •      **LATIN-AMERICAN STATIONS**      • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Cali .....	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825 sw.	1.0	
Cali .....	HJEC	1300	0.3	Rafael Angulo
Cali .....	HJEE	1090	0.2	Jose T. Calderon N.
Cali .....	HJEF	1340	0.5	Hernando Bueno Delgado,
	HJEL	1260	0.5	owner
Cali .....	HJER	1395	0.5	Cesar Mendoza Mazuera
	HJEX	4865 sw.	2.5	
Cali .....	HJET	1510	.5	Dirreccion de Educacion del V.
Cali .....	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena .....	HJAE	4965 sw.	1.0	Laboratories Fuentes,
	HJAF	1240	1.0	Rafael Fuentes, owner
Cartagena .....	HJAP	4925 sw.	0.5	Lequerica Hermanos
	HJAR	1400	0.3	
Cartago .....	HJEO	1230	0.5	Saniel Dozman
Ciencga .....	HJBE	1460	.25	Elvira de Pereira
Cucuta .....	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Girardot .....	HJCL	1460	0.25	Carlos J. Sanchez G.
Girardot .....	HJCV	1420	0.1	Maria Teresa Ramirez R.
Ibague .....	HJFC	1500	0.1	Vicente Vaitan Rondon
Ibague .....	HJFL	1440	0.1	Luis E. Martinez
Ibague .....	HJFP	1550	.075	Mario Cadavid
Libano (Tolima) .....	HJFO	1520	.05	Hector Enrique Giraldo
Magangue .....	HJAC	1420	0.1	Manuel Agustin Varela
Manizales .....	HJFB	6105 sw.	1.00	Cia. Radio Manizales
	HJFD	1390	0.75	Alberto Hoyos A., Dir.
Manizales .....	HJFX	600	1.	Antonio Pinzon H.
Medellin .....	HJDA	1285	0.42	Humberto Restrepo A.
Medellin .....	HJDC	1360	0.6	Francisco Cuartas
	HJDX	4795	.6	
Medellin .....	HJDE	6145 sw.	5.	Cia. Colombia de Radiodiffu-
	HJDK	1250	.5	sion—Luis Ramos, owner
Medellin .....	HJDL	1480	0.5	Jaime Tobon R. (leased to Hernando Gomez)
Medellin .....	HJDM	1520	0.5	Prospero Aguirre
Medellin .....	HJDQ	1320	0.75	Cia. Antiquena de Radiodif-
	HJDP	4885 sw.	.6	sion (Fernando Restrepo Alvarez, owner)
Medellin .....	HJDR	1380	0.3	Ramirez & Cia. Ltda.
Medellin .....	HJDT	1150	0.5	Alfonso Jaramillo, Hernando Tellez, Jaime Garcia
Medellin .....	HJDZ	1490	0.25	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Medellin .....	HJCB		0.5	Hernando Tellez B.
Monteria .....	HJAL	1465	0.5	Julio Cesar Patino
Neiva .....	HJFN	1420	0.1	Helidora Tamayo
	HJFP	1520	.1	Teodulo Camacho, G.
Ocana .....	HJBF	1525	0.1	Luis Linero
Palmira .....	HJEJ	1460	0.3	Rafael Angulo
Palmira .....	HJEQ	1180	0.5	Regulo Benitez
Pamplona .....	HJBA	1400	0.1	Gonzalo Vargas
Pasto .....	HJHA	1350	0.35	Sociedad Radio Narino—Sra. Elisa de Pesantes, owner
Pasto .....	HJHB	1170	0.5	Bernardo Bueno Delgado
Pereira .....	HJFA	6054 sw.	.75	Cesar and Mario Arango M.
	HJFE	1470	0.499	
	HJFQ	1120	.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pereira	HJFK	6097 sw.	2.5	Sociedad "La Voz Amiga"
	HJFF	1350	1.	Antonio Giraldo C. & Son
Popayan	HJEA	1500	.5	Jesus Hernando Hormaza
Popayan	HJEG	1450	0.3	Mercedes M. De Valencia
Quibedo	HJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HJBJ	1370	1.2	Julio A. Sanchez
Santander	HJEH	1550	.025	Escuela Rafael Tello
Sevilla	HJET	1510	0.25	Daniel Benitez
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic station)
Tulda	HJEK	1420	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Pedro Martinez

## COSTA RICA

Alajuela	T15JJM	575	.8	Emilio E. Martinez
Cartago	TIMC	735	0.75	J. Mario Cardos
	T14NRH	710	0.75	Amanda Cespedes M.
		9692 sw.	0.75	
Heredia	TIWS	6065 sw.	0.3	Manuel Campos J.
Puntarenas	TIJMP	690	1.0	Jose Maria Pinaud
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
	TIGPH2	800	3.	Gonzalo Pinto H.
San Jose	TIPG	625	10.	Perry Girton
		9615 sw.	10.	
San Jose	TIGH	690	2.	Jose Maria Pinaud
San Jose	TIVP	750	0.5	Narciso Garcia
San Jose	TILJ	775	0.5	Lola Monje M. de Jimene
San Jose	TIEP	6700 sw.	1.	Eduardo Pinto H.
		830	3.	
		1225	3.	
San Jose	TIRS	920	.4	Rogelio Sotela B.
San Jose	TIOS	940	0.5	Rafael Sotela
San Jose	TIRH	970	1.0	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose	TIFA	1000	0.25	Francisco Arie
San Jose	TISMG	1045	0.5	Guillermo Zniga
San Jose	TINBC	1070	2.0	Perry Girton
San Jose	TIHZ	1150	1.	Heli Zuniga
San Jose	TIRRC	1200	0.5	Carlos Borge
		6180 sw.	0.3	
San Jose	TIBAS	650	2.5	Gonzalo Pinto H. (same as for TIGPH)
San Jose	TILS	880	5.	Luis Saenz Mata
		6165 tw.	2.	
San Jose	TIMACHO	1100	.5	Maximo Chaves Arias
San Jose	TINBC	1070	10.	Perry Girton

## CUBA

Artemisa	CMAX	660	.25	Juan de Dios Careno y Valdes
Bayamo	CMKX	1090	.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	5.	Manuel Alvarez
			0.2*	*Present authorized power
Camaguey	CMJL	920	10.0	Circuito CMQ
Camaguey	CMJN	740	1.	Cadena Azul, S. A.
Camaguey	CMJK	620	0.25	Jones Castrillon y Cia.
	COJK	8665 sw.	1.0	

• • •      **LATIN-AMERICAN STATIONS**      • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Camaguey	CMJA	1060	0.25	Rafael Valdes
Camaguey	CMJE	1230	0.25	Primo A. Casares
Camaguey	CMJF	1300	0.25	Gertrudis de la Cruz Perez
Camaguey	CMJW	1400	0.25	Andres M. Cisneros
Camaguey	CMJC	1340	0.25	Fernando Terron Bolanos
Cardenas	CMGE	1470	0.25	Geraro Sabater
Cerro	CMCB	1330	0.25	Metropolitan Radio de Cuba S. A.
Cienfuegos	CMHM	1450	0.25	Jose Ramon Remenias, Jr.
Cienfuegos	CMHJ	1350	0.25	Romauldo Ugalde Cordero
Ciego de Avila	CMJH	1370	0.25	Luis Marauri Mendoza
Ciego de Avila	CMJI	1440	0.25	G. Gessa Lopez
Ciego de Avila	CMJM	1270	1.	
Ciego de Avila	CMJO	1470	0.25	Benifacio Idefonso
Cruces, L. V.	CMHK	1380	0.25	Virgilio Villanueva
Guanabacoa	CMBH	1540	5.0	Vicente Espinosa
Guanabacoa	CMCF	910	3.5	Radio Internacional
Guantanamo, Orte	CMKS	900	0.25	Candido Savon Suarez & Martinoli
Guantanamo	CMKH	1130	0.25	Virgilio Arciero Maffei
Havana	CMCJ**	1580	0.25	Rafael Rodriguez
Havana	CMCR**	1580	0.25	Juan Gonzalez y Seneriz
Havana	CMCA**	1490	0.25	Augusto Testar y J. M. Gonzalez
Havana	CMCG**	1460	0.25	Dr. Miguel Angel Campos
Havana	CMCQ	1420	.25	Andres Martinez
Havana	CMBX**	1390	0.25	Vicente Espinosa
Havana	CMOA**	1360	0.25	Juan Fernandez Duran
Havana	CMC**	1360	0.25	Rafael Valdes
Havana	CMBG**	1390	.25	John L. Stowers
Havana	CMCX- CMCH	1290	.25	Jose Custodio Milagro Rumbaut y Lenza
Havana	CMCW	1230	.25	Jose Vilarino
Havana	COK	11616	1.0	Cuban Natl. Sports Department
Havana	CMCU	1190	.25	Jorge Garcia Serra
Havana	CMZI	7190	0.5	Govt. of Cuba—Ministry of Natl. Defense
Havana	CMBQ	1150	5.	Jose Castro Veiga
Havana	CMBY	1110	.25	Pages y Cia.
Havana	CMCM	1060	.25	Cia. Transradio Columbia
Havana	COCM	9833	1.0	
Havana	CMX	1010	10.	Francisco A. Lavin
Havana	COCX	11650 sw.	1.0	
Havana	CMBZ	950	1.0	Manuel y Guillermo Sales
Havana	COBZ	9030 sw.	.25	
Havana	CMK	830	.25	Fausto Montiel
Havana	CMQ	690	25.0	Circuito CMQ
Havana	CMCY	590	15.	RHC Cadena Azul S. A.
Havana	COCY	11470 sw.	1.0	
Havana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
Havana	COCW	6325	0.1	RHC Cadena Azul
Holquin	CMKV	600	1.	
Holquin	CMKF	1490	.25	Manuel J. de Gongora
Holquin	CMKJ	730	10.	Circuito CMQ
Holquin	CMKO	1220	.25	Manuel Angulo Farran
Jovellanos	CMGN	1310	1.	
Marianao	CMBF	730	1.2	Cia. Radio Universal S. A.
Mariano	CMZ	1260	1.2	Ministry of Education, Govt. of Cuba
	COX	9640		
	CMZ1	7190	.3	
		975		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Matanzas	CMGH	1440	0.6	Garcia Alvarez and heirs
Matanzas	CMGF	1240	0.25	Bernabe R. de la Torre
	COGF	11800	sw.	
Manzanillo	CMKE	1320	0.25	Cia. Radioemisora Manzanillo
Manzanillo	CMKM	560	0.25	Raimundo Comas Doler, Merchan y P. Figueredo
Neuvas	CMJQ	1580	.25	Casper Estevez
Palma Soriano, Orte	CMKZ	1430	.25	Joaquin Venero Obregon
Pinar del Rio	CMAB	1450	.25	Francisco Martinez
Pinar del Rio	CMAQ	840	1.0	Circuito CMQ
Pinar del Rio	CMAN	1300	1.0	RHC
Placetas, L. V.	CMHP	1320	.25	Candido de Los Angeles, Guevara Perdome
Puerto Padre	CMKY	1350	0.1	Pedro Zacca Cheda
Rancho Boyeros	CMCK	980	5.0	Luis y Ernesto
	COCO	8700	2.0	Casas Rodriguez
	COCK			
Rancho Boyeros	CMBC	790	1.0	Domingo Fernandez Cruz
	COBC	9363	sw. 1.0	
Regla	CMCD	630	5.0	La Voz del Aire S. A.
	COCD	6130	1.0	
Sagua La Grande	CMHA	1280	.25	Obelardo Menocal
Sancti Spiritus	CMHB	1310	.25	V. E. Weiss y O. Ramirez Isla
Santa Clara	CMHI	570	15.-D	RHC
	COHI	6450	5.0	
Santa Clara	CMHQ	670	10.0	Circuito CMQ
Santa Clara	CMHW	950	1.	RHC
	CMHN	960	1.	
Santa Clara	CMHO	1250	.25	Enrique Lasanta
Santa Clara	CMHX	1480	.25	Francisco Chavarry Fuster
Santiago de Cuba	CMKN	930	1.	RHC
Santiago de Cuba	CMKU	970	1.0	Circuito CMQ
Santiago de Cuba	CMKW	1000	1.0	Ricardo Miranda, Cortes y Raul Souлары Exchevarria
Santiago de Cuba	CMKC	1250	.25	Roberto Miguel Gonzalez
Santiago de Cuba	CMKR**	1390	.25	Jaime Nadal
Santiago de Cuba	CMKD	1290	1.	Otto Juan Vinas Gimeno
San Luis, Oriente	CMKQ	1460	0.5	Angela Viciado Quintero
Trinidad	CMHT	990	.25	F. E. Soto del Valle
Vedado	CMOX**	1490	.25	Perez y Chisholm
Vedado	CMCO	1230	.25	Enrique Lasanta Oliver
Vedado	CMBD**	1460	.25	Luis Perez Garcia
Vedado	CMBS	1090	.25	Enrique Artalejo Fernandez
Victoria de las Tunas, Oriente	CMKG	1050	.25	Emilio Gran Medina
	COKG	7058	1.2	

\*\* Share time.

## DOMINICAN REPUBLIC

Ciudad Trujillo	HIZ	1350	0.25	Frank Hatton
	HIIZ	6312	sw. .5	Frank Hatton
Ciudad Trujillo	HIJ	1190	.075	
Ciudad Trujillo	HI4M	1150	.02	Jorge L. Rodriguez
Ciudad Trujillo	HI7P	1300	.25	J. M. Roques Roman
Ciudad Trujillo	HIN	1090	1.	Partido Dominicano
	HI1N	6243	1.	
Ciudad Trujillo	HIX	950	0.25	Dominican Govt.
	HI3X	11960	sw. 0.25	
	HI1X	6350	1.0	
Ciudad Trujillo	HIG	900	0.05	A. Cordero Puello
		6280	sw. 0.04	
Ciudad Trujillo	HI1G	6120	sw. 0.25	A. Cordero Puello
	HI2G	9140	sw. 0.25	
Ciudad Trujillo	HIL	6175	sw. .08	J. C. Pellicer

. . . **LATIN-AMERICAN STATIONS** . . .

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Ciudad Trujillo	HIT	6630 sw.	0.1	F. A. Sanabia
		1050		
Ciudad Trujillo	HI8Q*	1475	.025	Julio Garcia Alardo
Ciudad Trujillo	HI6H*	6115 sw.	0.1	Emilio Garden
Ciudad Trujillo	HI8T*	6122 sw.	.03	Raul Henriquez S.
Ciudad Trujillo	HI2D*	6026 sw.	.15	Accion Catolica Dominicana
		6900 sw.		
Ciudad Trujillo	HI7P	6800 sw.*		J. M. Roques Roman
Ciudad Trujillo	HI6Y	6660 sw.*	.025	Alfonso Cuervo
Ciudad Trujillo	HI8T	6122 sw.*	.003	Raul Henriquez S.
Monsenor Nouel, La Vega	HI2T	6480	.20	Jose Arismendy Trujillo
Santiago	HI1A	6190 sw	.25	Rafael Western
Santiago	HI3U	6015 sw.	.1	Fernando Bertran
Santiago	HI9B	6383 sw.	0.4	Jacinto L. Sanchez
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	1010	.025	
Puerto Plata	HI5P*	6565 sw.	.03	J. M. Modesto
San Cristobal	HI1R	6420	.20	Luis Alberti
San Pedro de Macoris	HIH	1420	.15	Domingo Diminguez
	HI1J	6025	.25	Fausto Donastorg
San Pedro de Macoris	HIH	6025 sw.	.25	Fausto Donastorg
Romana	HI3C	6690 sw.	.15	Antonio Herrero Hernandez

**ECUADOR**

Ambato	HC1VT	6550 sw.	0.1	Municipio de Ambato
Cuenca	HC1AO	4200 sw.	.0015	Humberto Espinosa
Cuenca	HC1CC*	7461 sw.	.004	Comunidad Salesiana
Guayaquil	HC2CW*	900 sw.	.0025	Alfonso Silmot
		8400 sw.		
Guayaquil	HC2OAD	9400 sw.	0.2	Odalia Aruz de Garcia
		900	0.1	
Guayaquil	HC2AJ	1050	1.0	Cia. Radiodifusora del Ecuador
Guayaquil	HC2AK	9310	1.0	Compania de Ecuador
Guayaquil	HC2JSE	1250	0.2	Juan S. Beher
		7854 sw.*		
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2CM			
Guayaquil	HC2ET	9200 sw.	0.5	Jose Santiago Castillo
	HC2GI	1160	0.3	
Guayaquil	HC2DC			
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olca
Guayaquil	HC2RL	6647 sw.	0.2	
Ibarra	HC1IM	4020 sw.	0.3	I. Municipio de Ibarra
Portoviejo	HCJB4	3645 sw.	.008	Clarence W. Jones
Quito	HCJB	974	1.0	Clarence W. Jones
		4108 sw.	0.150	
		12455 sw.	7.0	
		9958 sw.	.7	
		28040 sw.	.025	
		7285 sw.	.14	
		27850	1.0	
		14200	1.0	
		7068	1.0	

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Quito .....	HC1PM	5725 sw.	0.15	Leonardo Ponce
Quito .....	HCQR	1340	0.25	Radio Quinto
Quito .....	HCQRX	5970 sw.	0.25	Radio Quinto
Quito .....	HCBT	1304	0.25	Cesar Mantilla
	HCBS	9355 sw.	0.25	
Quito .....	HCK*	5885 sw.	0.3	
Quito .....	HCIGP	7874 sw.	0.2	Miguel Olugel Gonzales, owner; Padre Elias Brito, Dir.
Quito .....	HC1AD	1410	.25	Operated by Cia. Anterandina de Broadcasting—Vincente Ordonez Pellares, Enrique Arregui R.
	HC1AB			
Quito .....	HC2ROZ			
Quito .....	HC1BF	11765	500 Watts	
	HC1BD	1210	.3	
Riobamba .....	PRADO	6618 sw.	0.5	

## EL SALVADOR

San Salvador .....	YSR	6520 sw.	0.8	Alberto Cevallos
San Salvador .....	YSS	638	0.5	
San Salvador .....	YSS	640	0.5	Direccion General de Com. unicaciones, Govt. of El Salvador
	HUB	4780 sw.	0.3	
	YSD	7894	0.5	
	YSM	11710	0.4	
San Salvador .....	YSP	780	.115	Fernando Alvayeros Sosa
	YSP-1	1560 sw.		
	YSP-B	6150 sw.		
San Salvador .....	YSO	7270 sw.		
		870	1.5	

## GUATEMALA

Guatemala City .....	TG1	1310	0.3	Govt.
	TG2	6220 sw.	1.	Department of Communica- tions
	TG3	2320	.015	
Guatemala City .....	TGW	640	10.0	Guatemala Govt.
	TGWA	9685 sw.	10.	
	TGWB	6460 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City .....	TGX	1415	.05	Miguel Angel Mexicano Novales
Quezaltenango .....	TGQ	1450	1.	Govt.
	TGQA	6400 sw.	0.2	

## HAITI

Port-au-Prince .....	HHWB	9550		
Leogane .....	HHK*	6200	25.	Haitian Govt.
		9620 sw.		
		1820 sw.		
		17850 sw.		
		21670 sw.		
		920		
Port-au-Prince .....	HH3W	9890	0.25	Ricardo C. Widmaier, Jr.
	HHW	1230	0.15	
		978		

**LATIN-AMERICAN STATIONS**

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHBM	1473	1.	
	HHCM	9660 sw.	1.	
	HHGM	6165 sw.	1.	Frank C. Magliore

**HONDURAS**

Ceiba	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa	HRN	5875 sw.	.5	Rafael Ferrari

**NICARAGUA**

Granada	YNFT	7500 sw.	0.1	Jose F. Tercero Z.
Granada	YNLAT	7625 sw.	0.1	Leonidas A. Tenorio
Granada	YNWW			
Leon	YNJAT	5758 sw.	0.6	Jose Agustin Tijerino
Leon	YNDG	6850 sw.	0.8	Dionisio E. Gallo
Managua	YNLG	1530		
Managua	YNDS	6610 sw.*	1.	
Managua	YNPS	6760 sw.	0.8	La Voz de Nicaragua (Govt.)
Managua	YNOW	6850	0.80	Mendoza y Hermanos
Boaco	YNBO	6760 sw.	1.0	
Managua	YNCQ	6850 sw.*	0.8	

**PANAMA**

Colon	HP5K	6005 sw.	0.25	Jose Jaen y Jaen
	HOK	640	0.25	
Colon	HOL	1390	.25	
	HOLA	9505 sw.	1.	Anibal Galindo
Panama	HP5G	11780 sw.	.6	Radio Panamericana
	HOA	1000	.4	
Panama	HOC	1440	.025	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.3	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.15	Ernesto de la Guardia, Jr.
	HP5C	730	.4	
Panama	HP5H	6122 sw.	0.15	M. Lombardo Vega
Panama	HP5J	9607 sw.	5.	Manuel Diaz
	HP6J	1356	5.	

**PARAGUAY**

Asuncion	ZPA1	6010	2.5	Official Govt. Station
Asuncion	ZP1	970	0.1	Atilio C. Bajac
Asuncion	ZP4	730	0.1	Iseru and Scarello
	ZP8	11850 sw.*	0.1	
Asuncion	ZP6	1300	0.1	Emilio Jordan Livieres
Asuncion	ZP9	970	1.5	A. C. Bajac
Asuncion	ZP10	1330	0.1	Victor Noriega
Asuncion	ZP11	1200	0.1	Juventus Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP17	1030	0.1	Jose Hanemann
Asuncion	ZP3	700	.6	Teleco Paraguaya S. A.
	ZPA3	sw.		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA2	11721 sw.	5.	Teleco Paraguaya S. A.
	ZPA6	7890 sw.	5.	
	ZPA7	15780 sw.	5.	
	ZPO3	13333 sw.	5.	
Encarnacion	ZP5	920	5.0	Philips Argentina, S. A.—operator; Jaimie Yankelevitch—owner
Encarnacion	ZP7	900	0.1	Julio Cormillot
Villarrica	ZP15	700		
Villarrica	ZP6	1300	0.1	Emilio Jordan Livieres

## PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	1.	J. Antonio Umberto F.
	OAX6E	6335	1.	
	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.5	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.3	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huancayo	OAX4P	5980	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storace-Castilla
Ica	OAX5B	1480	0.25	Luis de los Heros y de los Rios
	OAX5C	9560 sw.	0.25	
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	
	OAX4G	6190 sw.	0.25	
Lima	OAX4Z	6082 sw.	15.	Gobierno del Peru
	OAX4A	854	10.	
	OAX4T	9562 sw.	10.	
	OAX4R	sw.		
Lima	OAX4E	960	0.2	Ing. Juan P. Goicochea
	OAX4K	9545 sw.	0.25	
Lima	OAX4I	1320	0.25	
	OAX4J	9520	0.2	
Lima	OAX4X		0.3	Dianderas Samanez
	OAX4Q		0.2	
Lima	OAX4L	1250	0.2	
Lima	OAX4U	1010	10.	
	OAX4V	sw. 5925 sw.	7.5	
	OAX4W	sw. 9360 sw.	2.	
Trujillo	OAX2A	5625 sw.	.75	Rafael Larco Hoyle
	OAX2B	1400	.5	

## SURINAM (DUTCH GUIANA)

Paramaribo	ZPH	5865	0.150	J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.
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URUGUAY

Canelones	CW47	1470	0.3	Julio J. Rabassa
Canelones	CW3	580	0.3	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano
Colonia	CXA8	9620	20.0	Jaime Yankelevich
Colonia	CXA14	6055	1.0	Jaime Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida	CW33	1200	0.25	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX4	610	5.0	Direccion Agronomia (Ministry of Agriculture)
Montevideo	CX6	650	20.0	Servicio Oficial D. R. F. (Ministry P. E.)
Montevideo	CX8	690	0.5	Ramon Puyal
Montevideo	CX10	730	1.0	Batlle y Gestoso
Montevideo	CX12	770	20.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	50.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX20	930	2.0	Carlos L. Romay
Montevideo	CX24	1010	5.0	SADREP Ltda.
Montevideo	CX28	1090	5.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguaya de Publicidad
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1330	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Julio J. Rabassa
Montevideo	CX46	1450	1.5	Guzman Bertachi
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	5.0	Radio Electrica
Montevideo	CXA6	9620	20.0	
Montevideo	CXA10	11900	20.0	(Ministry of P. E.—Uruguay-an Govt.)
Montevideo	CXA18	15300	20.0	
Montevideo	CXA19	11835	0.50	Difusoras El Espectador Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Rabassa
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Rivera	CW43B	1480	0.50	Walfrido Figuiera Moran
Rivera	CW49	1340	0.06	Jorge Downton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	660	0.25	Luis Batlle Berres
Salto	CW31	1120	0.25	Salvador E. Pera
San Jose	CW41	1360	0.05	Pedro Brucoleri
San Jose	CW47A	1510	0.1	Fasola Rios y Tibori
Soriano-Mercedes	CX52	1570	0.5	Anibal Frabaside, Juan Orlando Kelly, Jose Pedro Iragaray, y Florencio Donato Montero
Soriano-Mercedes	CW46B	1460	0.05	Roberto Tarucell
Tacuarembó	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

• • •      **LATIN-AMERICAN STATIONS**      • • •

**VENEZUELA**

Acarigua .....	YV3RF	3490 sw.	.104	Pausldes Sigala
Barcelona .....	YV6RC	3450 sw.	1.5	L. J. Arreaza
	YV6RE	1080	.25	
Barquisimeto .....	YV3RE	1475	.775	Amilcar Segura
	YV3RN	4990 sw.	.300	
Barquisimeto .....	YV3RS	3490	.65	Rafael A. Segura
Caracas .....	YV5RN	4920 sw.	5.0	Ricardo Espina, Dir.
	YV5RA	960	10.0	Almacen Americano
Caracas .....	YV5RB	790	4.72	Dogowitzle Sidlitz
	YV5RM	6150	2.3	H. Deewitz, Dir.
Caracas .....	YV5RH	720	1.0	Pbro. J. M. Pallin
	YV5RX	3430 sw.	.75	(Catholic Church)
Caracas .....	YV5RG	1010	1.	Compania Anonina
	YV5RU	4860 sw.	1.5	C. E. Riskel, Dir.
Caracas .....	YV5RI	590	1.138	Oscar Vincentelli, Director
	YV5RY	3380 sw.	1.96	
Caracas .....	YV5RL	4810 sw.	.5	Ponce & Benzo Scs.
	YV5RK	1250	.5	
Caracas .....	YV5RQ	882	1.182	Cia. Anonima
	YV5RS	3360 sw.	2.1	H. Deewitz, Dir.
Caracas .....	YVKA	630	.88	National Govt.
	YVKO	4950 sw.	5.	National Govt.
	YVKB	6172 sw.	2.2	National Govt.
	YVKC	9640 sw.	2.2	National Govt.
	YVOR	11725 sw.	2.2	National Govt.
	YVPX	15315 sw.	2.2	National Govt.
	YV6RA	1400	0.75	E. Torres Valencia Sucs.
Ciudad Bolivar .....	YV6RU	4790 sw.	.96	E. Torres Valencia Sucs.
	YV1RT	3300 sw.	.175	J. Romero
Coro .....	YV1RY	4770 sw.	.30	Roger Leyba
	YV1RW	1370	.193	Roger Leyba
Cumana .....	YV7RA	1200		L. J. Arreaza
	YV7RB	3470 sw.		L. J. Arreaza
La Guaira .....	YV5RZ	1050	.75	Carlos L. Perez
	YV5RV	4760 sw.	1.05	Carlos L. Perez
Maracalbo .....	YV1RA	1300	.09	Luis Garcia N.
	YV1RV	4750 sw.	.30	
Maracaibo .....	YV1RC	1400	.52	Pedro Bermudez
	YV1RT	3370 sw.	.455	
Maracaibo .....	YV1RD	1150	.2	L. G. Govea
	YV1RU	3440 sw.	1.0	L. G. Govea
Maracaibo .....	YV1RF	1120	.55	N. Vale Quintero
	YV1RX	4800 sw.	2.0	
Maracaibo .....	YV1RL	4810 sw.	.300	J. A. Higuera
	YV1RK	1250	.437	J. A. Higuera
Maracay .....	YV4RK	3390 sw.	.465	Atilio Ormezzano
	YV4RL	1430	.193	
Maracay .....	YV4RX	3310 sw.	.1	Luis Croquer
	YV4RD	1150	.1	
Merida .....	YV2RC	3420 sw.	.60	A. M. Quintero
Pt. Cabello .....	YV4RR	1490	.520	Rafael A. Segura
	YV4RQ	3480 sw.	.885	
San Cristobal .....	YV2RN	4820 sw.	2.0	J. Diaz Gonzalez
Trujillo .....	YV2RB	980	.325	
	YV1RO	3310 sw.	2.0	Pedro J. Torres
Valera .....	YV1RZ	4840 sw.	.30	Jorge L. Ferbes, owner;
				Pedro Flores I., Dir.
Valencia .....	YV4RO	4780 sw.	.30	H. & G. Degwitz
	YV4RA	1350	.83	
Valencia .....	YV4RE	1400	1.0	
	YV4RP	3460 sw.	1.0	Miguel Ache

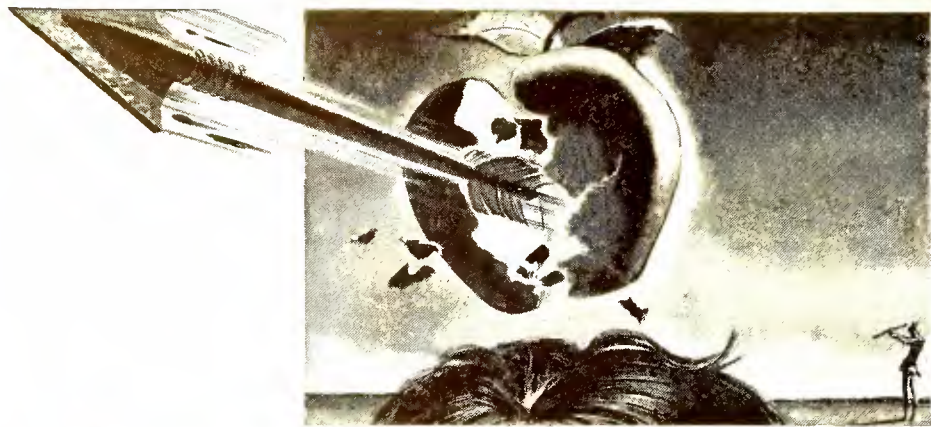
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**For the**

**BEST IN PROGRAMS**

**BASED ON NEWS**

**AP**



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## RKO TELEVISION CORPORATION

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PRESENTS

THE 1947  
YEAR BOOK  
OF  
TELEVISION

*Edited by*  
JACK ALICOATE

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100 Broadway, New York 18, N. Y.      WISCONSIN 4-6116

# Du Mont has built more Television Stations than any other company

From the world's largest, clearest direct-view television receivers to the world's largest and most complete television broadcasting studios, Du Mont is "First with the Finest in Television."

The technical superiority and prestige-winning performance of Du Mont Television broadcasting equipment has been demonstrated in more installations than any other company can boast. And Du Mont's "unit construction" assures expansion as desired without obsolescence or replacement loss. Engineers are agreed that Du Mont broadcasting equipment is "tops" in flexibility and dependability, but not all engineers or prospective station owners know that it is surprisingly low in cost. We want to tell you more. We want to show you Du Mont broadcasting equipment in use. No obligation. Write or telephone for literature, or appointment, *today*.



**DU MONT**

*First with the Finest in* **TELEVISION**



# TELEVISION

In the pages that follow Radio Daily presents the second edition of the Year Book of Television. . . . A look into the past. . . . A survey of the present. . . . A preview of things to come.



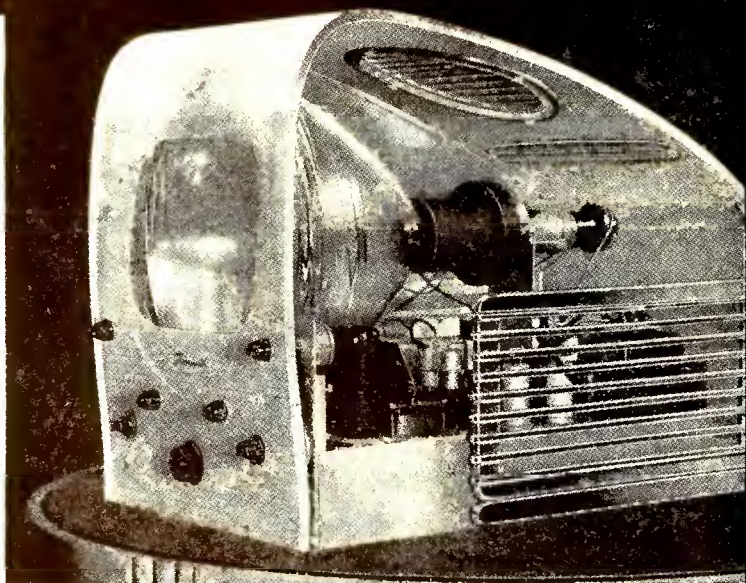
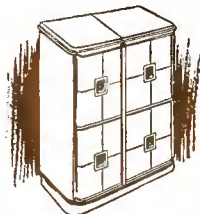
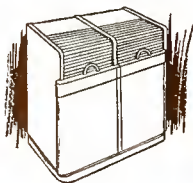
Television, has definitely arrived. . . . Its present drawback is distribution. . . . Once the bottleneck of set production is broken nothing can stop its march of progress.



To the many from all branches of this great new medium, soon to take its place alongside the stage, screen and radio, who have contributed to the pages that follow we are deeply grateful.

*JACK ALICOATE*  
*Editor*

# Seeing is Believing..



Inside and out, Farnsworth quality is evident. When you see today's television on a Farnsworth—you see it at its best.

Television is no longer in rehearsal. It is here, now! And when you see the clear, bright, highly defined pictures of modern day television as received on one of Farnsworth's table or console models, you know that today's television is *outstanding*.

For two decades Farnsworth has pioneered in advancing television from a promise to a fact. The technical accomplishments of Farnsworth engineers—from the original development of the electronic television system to practical television as we know it today—have made history.

Superb modern designs characterize Farnsworth's current line of television receivers that, in addition to television sight and sound reception, include standard radio and/or frequency modulation. Some models also combine the deluxe Farnsworth record changer for complete television, radio and phonograph service in one instrument.

These instruments offer the same superior performance that has become synonymous with the Farnsworth name in every branch of its electronics activity. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

# Farnsworth

TELEVISION  
RADIO  
PHONOGRAPH-RADIO



# TELE IS HERE — OUTLOOK BRIGHT

By FRANK BURKE, Editor RADIO DAILY—TELEVISION DAILY

**T**ELEVISION arrived the past year with well defined black and white pictures, increased production of receivers and equipment and experimental progress in the development of color.

Many significant things occurred reflecting the progress of video. One was the successful establishment of a coaxial cable network linking Washington, Philadelphia, Baltimore, with New York stations. Another was the pronounced improvement in programming, especially special events coverage, and the growing number of major advertising agencies who have come to recognize the potentialities of the new art.

The lag in receiver production due to lack of component parts, labor strikes, and the black and white-color controversy probably did most to retard full stride development of television. However despite the delays the nation's television audience increased from around 10,000 to more than 20,000 receivers and the forecast is that 100,000 receivers will come off the lines of the major manufacturers during 1947.

## Receivers on Market

Tele receivers placed on the market the past year ranged from small portables priced at around \$250 to massive all-purpose console models which were priced at \$2,500. The table models in some instances were not entirely satisfactory until RCA came along with a precision built instrument that is giving satisfaction. Du Mont led the field of custom sets with elaborate direct image console models which included AM, FM, shortwave and a record changer. While Du Mont's line was produced in only limited quantities they found ready sale.

## Other Manufacturers Ready

As we enter 1947 other manufacturers will make a bid for the television receiver business. These include Philco, Farnsworth, General Electric, Crosley and Stromberg-Carlson. Experimental models were produced and tested during 1946 and production lines were made ready with the beginning of the new year.

While manufacturers are cognizant of the necessity of building an audience through the production of new receivers they are also mindful of the immediate needs of television transmitters in fur-

thering the development of the new art. During the coming year approximately 50 transmitters are scheduled for delivery. These include station equipment for such cities as Baltimore, Washington, Cleveland, Pittsburgh, St. Louis, San Francisco, Minneapolis, Detroit, Chicago and Buffalo. Stations in Detroit, Chicago, Washington and St. Louis expect to be on the air before summer.

## Programming Progress

Stations in New York, Chicago, Philadelphia, Schenectady, and Los Angeles led the way in program development the past year. New ideas and techniques for presenting live talent shows and films and the strides made in the coverage of sporting events highlighted the progress made. Noteworthy among these accomplishments was the network coverage of the Louis-Conn fight, pickup of major league baseball games in New York, and the Washington remotes on President Truman's appearance before a joint session of the House and Senate. The direct pickups from United Nations headquarters and the special tele films of the Bikini atom bomb tests were also among the special events classics.

While the controversy over the merits of black and white television as compared to sequential color scanning continued through 1946, public acceptance of the monochrome pictures was apparent. Black and white pictures of fine definition were provided through improved transmission and the use of the new Image Orthicon cameras. Then, too, the tuning refinements, brighter pictures and improved antennas contributed to the eye appeal of the pictures.

## B. and W. vs. Color

The color tele fight brought demonstrations of CBS' improved system of mechanical scanning and RCA's experimental electronic color. It was contention of Dr. Peter Goldmark, CBS color expert, and his associates that color was ready for immediate commercial development. RCA, Du Mont and officials of Television Broadcasters Association, on the other hand, stressed the acceptability of black and white and indicated that perfected electronic color was some years off. The merits of black and white vs. color was still a hot potato in the hands of the FCC when this article was written.

# PHILCO

## TELEVISION STATION

# WPTZ

*First in Television  
in Philadelphia*

**T**O THE TELEVISION ADVERTISER, every facility for commercial television programs is offered by Philco Television station WPTZ . . . a fully equipped studio and trained staff of television technicians, set designers and producers for live programs; a complete motion picture projection studio; new image orthicon equipment for remote pick-up of events outside the studio; radio relay station at Mt. Rose, N. J., for relaying programs originating in New York to the Philadelphia audience.

**PHILCO TELEVISION BROADCASTING CORPORATION  
ARCHITECTS BLDG., PHILADELPHIA 7, PA.**

# Tele Tempo Today— Facts and Figures

**N**INE television stations are operating, 46 grants have been made and 19 applications are pending, according to FCC figures of January 1, 1947.

Prices of television receivers in 1946 ranged from \$250 for small table models to \$2,500 for console model all-purpose receivers. Installation charges varied upward from \$30 to \$50.

TBA officials estimate that 24,000 television receivers are now in use throughout the country as compared to 10,000 a year ago. Approximately 10,000 of the sets in use are in the Greater New York area.

The coaxial cable linking Washington, Philadelphia, New York and Schenectady was inaugurated on Feb. 12.

DuMont's television studio in the John Wanamaker department store in New York opened officially on April 15.

Television set manufacturers indicated that in 1946, 44,706 sets would be equipped for television on 13 channels; 54,606 would be equipped for 13 tele channels plus AM and FM bands; 10,000 sets would be equipped for 6 tele channels and AM reception; 500 sets for 13 channels and AM; 4,000 sets for six tele channels, and 500 sets for 13 tele channels plus FM.

Charles R. Denny, FCC Chairman predicted that by the end of 1947 100 television stations would be on the air.

Coverage of the Peace Conference in Paris was given via the medium of television. Films were taken and airmailed back to the states for airing by television stations.

An average of five viewers in New York and a little over that in Philadelphia is the figure given for those watching various commercial television programs according to a survey by ABC.

Broadcast of the Louis-Conn fight via television enjoyed the largest television audience in the history of this new industry.

Opening of the UN Security Council was televised, showing President Truman in his welcome address

# In every field of radio

## LOOK TO THE GENERAL ELECTRIC COMPANY



**AM** Among the first to design, build and operate transmitters in the AM field, General Electric has always maintained its interest in advancing the art and technical

development of this phase of broadcasting. The 250 watt AM transmitter shown here is the first of General Electric's completely new line that includes all types, from the lowest to the highest power ratings.



**FM** As a pioneer in the development of FM broadcasting, General Electric has acquired the background and experience which has proved so invaluable to the

newer stations entering this field. As a leader in the development of FM, General Electric has a complete line of FM transmitters for broadcasting stations of every size.

## COMMUNICATIONS



In the broad field of communications, General Electric has placed emphasis on the importance of quality, reliability and simplicity of design in this type of equipment. Since many of the applications for radio communications equipment are in the nature of public services, extreme care has been exercised to design each unit for maximum utility. Complete systems for the bands available to these services are provided, both station and mobile.

FOR COMPLETE INFORMATION ON GENERAL ELECTRIC RADIO EQUIPMENT, WRITE OR CALL ANY OF THESE DISTRICT OFFICES:

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**BOSTON 1, MASS.**  
140 Federal Street  
**CHICAGO 54, ILL.**  
Merchandise Mart

**CLEVELAND 4, OHIO**  
4966 Woodland Avenue  
**DALLAS 2, TEX.**  
1801 North Lomor Street  
**KANSAS CITY 6, MO.**  
106 West 14th Street

**NEW YORK 22, N. Y.**  
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FIRST AND GREATEST NAME IN ELECTRONICS

**GENERAL  ELECTRIC**



**AVIATION** To the pilot, the radio equipment is the most valuable instrument

in his plane, since his life may depend upon it. In designing the complete General Electric line of Aviation Electronic Equipment, reliability far beyond accepted standards was demanded. The high quality that is being built into these entire lines is assurance of dependability under the most critical conditions.



**TELEVISION** For years General Electric has pioneered in television. Station WRGB has provided outstanding facilities for both technical and program experimentation.

This union of engineering with studio production supplies General Electric with experience of incomparable value to those entering the television field.



## MARINE RADIO

During the war General Electric was one of the largest producers of radar for the Armed Forces. Many of these developments have been refined and simplified for use in peace. The Electronic Navigator, a radar development, is one of these peacetime applications which is now being used in navigation to protect shipping. Other equipment now being developed will aid in saving untold millions of tonnage and numbers of lives in the future.

# ALL-ELECTRONIC COLOR TELE

 By E. W. ENGSTROM, V. P. In Charge Of Research, RCA Lab. Dv:



E. W. ENGSTROM

COLOR television pictures, produced by all-electronic means, were demonstrated publicly for the first time on October 30, 1946, at the RCA Laboratories, Princeton, N. J. Groups of newspaper and magazine writers, and representatives of the radio industry, who attended the demonstration, saw that

flickerless, all-electronic color television is practical without rotating discs or other moving parts.

The new system is a complete departure from mechanical color television, shown in various forms since 1925. With the demonstration, it was emphasized that approximately four years would be required to bring any color system to the present status of black-and-white television.

Many interesting features are embodied in both the transmitting and receiving apparatus. Fundamentally, the RCA system transmits images in the three basic colors—red, blue and green—simultaneously. In other words, all colors comprising a scene are transmitted together and produced together. Existing mechanical color television systems transmit the three colors in sequence, one color at a time, relying on the persistence of the eye to combine them properly.

To accomplish the simultaneous transmission of three colors, RCA scientists and engineers developed a special camera for the pick-up and a multiple cathode-ray projection system for the receiver. The equipment, as demonstrated, effectively transmitted color "stills" and motion picture films. There are under construction color television cameras for studio and outdoor pickup of live subjects.

Transmission of the picture on slide or film is achieved in natural colors when a light beam from a kinescope scanning raster is focused onto the transparency and the light passing through is separated into component colors by a system of

color selective mirrors and converted into electric signals in multiplier-type photo-electric cells.

Each of the three transmitted images—red, blue and green—is arranged to have the same number of lines, that is 525; also each one has the same horizontal scanning rate and the same picture repetition rate of 30 pictures a second as in present commercial television broadcasting.

The receiving set is equipped with three 3-inch kinescopes, which separately receive the signals representing red, blue and green and produce television images in these colors. This trio of kinescopes is called Trinoscope. From it, the three color images are optically projected to form a brilliant composite picture on a 15 x 20-inch screen in natural color, free from any flicker, color fringes or break-up of color.

Since the standards for the green image—including the synchronizing pulses—are identical to those of the present black-and-white standards, any broadcasts from color stations using the electronic simultaneous system can be received clearly in monochrome on black-and-white receivers by the addition of an inexpensive, easily installed radio-frequency converter. No modifications whatever are required inside the set.

Likewise, it will be possible for electronic color television sets when introduced to receive the broadcasts of black-and-white stations.

A station owner can begin with a black-and-white broadcast service. He may operate a black-and-white transmitter on the presently commercialized channels and also an electronic color transmitter on ultra-high frequencies, using the signal of the color camera to operate both transmitters.

Engineers, scientists and commercial personnel have been greatly concerned by the prospect that when color television was developed it would quickly make the existing black-and-white system obsolete. The simultaneous color system happily solves this problem of obsolescence and at the same time is a superior color television system.



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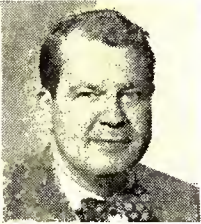
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# COMMERCIAL TELE PROGRAMMING

By DON McCLURE, N. W. Ayer & Son, Inc.



Don McClure

IT WOULD seem reasonable to assume that when the term "Commercial Television Programming" is used, the reference is to the type of show the viewing audience will demand as a regular bill - of - fare, or else. If television is to take its rightful place as a great advertising

medium along with its predecessors, newspapers, magazines, billboards, direct mail, carcards, and radio, it will have to have a commercial sponsor to be an economic success.

This is in no way a reflection upon the many excellent sustaining radio and television programs. Unfortunately, star talent costs money. Continued use of top talent, the makings of a good show, can only be had for free when a sponsor pays the bills. And, a good show is the only thing that is going to keep Mr. and Mrs. John Q home to tune in and view with enough regularity to make television a real "Huckster's" paradise.

To date the good shows have been few and far apart. An Army-Notre Dame, nothing-to-nothing tie comes once in a schedule. Play-offs in baseball for "dem Bums" has never before occurred in baseball. Unfortunately champion Joe Louis can only K.O. Mr. Conn once in a contest. Most of the other good shows have happened by accident and usually because it was accidental, few have taken the time, trouble, or used enough ingenuity to discover the various elements that went into making it a hit show.

This hit-and-miss procedure has too long been tolerated by a small, long-suffering group of pioneering "squinters" on over-tired, pre-war, pre-radar television sets. Fortunately, their day of freedom is at hand. The number of super-duper post-war sets are doubling daily. The new sets include all the latest electronic improvements. Cabinets are streamlined; the number of knobs and dials have been reduced; even the price is less than that of their predecessors. All that is left is to give this growing group of hopefuls a good show.

The latest surveys indicate it is safe to say a good football contest is a natural for television. Your seat is in the middle of each play. On a pass, your views sails into the receiver's arms. On an end around, you, the invisible blocker, clear the way for the future all-American ball carrier. Point after touchdown lifts you over the crossbars as gracefully as the dansant of the Ballet Russe.

World championship bouts come too few and too far apart. But when they do occur, there's not a hundred dollar reservation in the arena that can give you half the view or comfort of your television ringside seat.

Other sporting events will undoubtedly take their rightful, pictorial place after reasonable experimental coverage.

Needless to say, all sporting events offer ideal commercial opportunities. The outcome of the contest is usually in doubt until the final gun. Athletic games are spontaneous, thereby requiring continuous viewing. Commercial messages, properly inserted and of an acceptable length, will reach and impress the largest possible audience.

Other types of good shows are bound to be developed. Audience participation seems to be on the bill of fare. Because of the spontaneity and final outcome, the viewers' interest is at a peak throughout the show. What more can an advertiser ask?

The audience will be there if the entertainment is good, so all that remains is ways to trick the viewer into looking and listening to your advertising message. Integrated commercials will come into their own. The minute movie technique will be widely used. Minute movies, a firmly established and successful advertising medium, has many things in common with television commercials. Good one-minute shorts appearing on the screens of thousands of theaters in the nation have proven themselves capable of increasing sales by almost unbelievable percentages. There is every reason to expect that the same general technique, modified for television use, can develop perhaps an even greater record of success.

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NEW YORK CITY



# PROGRESS OF CBS COLOR TELE

By PETER C. GOLDMARK, Dir., CBS Engineering & Development Dept.

ON SEPTEMBER

27, 1948 the Columbia Broadcasting System petitioned the Federal Communications Commission to adopt recommended standards for the commercial broadcasting of color television in the ultra-high frequencies. Although CBS ultra-high frequency color television had already been demon-



Peter C. Goldmark

strated during the latter months of 1945, many of the developments that led to its application for acceptance as a public broadcasting service came about during 1946. Here is an abbreviated chronology of developments since the beginning of the year.

January 31 saw the first of a series of semi-public demonstrations of ultra-high frequency color broadcasting. These demonstrations marked the first use of an ultra-high frequency transmitter of commercial design, one built expressly for CBS by the Federal Telephone and Radio Corporation.

The pictures represented a marked improvement over the results we had been able to obtain in the low frequencies before the war. Then, the definition had been limited to a figure well below 400 lines. The color images we had now were scanned in 525 lines, interlaced 2 to 1. And the occasional difficulties we had encountered in the rendition of certain colors, notably the darker shades, were eliminated entirely.

Besides proving the existence and appeal of color television to an increasingly large number of people, the demonstrations established these technical facts:

(1) It was possible to modulate a 10-megacycle video band.

(2) It was possible to broadcast a signal of commercial strength in the ultra-high frequencies.

(3) "Ghosts" could be eliminated in ultra-high frequency broadcasting.

Later in the spring it was shown that

the present coaxial cable could successfully transmit an ultra-high frequency color television program.

This important demonstration was conducted in cooperation with engineers of the Bell Telephone laboratories. A program was picked up by ultra-high frequency color equipment here in New York City, sent by coaxial cable to Washington and back, and broadcast from the Chrysler Tower. The overall distance was over 450 miles, a record for any kind of television transmission by coaxial cable. The cable itself had been in no way modified for the test. In the pictures that finally reached the receiver screen the loss of apparent definition was negligible, establishing the fact that the coaxial cable offered no serious obstacle to the progress of ultra-high frequency color television broadcasting.

Among other things it was established that color television images can be seen clearly and without strain under normal ambient illumination—in other words, "you don't have to pull the shade down to look at color television."

Another phase of the progress of ultra-high frequency color television was represented by the following field intensity surveys:

- (1) On 700 megacycles, in cooperation with the Commission, a survey of seven months' duration (covering seasonal variations in tropospheric transmission) to determine medium and long distance propagation characteristics in the ultra-high frequency television band.
- (2) An extensive field survey of six months' duration to determine the coverage of television station W2XCS in New York operating on a carrier frequency of 490 megacycles. This survey included observation of reception at 188 locations scattered throughout the New York metropolitan area as well as extensive field intensity measurements. Numerous subsidiary problems involved in the propagation and reception of ultra-high frequency television signals were also investigated.

# ***Television Awards For 1946***

## ***American Television Society***

### **AWARDS FOR 1946**

To ABC and Du Mont station WABD for their contribution to commercial television. Paul Mowrey of ABC specially cited.

WCBW (CBS) and WNBT (NBC) received joint awards for technical excellence; James McNaughton, WCBW art director, given special citation for scenic design and staging. WNBT cited for camera work.

RCA Laboratories and RCA Victor for the image orthicon camera.

Ruthrauff & Ryan and Lever Brothers for consistent effort in developing effective tele commercials.

WNBT for its sports programming and Philco's WPTZ for airing the games sponsored by Atlantic Refining Co.

WKBW, Chicago. and WCBW for educational programs.

To WRGB, G.E. station, Schenectady, top honors, for children's programming.

To WCBW for the year's outstanding news programs. WNBT for its outstanding productions including "Abe Lincoln in Illinois" and "Angel Street."

To AT&T, Du Mont, CBS, and NBC for participation in Lincoln's Birthday telecast, recognized as the year's outstanding special event; telecast in New York and Washington.

To Edward Sobol, producer of "Abe Lincoln in Illinois," and Ernest Colling, producer of "Angel Street," jointly awarded plaques for outstanding direction over WNBT.

RCA and CBS honored for experimentally demonstrating color television.

To Ralph Rockafellow, special award for outstanding service to the American Television Society.

## ***Television Broadcasters Association***

### **AWARDS FOR 1946**

Dr. Albert Rose; Dr. Harold Bell Law; and Dr. Paul Kessler Weirmer, all of RCA Laboratories, for development of the Image Orthicon Camera.

John Royal, vice president, NBC, for telecast of the Louis-Conn fight.

Donovan B. Stetler, Standard Brands, for Best Entertainment Program—"Hour Glass."

Paul Belanger, WCBS-TV, for Outstanding Artistic Program.

Klaus Landsberg, W6XYZ, Los Angeles, for Best Public Service Program.

Dr. Oliver E. Buckley, president of Bell Telephone Laboratories, Inc.; and Keith S. McHugh, vice president of American Telephone and Telegraph, for "outstanding contributions to the field of television."

# TELE EYED FROM THE CAPITAL

By MANNING CLAGETT, Staff Correspondent, RADIO DAILY

TELEVISION was Big Business even before it burst out of New York and a few scattered cities and began to spread across the nation.

Millions of dollars were sunk in television before there were enough sets on hand to support one station with audience-money. And these millions, as the saying goes, are only the beginning.

Just when people began to wonder just how old this television baby had to be before it was born, the multi-million dollar youngster let the world know that he was here—and here to stay. If television won't grow to maturity this year, it may at least reach adolescence, because it already has growing pains.

The FCC, at first convinced that it could stop the rush of big money towards television and give the "little fellow" a better break, soon realized that a prospective tele broadcaster needed more than a heart of gold to build a video station, let alone keep it on the air. The Commission began asking financial questions and the applicants who couldn't produce a little green began to fall by the wayside. But a little think like money couldn't stop this television baby and at the end of last year six stations had been granted licenses, more than 50 other applicants had been granted construction permits and nearly a score of others were either pending or in hearings. Soon, a few other growing pains developed. The FCC found itself confronted with the multiple ownership question. After granting five permits to applicants which, the Commission said, were "controlled" by Paramount Pictures, the FCC clamped the lid on further grants. The Commission finally admitted, however, that the question was a difficult one and agreed to explore the whole question. A strict interpretation of the rule could keep the lid on some of television's pioneers,



Manning Clagett

After finally settling on black and white tele standards in the lower bands more than a year ago, the Commission last year had tossed in its laps another tele problem—whether to throw the old standards in the ashcan and start from the color scratch demanded by Columbia Broadcasting System. The industry formed sides, with RCA color lined up against CBS color and most other black and white enthusiasts insisting that b&w tele should be left alone for the time being. The Commission apparently agreed that the future of tele was in the high frequencies but hesitated to agree to CBS's plea "why not now."

The FCC never worried quite as much over the television receiver problem as it did over FM receivers. Tele receiver production was meager in the days after the war's end, but in the latter half of 1946 picked up and this year should take care of the number of tele stations actually on the air. Sets generally were expensive, but this was another growing pain that was expected to ease off, as its older brother radio found out.

Towards the end of last year, too, the FCC began to realize that television would bring it many other problems. Instead of worrying about what was heard over the air, the Commission realized it would soon be concerned over what was seen over the air. New problems would thus be dumped in the Commission's lap. In many cities and municipalities, authorities have set up local censorship boards to pass on movies. Movies that are approved for nation-wide distribution often run into local trouble. What about televising a play or movie that some city might not like? What to do about a Huey Long who comes into a million homes by television? There are plenty of people who will say that it's none of the Commission's business. The Commission may agree, but at the same time it realizes that its troubles with this big baby are only beginning.

# *Television Organizations*

## *... personnel—functions*

### Television Broadcasters Assn. Inc.

500 FIFTH AVE., NEW YORK 19, N. Y.  
Lackawanna 4-4788

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#### FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

### American Television Society

415 LEXINGTON AVE., NEW YORK 17, N. Y.  
Vanderbilt 6-2144

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#### FUNCTIONS

American Television Society is a non-profit group 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.