

• • • **ADVERTISING AGENCIES** • • •

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10 Rockefeller Plaza, New York 20, N. Y.
Circle 6-2890

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Gen. Mgr. George MacGovern

Radio Accounts—Network: Nat'l Board of
Fire Underwriters; National Spot: Zenith
Radio Corp.

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372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
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Vice-Presidents. E. V. Rechnitzer,
James Ferris

Vice-President-Treasurer. I. E. Reynolds
Director. W. G. Abel
Radio Dept. C. M. Pasmore,
M. Rosenfeld, F. H. Horler, V. D. L.
Dyer, Gail Ferriss, Faye Morrison, Kay
Dale.

Branch Offices

410 Dominion Square Bldg.
Montreal, Que., Canada
Phone Plateau 9556

Manager. E. P. Gill
911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Phone 9-6321

Manager. E. P. Thompson
301 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

Manager. W. D. M. Patterson
18 Rideau St., Ottawa, Ont., Can.
Phone 5-4301

Manager. W. F. Harrison

Radio Accounts—Adam Hats (Canada)
Ltd., Bulova Watch Co., Canadian General
Electric, Christie-Brown Ltd., Dalglish Chem-
icals Ltd., Dalglish (Quebec) Ltd., Dept. of
National Defence (Army, Navy, Air Force),
Imperial Varnish & Color Co., Imperial Oil
Ltd., (Hockey and Baseball) S. F. Lawrason
& Co., O'CEDAR Co., of Canada, Peoples Credit
Jewelers, Peoples Credit Clothiers, Sutcliffe
& Bingham of Canada, Tuckett Tobacco Co.,
Henry K. Wampole & Co., Ltd., Shefford-
Ingersoll Cheese, Dow Brewery Ltd., Do-
minion Fur Auction Sales, Intercontinental
Packers Ltd., Lake of Woods Milling Co.,
Stephen's Paints, Capilano Baseball (Sieks'
Capilano Brewery Ltd.), Home Oil Distribu-
tors, W. H. Malkin & Co., Ltd., Nalley's Ltd.,
Palmer's Ltd.

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50 Rockefeller Plaza, New York 20, N. Y.
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APA—BMB—ABC

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Vice-Pres. and Manager of New York
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F. Wilson, W. H. Conine, G. B. Dearnley,
Earl C. Donegan, Arthur J. Kemp
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Vice-President in charge of Research,
Marion Harper, Jr.

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Executive Assistant to L. O. Coulter,
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Vice-President in charge of Programs,
Russ Johnston
Senior Producers. Dorothy B. McCann,
Neil Reagan, Glan Heisch
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Relations. William C. Dekker
Director of Radio Copy. William A. Franchy
Director of Tele. Lee Cooley

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318 South Michigan Ave., Chicago 4, Ill.
Phone Webster 3701

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Vice-Presidents. Walter C. Krause,
A. W. Sherer, H. G. Smith, Sidney A.
Wels.

Cleveland Office

1300 Guardian Building, Cleveland 14, Ohio
Phone Cherry 3490
Vice-President-Manager. A. A. Sommer

Detroit Office

3456 Penobscot Building, Detroit 26, Mich.
Phone Randolph 9792
Vice-Pres. & Mgr. Frank Townsend

Hollywood Office

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hillside 8268
Manager. August Bruhn
Production Dir. Neil Reagan

Los Angeles Office

448 South Hill Street, Los Angeles 13, Calif.
Phone Mutual 1181
Vice-President-Manager. Burt Cochran

Minneapolis Office

1100 Builders Exchange,
Minneapolis 2, Minn.
Phone Bridgeport 6801
Vice-President-Manager. Jackson Taylor
Vice-Presidents. Victor Lowrie,
John Pidgeon, George Sparling.

San Francisco Office

114 Sansome St., San Francisco 4, Calif.
Phone Douglas 5560

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Vice-Presidents.....M. S. Achenbach,
Roswell Cochran, Clarence Hestorff, F.
H. McCrea, Robbins Milbank, C. F.
Ohliger, C. E. Persons.

Portland Office

1103 Public Service Bldg., Portland 4, Ore.
Phone Atwater 4305

Manager.....Harry Burton

Boston Office

31 St. James Ave., Boston 16, Mass.
Phone Liberty 5468

Vice-President-Manager Watson M. Gordon

Radio Accounts — New York: Bosco Co., Chesebrough Mfg. Co., Columbia Records, Inc., Consolidated Edison Co., Daggett & Ramsdell, National Biscuit Co., Pacific Coast Borax Co., Stanco Inc., Westinghouse Electric Corp.; Boston: John Hancock Mutual Life Insurance Co.; Chicago: International Harvester Co., Maytag Co., Milk Foundation, Inc., Standard Oil Co. of Indiana, Swift & Co. (Brookfield Division); Cleveland: Interstate Creamery Co., Leisy Brewing Co., National City Bank of Cleveland, Ohio Bell Telephone, Perfection Stove Co., Richman Bros. Co., Standard Oil Co. of Ohio; Detroit: Tivoli Brewing Co.; Los Angeles: Broadway Dept. Stores, Seaboard Mills, Inc., Soil-Off Manufacturing Co., Southern California Gas Co., Southern Counties Gas Co.; Minneapolis: Gluck Brewing Co., Pillsbury Mills, Inc., Twin City Federal Savings & Loan Association; Portland: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.; San Francisco: Associated Dental Supply Co., Avoset Co., California Packing Corp., California Walnut Growers Assn., Coldstream Products Co., Dwight Edwards Co., W. P. Fuller & Co., General Brewing Corp., Hale Bros. Stores, Inc., Macey's, San Francisco Baseball Club, Inc., Seaboard Mills, The S.O.S. Co., Rice Growers Assn. of California.

R. E. McCARTHY ADV. AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone M-2323

ANPA—SNPA—PPA

President & Space Buyer...R. E. McCarthy
Secretary.....M. C. Benito
Treas & Prod. Mgr.....Louis Benito
Art Director.....E. C. Sandbeck

Radio Accounts—Babcock Furniture, Borden's Dairy, Foley Lumber Company, Las Novedades Restaurant, Peninsular Telephone Co., Pioneer Tire Co., Southern Brewing Co.

McCORMICK COMPANY

217 E. 7th Ave., Amarillo, Tex.
NOAB—ANPA—APA—SNPA
Phone 5333

Owner-Manager.....Jas. L. McCormick
Account Exec.....John R. Forkner
Account Exec.....Alfred C. Kipp
Art Director.....Alfred M. Gibbons
Production Mgr.....Harry S. Klein
Media Dir., Space Buyer, Radio Dir.
John R. Forkner
Research Dir., Talent & Time Buyer
Alfred C. Kipp
Radio Accounts—Shamrock Oil & Gas Corp., The Cosmopolitan, Inc., Amarillo Gas Co.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone Locust 7-4737
ANPA—PPA—APA

President.....Roy J. McKee
Vice-President-Treasurer...David R. Albright
Vice President-Radio Director,
James A. McFadden
Time Buyer.....Evelyn Walmsley
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-2058
715 Equitable Bldg., Hollywood 28, Calif.
Phone Hollywood 8363

Radio Accounts—Southern Dairies, Breyer Ice Cream Company, Quaker City Choc. & Conf. Co., Inc., Philadelphia & Reading Coal and Iron Co., Pratt Food Co.

McKIM ADVERTISING LIMITED

1019 St. Catherine St. W., Montreal, Que., Can.
Phone Lancaster 5192

ANPA—CDNA—CWNA—CNN & PA—ABC
President.....James M. Baxter
Radio Director.....E. W. Brodie
Secretary-Treasurer.....J. W. Thain

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351
Manager.....James M. Baxter
Paris Bldg., Winnipeg, Man., Canada
Phone 93-491
Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Phone Marine 3248
Manager.....H. S. Watson
376 Strand, W. C. 2, London, England
Manager.....Ian Wallace

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
Phone 7197-8
ANPA—ABP—APA—NAAN—PPA—NOAB

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Secretary.....Olga Rummel
Radio Accounts—Keystone Steel & Wire Co., Schultz, Baujan & Co.

MAKELIM ASSOCIATES

32 West Randolph St., Chicago 1, Ill.
Phone RANDolph 7031
ANPA—APA—ABP—PPA

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V.P. & Chm. Plans Board...Edwin B. Self
Asst. Treas.....Lillian Nelson
Sec., Asst. Time & Space Buyer
M. C. Newman
General Manager.....Robert E. Moore
V.P., Art Dir. & Prod Mgr...Edwin M. Duzan
Asst. Space Buyer.....Dorothy Armentout
Acct. Execs.....Hal R. Makelim,
Robert E. Moore, Edwin B. Self, John Paul Andrews, B. Harold Miller.

Branch Offices

20 Cortlandt St., New York 7, N. Y.
Phone COrtlandt 7-3813

Pres. & Treas.....Hal R. Makelim
Vice-President.....B. Harold Miller
9176 Sunset Blvd., Hollywood 46, Calif.
Phone CRestview 6-3103

Pres. & Treas.....Hal R. Makelim
Vice-President.....Edwin B. Self
Vice-President.....John Paul Andrews
Art Dir. & Prod. Mgr.....Bernard Brody
Radio Accounts—Andersen's Ready to Serve Frozen Foods, Bev Company of America, The, Butcher Shop Foods, Conlon-Moore Corp., Communi Sound, Inc., DeLuxe Record Co., Fox De Luxe Brewing Co., Florsheim Shoe Company, French Kitchen Foods Co., Gum Laboratories, Inc., Kannengieser & Co., Knott's Berry Place, Memo Products, Inc., Sutho Suds, Inc., Towsley Soap Corp., Walsh Laboratories, Inc.

MALCOLM - HOWARD

203 N. Wabash Ave., Chicago 1, Ill.
Phone RANDolph 7942
ABP—ANPA—PPA—APA

Owner-Chief Account Executive
Arthur M. Holland
Account Executives....H. A. Barkun,
M. G. Holland, Paul Allen, Allan R. Sweetow, Ruth Hudson
Copy Chief (Tele).....Ruth Hudson
Chief Exec (Tele).....Arthur Holland

Branch Office

525 Walnut, Louisville, Ky.

Radio Accounts—Dad's Root Beer, Mrs. Klein's Potato Chips, Cimino Wines, Clinton Watches, Legion Ice Cream, Chicago Sun-Times, Newart Clothiers, Hollands Jewelers, Rubin's Apparel, Chicago Horse Show,

Checker Cleaners, Alert Laundries, Joy Candies, Roller Derby, Chicago Coliseum, Arcadia Gardens, Armory.
Television Accounts—Keeley Half & Half, Kass Scoreboard, Dad's Root Beer.

DAVID MALKIEL ADV. AGENCY

260 Tremont St., Boston 16, Mass.
Phone LIBerty 1421-2-3

ANPA—ABP—PPA—APA—NOAB

Prod. Chief & Owner.....David Malkiel
Secretary.....Martha Brest
Acct Executives.....Martin Kadis,
Harry Weinbaum
Radio Dir.....Julian Malkiel
Radio Accounts—Serta-White Cross Mattress, Royal Crown Cola for Mass., Canadian Ace Ale for N. E., Richard Clothing, Kasanof Bakeries, Belmont Furniture, Old Monastery Wines, I. J. Fox Furs for N. E., Part-T-Pak Beverages, Glendale Coal Co., Lithuanian Ass'n, Freilicher Kabtzen, Joe Venuti, Steubens Restaurant, Food Fair.

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GENEva 9619

APA

Account Executives.....D. P. Nathanson,
Meyer Gold, Jean Hadley, Bruce Sielaff.
Radio Director.....D. P. Nathanson
Time Buyer.....Jean Hadley
Producers.....D. P. Nathanson,
Jean Hadley
Tele Director.....D. P. Nathanson
Radio Accounts—Snyder's Drug Stores, Janney Best Paints, Pfunder's Tablets, Char-Tex.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VANDerhilt 6-2022

ANPA—PPA—ABP—APA—AAAA—NOAB
Partners.....Harry C. Marschalk,
G. A. Poetschke, S. H. Giellerup, S. L. Meulendyke

Director of Radio.....Curt Peterson
Asst. to Dir.....E. J. Whitehead
Television Director.....E. J. Whitehead
Radio Accounts—Standard Oil Co. of N. J., The Esmond Mills, Inc., Metal Textile Corp.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LEXington 2-7450

ABP—ANPA—PPA—SNPA

President.....J. M. Mathes

Treasurer.....A. E. Cox
 Secretary.....Carle Rollins
 Vice-Presidents & Directors.....Lester Loh,
 Wilfred S. King, W. T. Okie.
 Director of Radio.....John Bates
 Time Buyer.....Edna Cathcart
Radio Accounts—Ludens, Inc., Canada Dry
 Ginger Ale & Spur, International Salt Co.,
 Pure Foods (Herbox), American Express
 Co., Lorraine Compounds Inc., American
 Viscose Corp.

MATHISSON AND ASSOCIATES, INC.

(Formerly H. C. Mulberger, Inc.)

411 Mason St., Milwaukee 2, Wis.
 Phone Daly 4090

ABP—NOAB—PPA—APA

President.....C. A. Mathisson
 Vice-Pres. & Treas.....I. M. Harloff
 Secretary.....Evelyn Heronymus
 Copy Chief.....Edw. G. Ball

Branch Office

201 N. Wells St., Chicago, Ill.

Phone State 4199

Radio Accounts — Edwards Motor Co.,
 Kool-Aid Bottling Co., Inc.

JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.

Phone GASpee 4456-7

ABP—ANPA

President.....Joseph M. Finkle
 Vice-President.....Aaron M. Finkle
 Treasurer.....Archib. M. Finkle
 Copy Chief.....Mary M. Healy
 Radio Director.....Dorothy M. Taipe

Radio Accounts—Candy Mart Stores, Inc.,
 Eclipse Food Products Corp., National Glass
 Co., Shiloh Bottling Co., Apex Tire, Inc.,
 Berry Clothing Co., Eastern Scientific Co.,
 Low Supply Co., Progress Ice Cream Co.,
 Continental Importing Co., Cranston Loan
 Co., Charles T. Heilborn Shoe Co.

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.

Phone Fitzroy 5710

ANPA—APA—PPA—ABC

NOAB—TAB—CCA

President.....Lou R. Maxon
 Vice-President.....Searle Hendee
 Treasurer.....W. I. O'Neil
 Secretary.....G. Reginald McKiel
 Radio-Television Dept.....Ed Wilhelm,

Branch Offices

570 Lexington Ave., New York 22, N. Y.

Phone Eldorado 5-2930

Vice-President.....W. Ray Baker
 919 N. Michigan Ave., Chicago 11, Ill.

Phone Delaware 3536

Manager.....L. J. Sholty
Radio Accounts—Gillette Safety Razor Co.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 15, Calif.

Phone PRespect 0101

NOAB—ANPA—APA—ABP—PPA

Principals.....Henry Mayers,
 J. R. Mayers, Arthur Mayers

Radio Director.....J. C. McCormick
 Writer-Producer.....Dal Williams

Radio Accounts—Southern California Tele-
 phone Co., Rose Peanut Butter, Pennzoil
 Co., Hoffman Candy Co., Muller Bros., Sears,
 Roebuck & Co., Firestone Stores, California
 Bank.

MELAMED-HOBBS, INC.

400 Second Ave. So., Minneapolis 1, Minn.

Phone Bridgeport 1225

ANPA—PPA—NOAB—APA

President-Treasurer.....Louis Melamed
 Vice-President.....S. E. McLamed

Secretary.....M. O. Gooder
 Acct. Execs.....Ralph W. Hobbs,

Lorne R. Moodie

Time Buyer.....Frank Johns

Branch Offices

E-906 First National Bank Bldg., St. Paul 1,
 Minn.

Phone Garfield 7662

Manager.....E. T. Holmgren
 333 N. Michigan Ave., Chicago 1, Ill.

Phone State 9522

Manager.....H. C. Lewis

Radio Accounts—Chocolate Products Co.,
 Conrad Fur Company, Griggs Cooper & Co.,
 Hilex Company, Kuehn-Hall Company, Lan-
 O-Sheen, Inc., Minnesota Farm Bureau Fed-
 eration, Minnesota Farm Bureau Service Co.,
 Milk Foundation of Minnesota, Regan Bros.
 Company, Sanitary Food Mfg. Co.

ARTHUR MEYERHOFF & CO.

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

Phone Delaware 7860

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff
 Financial Manager.....J. H. Hildebrandt

Director of Radio-Tele.....Benj. Green
 Radio Space Buyer.....Annette Kennelly

Copy Chief.....M. E. Chon
 Account Executives.....John Lemmon,

George Taylor, Louis Bass, R. M. Singer,
 Jr., Alfred P. Bearom, Jr., Marshall Kis-
 sell.

Television Producer...Kenneth L. Robinson

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.

Phone Marquette 3144

Manager.....George Grabin

Radio Accounts—Paul F. Beich Co. (Whiz
 & Pecan Pete Candy Bars), Chicago National
 League Ball Club (Chicago Cubs), Consoli-
 dated Royal Chemical Corp. (Krank's Shave
 Cream), Illinois Meat Company (Broadcast
 Corned Beef Hash Etc.) De Mert & Dougher-

• • • **ADVERTISING AGENCIES** • • •

ty ("Heet") Milwaukee Elec. & Transport Co. (City Transportation), Silberman Fur Corp. (Raw Furs) Wisconsin & Michigan SS Co. (Boat Transportation) Wm. Wrigley Jr. Co. (Chewing Gum).

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 2-1010

ANPA—PPA—APA—NOAB

President.....C. L. Miller
Sec. & Treas.-Radio Dir.....George Carlhart

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640

Manager.....I. M. Tuteur

Radio Accounts—Corn Products Refining Co., Curtis Candy Co., Gordon Baking Co., Dr. Swett's Root Beer Co.

DAN B. MINER CO.

1151 S. Bway
Los Angeles 15, Calif.
Phone Richmond 3101

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APA—PPA—ABC

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Alfred Rooney, I. M. Greer

Secretary-Treasurer.....M. R. Sweeny
Account Executive...Daniel W. Layman, Jr.

Radio Director & Time Buyer.....S. Farnsworth, M. Hungerford.

Time Buyer.....Marie Mazzulla

Branch Offices

Radio Accounts — Weber's Bread, Dolly Madison Cakes, Log Cabin Breads, Dr. Ross Dog Food, Solar Aircraft Co., Storycrafter's Guild.

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COlumbus 5-2482

ABP—ANPA—PPA

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Executive Vice-President.Charles Rothschild

General Manager.....Lester Loeb
Secretary-Treasurer.....Helene Mogul

Copy Chief.....Myron Mahler
Research Director.....Louis M. Heyward

Production Manager.....Fred Lerro
Art Director.....Ed Batt

Media Director.....Helen Munroe
Research Director.....Motimer Spiller

Radio Accounts — Adler Shoes for Men, Alaska Chemical Corp., Barney's Clothes, Inc., Gem Oil Co., Klein Bros., Knomark

Mfg. Co., Inc., Napa Valley Grape Prod., National Shoes Stores, Pauker Bros., Rock-Flint. Ronzoni Marcaroni Co., Stone-Tarlow Co., Stuarts Clothes, Wheatley Fabrics.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
Parkway 1178

PPA — ABP — ANPA

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Secretary.....Walter H. Strauss

Radio Director.....Carl Press

Radio Accounts — Rainbo Baking Co., Coney Island Amusement Co., Coca-Cola Bottling Co., Cincinnati Times-Star.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 27, Calif.
Phone Hempstead 4194

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Vice-President.....R. C. Temple

Secretary-Treasurer.....Craig Davidson

Radio Director.....James C. Morgan

Time Buyer.....Mary Ellen Ryan

Branch Offices

Raymond R. Morgan Co.
San Francisco 5, Calif.
Phone Douglas 2-6073

Account Executive.....Porter F. Anderson
Affiliate

Goodkind, Joice & Morgan
Palmolive Bldg., Chicago 11, Ill.
Phone Superior 6747

President.....Clyde Joice

Radio Accounts—Planters Nut & Choc. Co., J. A. Folger Co., Los Angeles Soap Co., Pacific Chemical Co., O'Brien's Candy Co., Chapman Park Hotel, Buzza-Cardozo, Pacific Cracker Company, MacIntosh Studio Clothes.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone MURray Hill 7-7200

PPA

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Treasurer.....Orin L. Lancaster

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Mgr. Radio Dept.....C. C. Slaybaugh

Export Media Mgr.....Aurora Blando

Dir. of Prod and Exec Asst.....M. K. Burekett

Production Manager.....W. W. Williams

Sr. Art Director.....Claude Hurd

Group Art Director.....Elliott P. Ellis

Group Art Director...Genard J. Andreezzi

Art Studio Manager.....John V. Ryden

Account Executives.....Emory Ward,
E. R. Korth, Constance Roland, H. G.
Selby, M. K. Burkett
Radio Accounts—Vick Chemical Company,
The Sofskin Company.

**MOSELLE & EISEN
ADV. AGENCY**

522 Fifth Ave., New York 18, N. Y.
Phone Murray Hill 2-4939
PPA—APA

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Partner.....Henry Eisen
Production Manager.....Matt Beckerman
Art Director.....Frederick H. Cassens
Space Buyer.....Alice Ross

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141

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Vice-President.....James N. Brown
Vice-Pres.-Art Director...A. M. Huntington
Secretary.....Lyle B. Reigler
Media Director.....Miss L. B. Mang
Branch Office

420 Lexington Ave., New York 17, N. Y.
Phone MU 3-9140

Radio Accounts—C. A. Durr Packing Co.,
Inc., Hospital Plan, Inc., West End Brewing
Co.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone MURRAY Hill 7-7377-8
ABP—PANY—APA—ANPA

Partner.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Art Director.....James Sullivan

Radio Accounts—Ybry Perfumes, Madow's
Jewelry Stores.

C. WENDEL MUENCH & CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone Whitehall 7111
ABP—ANPA—PPA

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Account Executives.....C. T. Kerrigan,
M. J. Pluth, C. W. Muench.
Media Director.....Victor Fabian
Production Manager.....William G. Fisher
Copy Chief.....Robert Gmrigich

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SERVICE, INC.**

405 Lexington Ave., New York 17, N. Y.
Phone MURRAY Hill 9-6835

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Vice-President.....Thomas W. Hughes
Treasurer.....Frank Neuhauser
Time Buyer.....Jack Donelson

Associate Offices In:

Cuba, Mexico, Venezuela, Colombia,
Brazil, Argentina, South Africa,
India, Chile, Sweden, New Zealand, Australia
Radio Accounts Placed—Carter Products,
Inc., H. J. Heinz Co., Lambert Pro-Phy-Lac-
Tic, Lever Bros. Co., Quaker Oats Co., Wm.
R. Warner Co.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151

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ABC—ABP

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Vice-Presidents.....John J. Louis,
Melvyn Brorby, W. Raymond Fowler,
William D. Horne, William P. Bager,
William R. Kimmaird, William H. Ohle.
Vice-President, Media & Markets

Otto R. Stadelman

Vice-President, Research.....Keo Currie
Secretary-Treasurer.....Max D. Anwyll
Radio Director, Chicago Office...Alan Wallace
Radio Manager-Producer, Hollywood
Office.....Frank Pittman

Branch Office

1630 North Vine St., Hollywood 28, Calif.
Phone Granite 7186

Manager.....Frank Pittman
Radio Accounts — Kraft Food Co. (The
Great Gildersleeve), S. C. Johnson & Son,
Inc. (Fibber McGee and Molly), Swift & Co.
(Swift's Cleanser), Wieboldt Stores, Inc.
(Local), Derby Foods, Inc. (Sky King),
Swift & Co., (Swift's Ice Cream—Spot).

NEFF-ROGOW, INC

39 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-4230

Pres. & Acct. Exec.....William Rogow
Personnel Director.....Harriet Barnett
Radio Accounts—Melville Shoe Corp.,
Joseph Martinson & Co., Bond Stores, Inc.

RAYMOND E. NELSON, INC.

341 Madison Ave., New York 17, N. Y.
Phone MURRAY Hill 6-5862
ABP—APA

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Vice-President.....Robert G. Barna
Sec.-Treas.....Betty Nelson
Radio Director.....Raymond E. Nelson
Asst. Radio Dir.....Betty Nelson
Television Director.....Raymond E. Nelson
Assistant Directors.....Elaine Rose,
Betty Nelson.
Script.....Ruth Oboler
Account Executive.....Henry E. Meyer

ADVERTISING AGENCIES

Radio Accounts—Sears, Roebuck & Co., Hanneil Foods, Inc., Dewco Tire, Teterboro School, Center School, Professional Aides Inst.

Television Accounts—Hanneil Foods, Inc., Sears, Roebuck & Co., Dewco Tire Co.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone MUrray Hill 3-4900

AAAA — ANPA — PPA — ABP — PRB — NOAB — SAAA — SNPA

Partners..... Clarence D. Newell, William Reydel, John P. Cumingham, Frank Donshea, C. S. Walsh, R. L. Strobbridge, F. H. Walsh, G. S. Fowler, T. J. Maloney

Radio Director..... Blayne Butcher
Time Buyer..... Newman McEvoy

Radio Accounts—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit Co., Pepsi-Cola Co., Beech-Nut Packing Co., Economics Laboratories, Kirkman's Soap, Sherwin Williams.

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
Phone Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA

President..... Theodore A. Newhoff
Vice-Presidents..... Marx S. Kaufman, Samuel S. Strouse
Secy.-Treas..... R. M. Newhoff

NEWMAN, LYNDE & ASSOC., INC.

400 Florida National Bank Bldg., Jacksonville 2, Fla.
Phone 5-3958

ABP—ANPA—SNPA—NOAB—FAAG—APA

President..... M. T. Newman
Executive Vice-President..... Hunter Lynde
Vice-President..... Gordon Stewart
Secretary..... Ron Screombe
Radio Director..... Mary B. Miller
Acct. Exces..... Henry Chapman, Charles Gressle, Milton Smith

Radio Accounts—Foremost Dairies, Inc., JAX Brewing Co., Wood Chemical Co.

NORTHWEST RADIO ADV. CO.

708 American Bldg., Seattle 4, Wash

Pres. & Mgr..... Edwin A. Kraft
Asst. Mgr. W. L. Paul
Business Mgr. D. R. Johnson
Auditor..... F. L. Thornhill

Radio Accounts—Gardner Nursery Co.,

Henry Lily Farm, Rhodius Perfumes, Unicorn Press Alaska Life, Mothers Home Life, Frederick Herrschner, Music in Color, Pacific Alaska Sales Co., Home Art Studios.

OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-23

ANPA—PPA—NOAB—ABP—APA

Partner..... Irwin A. Olian
Vice-Presidents..... Harold A. Thomas, J. Walter Goldstein.

Copy Chief..... James Spencer
Space Buyer & Res. Dir..... James O'Neal
Art Director..... Harry Lindemann
Prod. Mgr..... Evelyn Hester
Radio Director..... Margaret Hart Nelson
Radio Time Buyer..... Dorothy J. Ayers
Radio Production..... Clair Callihan

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.
Phone State 3381

Vice-Presidents..... I. J. Wagner, M. H. Bronner
1440 Broadway, New York 18, N. Y.
Phone CHickering 4-8712

V.P. & Radio Dir..... Harold Kaye

Radio Accounts—Atlas Brewing Company (Atlas-Prager Beer), Ayars, John G., Co. (Helen Ayars Hand Cream), Biscaglia Bros. Corp. (Paradise Wines), Columbia Brewing Company (Alpen Brau Beer, Courtrey's Ale), Eagle Stamp Company (Eagle Stamps), F & F Laboratories, Inc. (F & F Cough Drops), General Grocer Company (American Lady-Topmost Foods, Big Fellow Peas, Cob-Cut Corn, Dining Car Coffee, Manhattan Coffee), International Laboratories, (Mylo Pharmaceuticals), Lewis-Howe Co. (Tums & Nature's Remedy), Milton Oil Company (Dixcel Gasoline), Missouri Brewers' Association, National Dairy Products Company, Inc. (Sealtest Products), National Waste Paper Campaign (Fifty Leading Paperboard Mills), Schoenhofen Edelweiss Co. (Edelweiss Beer), Vess Beverage Co. (Vess Cola), Wenzel H., Tent & Duck Co., (Water Bags & Tarps).

ROBERT W. ORR & ASSOC., INC.

270 Park Ave., New York 22, N. Y.
Phone PLaza 9-8050

ANPA—NOAB—PPA—ABC

President..... Robert W. Orr
Vice-Presidents..... Eldon Sullivan, Arkady Leokum, Arthur Livingston, Jacques Zuccaire
Secretary..... Martha Huhta
Treasurer..... Chauncey C. Seedorf
Radio Director..... John C. Hoagland

Branch Office

86 Sunset Blvd., Los Angeles 46, Calif
Phone Crestview 5-0104

Manager.....Richard Diggs
Radio Accounts--Woodbury Co., Jergens Co.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400

ABP--ANPA--PPA--NOAB--APA
President.....John H. Owen
Executive Vice-President...Charles Chappell
Vice-President, Radio & Television

David Hale Halpern
Vice-Pres. & Dir. of Media.....Marc Seixas
Time Buyer.....Don Scandlin

Radio Accounts -- National Brewing Co. (Baltimore), Browne Vintners, Inc.
Television Account--National Brewing.

MERRITT OWENS ADV. AGENCY, INC.

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250

ABP--ANPA--APA--PPA
Pres. & Acct. Exec.....Merritt Owens
Vice-President.....John J. Goetz
Account Executive.....C. Arthur Smith
Prod. Mgr.....R. Grant Neds
Art Director.....Irene Irvin

Radio Accounts--Diamant's, Feld Chevrolet Company, Inter-State Moving & Stor. Co., Junge Biscuit Company, Kansas Motors, Inc., Long-Haul Laundry and Dry Cleaning Company, Meyer Sanitary Milk Co., Mid-Continent Airlines, Inc., Modern Automotive Finishers, Inc., Nourse Oil Company, Sun-Ra Frozen Foods, Inc.

OZARK ADV. AGENCY, INC.

P. O. Box 1624, Springfield, Mo.
Phone 3-4050
APA

Pres.-Time Buyer..M. Wayland Fullington
V.P.-Time Buyer.....Ralph A. Nelms
Art Director.....George Janes

Radio Accounts--Assemblies of God, Reverend Floyd Hitchcock, Old Nick's Seed Co., Pioneer Mfg. & Supply, Wilke Laboratories, Wilson Mfg. Co.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone TEmplebar 2-2885
ABP--APA

Partners.....Helen Augsburg,
Carl W. Sickler.
Account Executive.....Walter Utterback
Radio Production.....Helen Augsburg
Copy Writer.....Elizabeth Little

Radio Accounts -- Jackson Furniture Co., First Federal Savings & Loan Association, Oakland Columbarium, Prudential Realty & Finance Co., Thrift Federal Savings & Loan Association.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone Eliot 1401

ANPA--AAAA--NOAB--PPA--APA
President.....Wm. H. Horsley
Radio Director.....Trevor Evans
Secretary.....H. O. Stone
Radio Time Buyer.....G. M. Nyman
Radio Producer.....Peter Lyman

Branch Office
Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339

Manager.....Mrs. Ruth Foland
Radio Accounts -- Fisher Flouring Mills Co., Kirsten Pipe Co., Washington Colop Farmers Assoc. (Lynden), Northwest Cherry Bureau, Assoc. Apricot Marketers, Seattle-First National Bank, Lang & Co. (Lang's Nuts and Reliance Coffee), Cedar-green Frozen Pack Corp.

PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.
Vanderbilt 6-0029
PPA

Pres. & Treas.....C. H. Pearson
Gen. & Prod. Mgr.....William Barker
Radio Director.....Hope M. Stewart
Radio Accounts--Cooper Razor Blade Co., Manufacturer's Trust Co.

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900

ABP--ANPA--PPA--OAAA--NOAB--APA
President.....Harry Peck
V.P. & Secretary.....Harry Krawit
V.P. & Gen. Mgr.....Walter Schwartz
Vice-President.....Sanford L. Hirschberg
Director of Radio-Television
A. L. Lieberman

Radio Accounts--Beverwyck Breweries, Inc., Consolidated Tea Co., Old Dutch Mills, Inc., Pando & Co., Parker Watch Co., Temple-tone Radio Co., Inc., Fruit of the South, I. J. Fox.

Television Account--Churchwater & Co.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500

AAA--ABP--NOAB--ANPA--PPA
APA--ABC--SNPA

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 Vice Presidents.....E. G. Sisson, Jr.,
 G. Douglas Morris, T. C. Fisher.
 Secretary.....H. C. Sutherland
 Media Director.....T. C. Fisher
 Time Buyer.....Mary Dunlavy
 Director of Radio.....E. G. Sisson, Jr.
 Mgr. of Radio Dept.....Karl W. Schullinger
 Radio Producers.....Elizabeth C. Shay,
 William Barrett.

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
 Phone Hollywood 5354

Radio Accounts—Centaur Division Co. of
 Sterling Drug (Ironized Yeast), Procter &
 Gamble (Camay, Dash).

R. C. PHARES ADV. AGENCY

701 Lloyd Bldg., Seattle 1, Wash.
 Phone Seneca 4880

President.....R. C. Phares
 Acct. Manager.....J. A. Dusriy
Radio Accounts—Playland, Jack Miller, S.
 Seattle Land. White Center Com. Western
 Wineries, Walters Studio, Viewlands Fuel,
 Center Jewelers, Owen-Hampson, Arthur A.
 Wright, Northwest League Casino Cleaners.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
 Phone Franklin 2122
 TAAN

Partners.....William L. Phillips,
 Charles C. Ramsey
 Account Executive.....Fred J. Volz
 Radio Dir.....Bill Mesmer
 Time Buyer.....Ruth B. Hale
Radio Accounts—Arden Farms Company,
 Tufford Motor Company, Dr. G. W. Raichart,
 Home Federal Savings & Loan Association,
 Davidson Furniture Co., Swan Shop, Valle's
 Restaurant, Aristocrat Venetian Blinds, Mrs.
 Conklings Bakery, Balboa Laundry & Dry
 Cleaners, The Grable Company, Mexicali
 Brewing Co., First National Bank, Good-
 body's Ivy Chapel, Lowell Wood Company,
 The Dennstedt Company, Her's Dept. Store,
 Willis M. Allen Company.

PITLUK ADVERTISING CO.

2200 Alamo National Bank Bldg.
 San Antonio 5, Texas
 Phone Garfield 7268
 ABP—ANPA—PPA—SAAA
 SNPA—NOAB—APA—TAAN

Owner.....Jack N. Pitluk
 Time Buyer.....Stanley Nelson
 Radio Director.....Rena Lynn

PORTER & ASSOCIATES

5918 Melrose Ave., Hollywood 38, Calif.
 Partner Owner, Time Buyer & Adv.
 Sales Mgr.....Irwin T. Porter
 Partner Owner, Radio Dir.
 Gertrude T. Porter
 Account Executive.....Wallace Smith
 Copy Chief.....Jean Norab

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
 Phone Victor 4433
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 Vice-Presidents.....J. B. Woodbury,
 C. C. Tucker, E. A. Warner, C. L. Rob-
 inson
 Secretary-Treasurer.....C. C. McMillan
 Radio Director.....Gene Dennis

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 CO., INC.**

912 Baltimore Ave., Kansas City 6, Mo.
 Phone Victor 9100
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 V-P—Production Mgr.....D. E. Dexter
 Secretary.....W. B. Stowe
 Treasurer.....C. J. Effie
 Radio Director.....N. P. Rowe

PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
 Phone GA-field 6490

OAAA—ABP—ANPA—PPA—APA—SNPA
 President.....George L. Prater
 Vice-President.....Harold R. Buschhorn
 Radio & Tele. Director....Ray D. Williams
 Traffic.....Marcelle Miller
Radio Accounts—Clausner Hosiery Co.,
 Falls City Brewing Co., Inc., Merit Clothing
 Co., Moniteau Mills.

PRATT AND BURK

223 Fourth Ave., Pittsburgh 22, Pa.
 Phone ATLantic 4139

Partners.....Russell Pratt,
 G. Norman Burk
 Comptroller.....Robert Torrence
 Secretary.....D. E. McCarthy
 Radio Director.....Russell Pratt
 Writer.....Marion Schein
Radio Accounts—Meadow Gold Dairies
 (Beatrice Foods Co.), Meadow Gold Foods
 Co. (Birds-Eye Foods), National Record
 Marts, Winston Chevrolet, Inc., Hutchinson
 Company, Roth Rug Cleaners, Inc., American

Cleaning & Dying Co., Dwight Hamlin Co., Midtown Motors, Inc. (Ford), Price's Dress Shops, Standard Floor Company, Tucker and Tucker Hats, Knights Life Insurance Co., Liberty Baking Company, Pittsburgh Home Savings & Loan.

PROGRESSIVE RADIO ADVERTISING CO., INC.

260 E. 161st St., New York 51, N. Y.
Phone MElrose 5-5522-3-4

Pres. & Radio Dir. Lido Belli
Secretary & Time Buyer. . . Catherine Termini

Radio Accounts — Adam Hats, Bendix Washing Machine, Florsheim Shoes, Buitoni Prods., White Sewing Machine, William Oil-O-Matic Oil Burners, Chrysler Corporation, Carter's Little Liver Pills, Conti Products, Consolidated Edison Co. of N. Y., De Nobili Cigar Co., Ford Motors, Flotill Products, Gambarelli & Davitto, Inc., General Electric, General Motors, Johnson & Johnson, Kelvinator Refrigerators, Manufacturers Trust Co., Pepsi Cola, Philco Refrigerators and Radio, Pinex, Southern Cotton Oil Co., United Security Associated Warehouses Assn., White Labs. Inc., Planters Edible Oil Co., Procter & Gamble, Public National Bank & Trust Co., RCA Victor, Perugina, Inc., Quiet May Oil Burner Co., S. A. Shonbrunn (Medaglia d'Oro Coffee); Warren Norge Co., Wrigley Chewing Gum, Superfilm Distributing Corp., St. Joseph's Aspirin, Atlantic Macaroni, Co., Inc., Florence Gas Range, Frank (Chicory & Spices), Hi-Jump Fruit Co. of California; Maytag Washing Machine, Ossola J. Co.; Pandora Cigar Co., Inc.

THE L. W. RAMSEY ADV. AGENCY

111 E. Third St., Davenport, Iowa
Phone 3-1839

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A. C. Naekkel, W. J. Henderson, G. E.
Bischoff, A. M. Walgren.

Service Director A. M. Walgren
Production Manager D. Worden
Art Director P. Norton
Technical Consultant W. A. Giraldi

Branch Offices

1509 Cross Roads of the World,
Hollywood 28, Calif.

Phone Hollywood 3523

Manager Ruth Lambert
230 N. Michigan Av., Chicago, Ill.
Phone Franklin 8155

Vice-Pres., Sec. & Gen. Mgr. F. L. Eason
Vice-President L. H. Copeland
Art Director E. J. McCabe
Radio Director D. L. Parsons
Production Manager Vito M. Volino

Radio Accounts—The F. W. Fitch Co., Blackhawk Brewing Co., Western Grocer Co.,

The Herman Nelson Corp., Illinois Commercial Men's Assn., Berghoff Brewing Corp., Lite Soap Co., Michigan Mushroom Co.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

President Michael A. Fiore
V.P. & Treas. B. V. Fiore
Secretary S. Chasnoff
Prod. Mgr. & Acct. Exec. Paul Apello
Radio Director Albert A. Fiore
Acct. Exec. B. Wilman

Radio Accounts — China Clipper, Inc., N. Y., Non-Sectarian Church, Inc., York, Pa.; Evangelistic; Radio Church, York, Pa., Evangelistic, Prophetic Testimony of Philadelphia, Phila., Pa., Evangelistic; Watchung Lake, Inc., North Plainfield, N. J., Resort; Casino Beach & Pool, N. Long Branch, N. J., Resort; Freehold Raceways, Freehold, N. J., Trotting Races; D. Wolff & Co., Newark, N. J., Clothing; Paragon Products, Inc., South Amboy, N. J., Terra Cotta.

THE RANDALL COMPANY

75 Pearl St., Hartford 5, Conn.
Phone 7-1179
ABP

Radio Director Alice Hickox

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone Cadillac 4662

ABP—ANPA—APA—PPA—ABC—NOAB
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Sharp

Secy. & Copy Chief George B. Dow
Radio Dir. R. D. Hughes
Space & Radio Time Buyer Charles E.
Foerster

Art Director L. F. Decheim
Production Mgr. George L. Husted
Account Executives. H. Ross Mack, Hal G.
Trump, Ralph W. Sharp, R. D. Hughes,
Charles Foerster, J. W. Sweet, Lee E.
Crooks

Radio Accounts—Board of State Fair Managers, Booth Newspapers, Bronte Champagne & Wines Co., Inc., Salutaris Mineral Springs.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone MA 2-6811
ANPA—PPA—ABP—APA

Owner Milton C. Tauder
Art Dir. William Wilbur
Production Mgr. Nathan Chayette
Tele & Radio Dir. P. Rossano

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Publicity Dir.....Lillian Timoney
 Research Dir.....Eleanore Lambek
 Account Executives.....Milton C. Tauder,
 Maury Pollins, Robert Freund
Radio Accounts—K. Kaufman & Co., Inc.,
 Monroe Savings & Loan Assn., Teldisco, Inc.,
 Union National Bank.

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.

Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

President-Director of Radio,
 Chas. Dallas Reach
 Radio Director.....Charles A. King, Jr.
 Secretary.....Edward Sahrbeck

Branch Office

406 W. 55th St., New York 19, N. Y.

Phone CI 5-4176

Vice-President.....H. E. Sands
Radio Accounts—Koppers Co., Minnesota
 Division, Admiracion Laboratories, L. E.
 Waterman Co., Dugan Bros. of New Jersey,
 Inc., New Jersey Bell Telephone Co.

REDFIELD-JOHNSTONE, INC.

120 Madison Ave., New York 17, N. Y.

Phone PLaza 3-6120, 1, 2, 3

ANPA—PPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield
 President.....E. F. Johnstone
 Vice-President.....Walter Van Leyen
 Time Buyer.....Helen Black
 Production.....L. L. Redfield

Radio Accounts—Allenru Remedy Co.,
 Ayala Champagne, Colcombet Wines, Hall
 and Ruckel, Inc., Howard Clothes Co., Krashe
 Cosmetics, Omega Chemical Co., Pierce's
 Proprietaries, Inc., Resinol Chemical Co.,
 Stera-Kleen, Inc.

REDMOND COMPANY

38 Newbury St., Boston 16, Mass.

Phone KEamore 4545

ABP—ANPA—APA—PPA—NOAB

Pres., Treas., Radio Dir.....C. A. Dana
 Redmond

V. P., Art Dir., Space Buyer..D. L. Bassett
 Secretary.....E. E. Kolb

Radio Accounts—Charles B. Perkins Co.,
 Salem Chemical & Supply Co., Savogran Co.

THE BERT REESE SYNDICATE

1776 Broadway, New York 19, N. Y.

Phone PLaza 9-6837

Exec. Dir.....Berthold J. Reese
 Art Dir.....Oscar Liebman

Production Mgr.....B. C. Streib
 Space Buyer.....James L. Northrup
 Buyer of Radio Time....P. E. Cunningham

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.

Minneapolis 2, Minn.

Phone Bridgeport 7701

AAAA—ABP—ANPA—APA—NOAB—
 PPA—ABC

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 Executive Vice-President.....Wayne Hunt
 Vice-Presidents.....J. H. Sarles,
 Elizabeth B. Reeves, Helen A. Brown, R.
 W. Stafford, E. K. Pottle.

Secretary & Treasurer.....C. L. Greenwood
 Radio Director.....Russell Neff
 Dir. of Media.....K. P. Torgerson
 Radio Program Production...H. K. Painter
 Radio Script Editor.....E. B. Reeves
 Dir. of Marketing.....Dr. A. C. Welch
 Time Buyer.....C. H. Rosslund

Branch Office

415 Chanin Bldg., New York 17, N. Y.

Phone MURray Hill 4-3982

625 Market St., San Francisco 5, Calif.

Phone SUtter 6744

Radio Accounts — General Mills, Inc.,
 Pacific Gamble Robinson Co., Midland Na-
 tional Bank

REINCKE MEYER & FINN

520 N. Michigan Ave., Chicago 31, Ill.

Phone Whi. 7440

ABP—NOAB—ANPA—APA
 ABC—BMB

President.....Wallace Meyer
 Treasurer.....C. A. Reincke
 Vice-Presidents.....Gordon Taylor,
 C. C. Stevens.

Radio Director.....Frank M. Baker

Radio Accounts—Bluc Moon Foods, Reed
 Candy Co., Chicago, Burlington & Quincy
 R.R., The Ball Co.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.

Phone Capital 7611

ANPA—PPA—ABP

Pres. & Treas.....Harold I. Reingold
 Art Dir.....Harry Goodman
 Assoc. Art Dir.....Laurence W. Hobbs
 Production Mgr.....Francis R. O'Reilly
 Asst. Prod. Mgr.....Fiore Rapa
 Copy Chief.....Herbert C. Bullard
 Media Dir. & Radio Time Buyer....Thomas
 J. Bowen

Radio Accounts Mrs. Alcott Food Products Co., First National Stores, A. Pritzker & Sons, Inc.

EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland 12, Calif.
Phone Templebar 2408
ABP — ANPA — APA

President.....Emil Reinhardt
Copywriter.....Dave Lane
Space Buyer.....Ann Hageman
Artist Dir.....Robert Shelton
Artist.....Edna Shelton
Manager.....Joseph Connor

Radio Accounts — Kilpatrick's Bakeries, Mary Ellen's, Inc., Standard Beverages, Central Bank, Mothers Cake & Cookie Company.

REISS ADVERTISING

221 W. 57th St., New York, N. Y.
Phone COLUMbus 5-7733
ANPA — ABP — PPA — APA

President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss
Radio Accounts.....Rand Rubber

E. W. REYNOLDS & CO., LTD.

Yardley House, Toronto 1, Ont., Canada
Phone WAVERly 6157
ABC

President.....Edward W. Reynolds
Secy. & Treas.....Bertha R. Sellen
Art Dept.....Garth Harber
Production Mgr.....John L. R. Russell
Copy Chief.....N. Stuart Walton
Radio Time Buyer.....H. Caine
Traffic Mgr.....Thomas C. Briggs
Space Buyer.....Helen Anderson
Account Executives...C. Warren Reynolds,
H. D. R. Newby, C. W. Macabee, H. A. Davis

EVANS M. RICHMOND ADV. AGENCY

1411 Walnut St., Philadelphia 2, Pa.
Phone LOCust 7-3479
ABP — PANY

Pres. & Radio Time Buyer.....M. Evans
Richmond
Art. Dir.....Mathew Lynch
Production Mgr.....Claude Lathrop
Account Executives.....William Day,
Robert S. Richmond

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone WABash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Walter W. Werle
Radio Dir.....A. D. Kuepper
Radio Accounts.....Bank of Louisville,
Burdorf Budget Shop, Broadway Chevrolet
Co., Cooke Chevrolet Co., Cooke Pontiac
Co., Commonwealth Life Insurance Co.,
Howel Furniture Co., Liberty Insurance
Co., Liberty National Bank & Trust Co.,
Monarch Auto Co.

LEE RINGER ADVERTISING

3923 West 6th St., Los Angeles 5, Calif.
Phone DRexel 6131
ABP—ANPA—APA—NAAN

Owner.....Lee Ringer
Art Dir.....Richard Pennington
Space Buyer.....C. C. Wickstrom
Radio Dir.....Lorraine Packard

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone Michigan 8296

Owner.....John H. Riordan
Art Dir.....Elsie Beck
Space & Time Buyer.....Nancy Meyers
Account Executives.....A. Culver Boyd, Jr.,
Clyde Hendricks, James R. Bullock
Radio Accounts—Calif. Flyers, Inc., Calif.
Growers Wineries, Doyle Packing Co.

PHILIP RITTER CO., INC.

577 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 7-6574

ANPA—APA—PPA—AAAA—NOAB
Chairman & Treas.....Philip Ritter
Pres., Gen. Mgr., Radio Dir., Philip Ritter, Jr.
Vice Pres., Gen. Mgr., Walter J. McIndoe
Secy.....Henry P. Bender
Radio Accounts—Bel Paese Sales Co., W.
C. Horn Bros. & Co., Ryan Sales Co.

RITTS ADVERTISING AGENCY

2404 May St., Cincinnati 6, Ohio
Phone PLaza 6618

Owner, Space Buyer, Radio Dir.,
& Buyer Radio Time, Charles Rittenhouse
Art Dir. & Prod. Mgr., Henry Eddy
Radio Accounts—Delta Chemical Co., Gla-
cier Springs Bottling Co.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone PE 5-5766

Owner & Chief Executive.....Dan Rivkin
Radio Accounts—Frank's Juvenile Furni-
ture, Spiro's Apparel, Moskin Clothes,

Huskey's, Inc. Furniture, Richards Clothes, John Kohler Clothes, Dunoff Shoes, Berg Bros. Clothes, Sam The Tailor, Stanley's Corrective Shoes, Foot Step Shoes, Shapiro's Children Shoes, Kaplan's Jewelers, Joe Krass Clothes, Cantor's Shoes, Royal Shoes, Ismak Rug Mills.

ELWOOD J. ROBINSON ADV. AGENCY

541 So. Spring St., Los Angeles 13, Calif.
Phone MUtual 1142
ABP—ANPA—PPA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....B. E. Howard
Production Mgr.....T.H. Tomlin
Art Director.....Joseph Ames
Media Dir.—Time Buyer.....R. C. Neuman
Radio Accounts—Loma Linda Food Co., California Fig Institute, Western Federal Savings & Loan Association, Federal Savings & Loan Institute, Lorenz Broom & Mop Co., Pioneer Savings & Loan, Lewis Food Co., Home Building & Loan Assn. Metropolitan Federal Savings and Loan Assn. Trailer Coach Assn. of California.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago 3, Ill.
Phone Randolph 9760

ANPA—APA—PPA—NOAB—ABC

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Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston,
Guy C. Pierce, Lloyd Maxwell, R. A. Porter, J. V. Gilmour.

Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia, Pa.
Phone PENnypacker 5-2766

In Charge.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444

In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts — Network: Lewis-Howe Co., Sun Oil Co.; National Spot: Chicago, Milwaukee, Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmaceutical Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., The Studebaker Corp., Revere Camera Co.

ROCK ADV. AGENCY

1165 Broadway, New York 1, N. Y.
Phone MUrray Hill 4-7377

ABP

Partner & Copy Chief.....Allan Rock
Partner & Prod. Mgr.....Robert Rock
Art Dir.....Jo Bologna
Radio Time Buyer.....Irwin Winchouse
Acct. Exec.....Sally Winston

THE ROCKMORE CO.

37 West 57th St., New York 19, N. Y.
Phone PLaza 3-1779

ABP—APA

Partners.....Milton M. Rockmore,
J. Leonard Shaub
Vice-Pres.....Erwin S. Franken
Secy.....A. T. Parker
Art Dir.....Mary Dooley
Prod. Mgr.....Richard Lippman
Radio Dir.....William Mogle
Radio Accounts—Cafe St. Denis, Darling Shops, Fisher Bros. Specialty Store, Lane Bryant, Paradise Bootery.

RODGERS & BROWN ADV.

131 West 52nd St., New York 19, N. Y.
Phone Circle 5-4173

NOAB—ABP—ANPA—APA

President.....Kerry Rodgers
Vice-Presidents.....William Bell,
Sanford Levin, G. Gold, J. Epstein
Secy. & Treas.....N. J. Rodgers
Art Dir.....Harry E. Swenson
Production Mgr.....A. Van Strander
Copy Chief.....B. Klaf
Media Dir.....Anne Seltzer
Consultant Art Dir.....Stanley Brown
Radio & Tele Dir.....Irving M. Moss
Account Executives.....Jerry Rodgers,
N. J. Rodgers, Frank Bromberg, William Bell, Sanford Levin, Jan Epstein, Irene Winston, Irving Moss

Radio Accounts—Babette Shop, Childhood Nursery Products, Guy Lombardo, Twin City Shellac Co.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone DEArborn 0020

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Francis C. Kerr
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch

Art Dir. W. J. Grover
 Radio Dir. Roland R. Blair
 Account Executives. Walter E. Smith,
 Howard N. Smith, Ray H. Reynolds,
 George C. Huppertz, Roland R. Blair, A.
 P. Jennings

Branch Offices

Irwin-Keasler Bldg., Dallas 1, Tex.
 Phone RIVERSIDE 6044

President. Walter E. Smith
 Exec. V. P. & Mgr. Howard N. Smith
 Public Relations Dir. Edwin Karlson
 Art Dir. (Dallas). Marvin Krieger
 Radio Dir. Marie Callahan
 Copy Chief. M. Stewart
 Account Executives. Howard N. Smith,
 Mack McKee, Louis Wood, Allen, Marie J.
 Callahan, Dave McCounell, Wanda Kar-
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41 East 42nd St., New York 17, N. Y.
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 Radio Time Buyer. David I. Levy
 Radio Dir. J. Gerald Gross
 Personnel Dir. & Librarian. Mary Riley
 Account Executives. Manus Roizen, Howard
 L. Paris, David I. Levy

Radio Accounts—E. W. Edwards & Son,
 Edwin R. Erickson & Assoc., Market Electric
 Products, Inc., Mastercraft Tire Corp., Park-
 side Furniture Co., Sattler's, South Side
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 Cecelia Long, Norman K. Vale

Branch Office

133 Wellington St. W., Toronto, Ontario
 Radio Dir. R. J. Avery
 Asst. to Radio Dir. D. R. Loney
 Phone ADelaide 0237

Radio Accounts—Montreal: Bristol-Myers
 Co. Of Canada, McColl-Frontenac Oil Co.,
 Ltd., Canadian Industries Ltd. (Paint &
 Varnish Div.), Canadian Industries Ltd.,
 (Agricultural Chemicals Div.), Canada Pack-
 ers Ltd., Heaters Ltd., Canadian Arena Co.,
 Pal Blade Corp., Montreal Shoe Stores.
 Toronto: Rexall Drug Company Ltd., Niagara
 Finance Company Ltd., L. K. Liggett Com-
 pany Ltd., Trans-Canada Credit Corp. Ltd.,
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100 East Chicago Ave., Chicago 11, Ill.
 Phone SUPERIOR 3486

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 Art Dir. George C. Kantor
 Production Mgr. H. H. Samet
 Space & Radio Time Buyers. William Perry,
 N. A. Berk

Radio Accounts—Auto Accessory Co., John
 S. Budd, Charnus & Cain, Chicago Interna-
 tional Co., H. C. Evans & Co., Lombardo
 Wine Co., Nu-DeH Mfg. Co., Winkenweder
 & Ladd, Inc.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, Ohio
 Phone PROSPECT 6171

Pres., Treas., Radio Dir. William Ganson
 Rose
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Branch Office

3719 Reading Rd., Cincinnati 29, Ohio
 Phone UNIVERSITY 1997

Manager. L. C. Brown
Radio Accounts—Bailey Co., W. B. Burke
 & Co., Cleveland Foundation, Cleveland Ses-
 quicentennial Comm., Essex Trust Co., Hig-
 gee Co., Mass. Mutual Life Insurance Co.,
 Public Square Relations.

ROSE-MARTIN, INC.

21 W. 46th St., New York 19, N. Y.
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 Account Executive. Irl W. Rose, 2nd

Radio Accounts—Public National Bank &
 Trust Co. of New York.

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160 Fifth Ave., New York 10, N. Y.
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Production Mgr.....E. Rose
Radio Accounts—Style-Rite Footwear Corp.

ARTHUR ROSENBERG CO., INC..

570 Seventh Ave., New York 13, N. Y.
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Economist.....Walter Alwyn Schmidt
Research Director.....Sam Haven
Copy & Plans.....H. B. Sadler,
Joseph Ellner
Radio Dept.....Arthur Rosenberg,
Samuel Rubenstein, Charles S. Silver
Radio Accounts—Longine-Witnauer Watch Co., Gleam Shampoo, Myer 1890 Beverages, Rigaud Perfumes, Miner's Inc. *Television Accounts*—Longine-Witnauer Watch Co.

ROSE, GARDNER & WHITE

2859 West 7th St., Los Angeles 5, Calif.
Phone DRexel 7211

APA

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Prod. Mgr.....William Schweit
Radio Time Buyer,
Pub. Dir., Copy Chief...Edward B. Ross
Media, Research Dir.,
Space Buyer.....Harold M. Gardner
Account Executives.....Edward B. Ross,
Harold M. Gardner, William B. Schweit
Radio Accounts—Lanz of Calif., S & S Products.

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521 N. La Cienega Blvd., Los Angeles 36,
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Phone BRAdshaw 2-1772

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Art Dir.....F. E. Deckard
Production Mgr.....Bertram Feinberg
Space Buyer.....Lynn Besser
Account Executives.....A. James Rouse,
Sanford Woolf
Radio Accounts—Elaine Barbara of Hollywood, Brian Mfg. Co., Culver of Calif., Har-

mony Wear, Lodge Monument Co., Peerless Platers, Perma-Nail Co., Jim Stuart Model Agency.

JULIUS J. ROWEN CO.

1991 Broadway, New York 23, N. Y.
Phone SChuyler 4-7800

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Art Dir.....Raymond Paul Rose
Prod. Mgr. &
Media Dir.....Maurice Mandell
Account Executives.....Julius J. Rowen,
Sol Klapper, H. B. Furber
Radio Accounts—C. H. Iden Co., Art Fireplace Co., English Silver Mfg. Co., House of Rothschild, Inc., Malone Products Corp., Millers for Men, Sylvia Shoes, Zuccas Restaurant.

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311 Alexander St., Rochester 7, N. Y.
Phone Stone 592

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Production Manager.....George Prince
Time Buyer.....J. Lawrence Kennedy
Radio Accounts—Genesee Brewing Co., Gold Tone Studios, The Pleasant Valley Wine Co.

LOWE RUNKLE COMPANY

1366 First National Bldg., Oklahoma City 2,
1366 First National Bldg.,

Oklahoma City 2, Okla.

Phone 3-5439

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Acct. Exec.....Harold Kranz
Art Director.....Einar Lundquist
Dir. of Radio.....Jack Leach
Radio Accounts—Borden Milk Co. (Oklahoma City plant), Cain's Coffe Co., Arkansas City Flour Mills, Local Federal Savings & Loan, Liberty National Bank, Dairy Council of Oklahoma City, Oklahoma Operating Co., Merit Mills, Inc.

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Phone MURray Hill 6-6400

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 Phone Franklin 0485

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 1660 No. Vine St., Hollywood 23, Calif.
 Phone Hillside 7593

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235 Montgomery St., San Francisco 4, Calif.
 Phone Edgebrook 4616

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 Phone MA 2413

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 80 Richmond St., W. Toronto, Ont., Canada
 Phone Adelaide 4069

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 Electric Auto-Lite Co., Garrett & Co., Lever
 Brothers Company, Lever Brothers Limited,
 Pharmaco, Inc., Lucky Tiger Company, H.
 C. Lytton Co., Owl Drug Co., Queen Anne

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 Co., Griesedieck Bros. Brewery, Pepsodent
 Co. of Canada, Taylor-Reed Corp., Wm.
 Wrigley Jr. Co., Bailey Schools, Savings
 Banks Assoc. of State of N. Y., Adler Com-
 pany, Allen Edmonds Shoe Corp., Allied
 Florist Association, American Recording
 Artists, American Fluoresit Co., Binyon Op-
 tical Co., Cloplay Corp., Clyde Porcelain Steel
 Corp., Inter-Coastal Co., Kick-a-way Gar-
 ments, Inc., Krey Packing Co., Sears Roebuck
 & Co., Seattle Luggage Co., Lone Star Cream-
 ery, Martha Maid Mfg. Co., Roundy, Peck-
 ham & Dexter Co., Thomas J. Lipton, Ltd.,
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 Phone Republic 7606

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 Account Executives.....John F. Hardie,
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Radio Accounts—Carlton Hotel, Penn-Cen-
 tral Airlines, Wardman Park Hotel, Wilkins
 Coffee.

BEN SACKHEIM, INC.

29 West 57th St., New York 19, N. Y.
 Phone ELdorado 5-6025

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Time Buyer.....Leonard H. Spring
 Publicity & Pub. Rel.....Margaret Halmy
 Research Dir.....Sylvia Sackheim
 Account Executives.....Robert Bard Bruck,
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250 Park Ave., New York 17, N. Y.
 Phone PLaza 5-1180

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 Copy Chief.....C. J. Masseeck
 Production Manager.....William Korcak
 Media Director.....James J. Freeman

Radio Dept.

Radio Director.....Stanley J. Keyes
Radio Accounts Placed—Benjamin Moore
 & Co., Copper & Brass, Inc.

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Phone Wabash 6245

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Radio Accounts—Lyson, Inc., Percy Wilson
Mortgage & Insurance Co.

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294 Washington St., Boston 8, Mass.
Phone Liberty 5332

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Prod. Mgr.....Joseph W. Bourke
Copy Chief, Radio-Tele Dir.,
Radio Time Buyer.....Phyllis Stohn
Media Dir., Space Buyer.....Leonard Meyers
Radio Accounts — Balch-Price Specialty
Shop, Conrad & Co., Dinty-Moore (Boston),
Kane Furniture Co., Lamson Hubbard, Se-
lect Fashions.

SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.
Phone Passaic 2-6951
ABP—PANY

Art Dir.....Tom Cuffari
Copy Chief, Radio &
Pub. Dir.....Edward Mandell
Media Dir. &
Radio Time Buyer.....H. Harvey Salow
Research Dir.....Belle Smith
Account Executives.....H. Harvey Salow,
George Riedl, R. E. Walsh
Radio Accounts—Franklin Trust Co., Mac
Lane Mfg. Co.

SAWDON ADV. COMPANY

480 Lexington Ave., New York 17, N. Y.
Phone PLaza 5-2516

Owner.....Frank B. Sawdon
Prod. Mgr.....Gas Havemeyer
Copy Chief.....M. Gold
Space Buyer.....Tom Tracy
Radio Time Buyer.....Shirley Carroll
Account Executives.....Frank B. Sawdon,
V. J. Sawdon
Radio Accounts—Case Clothes, Inc., Rob-
ert Hall Clothes, Lewis Apparel Stores.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone Market 2-0480
ANPA—APA—PPA

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V. P. & Treas.....Morris Scheck
Art Dir.....Ernest D. Barnham
Prod. Mgr.....John Zboyan
Copy Chief.....Carlton Smith
Space Buyer.....Frank M. Craumer
Radio Dir.....E. Grant Scheck
Account Executives.....William H. Andrews,
E. Grant Scheck, Morris Scheck, Julius
Scheck
Radio Accounts — Allenhurst National
Bank, Bender Corp., Chardavoyne Co., Ep-
pens Smith Co. (Holland House Coffee),
Federal Trust Co., Franklin-Washington
Trust Co.

SCHEIBNER, HUGO, INC.

111 West 7th St., Los Angeles 14, Calif.
Phone Michigan 6636

Pres., Radio & Tele Dir.-
Radio Time Buyer.....Hugo Schreiber
V. P., Art Dir.,
Prod. Mgr.....Melville M. Strann
Secty. & Treas.....M. C. Scheibner
Copy Chief.....Lynn Smith
Media Dir., Space Buyer
& Pub. Dir.....Roseblanche Lowry
Account Executives.....Irwin Salzman,
Lynn Smith, Rose Lowry, Hugo Scheibner,
Robert Deutsch

Branch Office

26 O'Farrell St., San Francisco 8, Calif.
Phone SUTter 5226

Radio Accounts—Bardon of Hollywood,
Calif. Fashion Trends, Giro's of Hollywood,
Hy-Art, Inc., Little Champ of Hollywood,
S. R. L. Mfg. Co., Taylor-Berke.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone ARmitage 1600

Pres., Media Dir.,
Space BuyerSydney R. Raike
Vice Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer.....C. D. Domin
Account Executives.....S. R. Raike,
J. E. Schenker, C. D. Dominguez

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

ABP

Owner.....William G. Scholts
Production Mgr.....L. G. Mhyro
Radio Dir.....T. D. Scholts

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone Gaspee 4813-4-5

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Russell C. Edwards
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Art Dir.....Horace Notte
Buyer Radio Time.....Claire R. Grenier
Research Librarian.....Ruth S. Kimball

Radio Accounts—Automobile Mutual In-
surance Co. of America, Beechwood Inn, The
Book Shop, Gladding's, Inc., Louttit Lau-
ndry, New England Bakery, The Short Line,
Stone Bridge Inn, United Electric Railways.

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Partners.....Marcel Schuloff,
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230 Sixth Ave., New York 20, N. Y.
Phone Circle 5-9090

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Time Buyers.....Robert W. Beatty,
James E. Schwencik

Radio Accounts Placed — Book-of-the-
Month Club, Wilfred Funk, Inc., Book Pre-
sentations.

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75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815
AAAA—ABP—ANPA—PPA—APA

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Copy Chief.....L. Krakover
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Prod. Mgr.....A. Fishburn
Art Dir.....A. Thaler
Comptroller.....H. Heilig
Acct. Exces.....E. Guy, C. H. Lillienfeld
C. Lillienfeld

Radio Dir.....Cecil Widdifield

Radio Accounts — Chicago Stadium, Con-
gress Cigar Co., Fox DeLuxe Beer, Hirsch
Clothing Co., Kitchlen Arts Foods, Linco
Products Co., National Small Business Men's
Assn., Puritan Co. of America, Salerno-Mc-
gowen Biscuit Co., Schutter Candy Co., Sealy
Mattress Co., Walgreen Co.

SCOTT'S AGENCY, INC.

11 Pemberton Sq., Boston 8, Mass.
Phone CAPitol 2425

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Radio Dir. & Buyer
Radio Time.....George L. Stingel
Secty.....Persis H. Kirwin

J. B. SEBRELL ADV. AGENCY

300 So. Los Angeles St., Los Angeles 13, Calif.
Phone Va 4616
ABP—APA

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Art Dir.....Allen Todd
Prod. Mgr.....Harry Page
Copy Chief.....Dorothea Hill
Space-Time Buyer,

Radio Dir.....Peggy Thomas
Publicity Dir.....Harry Page
Account Executives.....J. B. Sebrell,
Harry Page, George Armstrong

Radio Accounts—Frantz Industries, Palley
Supply, Stock Market Inst.

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919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045

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Radio Director.....Jack Simpson
Time Buyer.....June Jackson

Branch Offices

Lemcke Bldg., Indianapolis 4, Ind.
Market 1395

Vice-President.....Paul Richey
1469 N. Vine St., Hollywood, Calif.
Phone, Hempstead 7824

Resident Manager.....Lou Place

Radio Accounts: Bowers Lighter Co., Bow-
ers Mfg. Co., Brown & Williamson Tobacco
Corp., Fitzpatrick Bros., Oxford Products
Co., Rhodes Pharmacal Co., The Pinex Co.,
W. A. Sheaffer Pen Co.

ROSCOE W. SEGAR, ADV. AGENCY

2125 N. E. 48th Ave., Portland 13, Ore.
Phone Tr 3445

Owner-Manager.....Roscoe W. Segar
Sec.-Treas., Radio Dir.....D. D. Segar

Radio Accounts—Spot: Geo. B. Wallace
Co. (Studebaker), Niklas & Son, Florists.

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127 Montgomery St., San Francisco 4, Calif.
Phone Ga 0360

ANPA

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Radio Dir.....Sam P. Moore
Account Executives.....Norman L. Cotton,
Frederick Seid

Radio Accounts—The August E. Drucker Co., Gene Comptons Corp.

SEIDEL ADV. AGENCY, INC.

Times Bldg., New York 18, N. Y.
Phone PENnsylvania 6-0491

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Vice Pres.....Arthur A. Judson
Secty.....Irma Lee Seidel
Art Dir.....Oscar Harris
Prod. Mgr. Media &

Research Dir.....Charles Garven
Copy Chief.....Jackie Rose
Space Buyer.....Ann Stell
Radio Dir. & Time Buyer....Reid Lighton
Account Executives.....Jeanne McEwen,
Robert Seidel, I. Brown, Russell Fradkin,
Bradshaw Thurston, Jean L. Malchin, Sidney Bernan

Radio Accounts—Ringling Bros. Barnum & Bailey Circus.

SEWELL ADV. AGENCY

730 Gravier St., New Orleans 12, La.
Phone Raymond 7114

PresidentGranville Sewell
Radio Dir.....K. B. Thompson
Art Dir.....C. Earl
Publicity Dir.....Sam Montague
Account Executives.....Sam Montague,
K. B. Thompson, Robert Claire

Radio Accounts—Central Savings & Loan Assn., The Howell Co., Station WNOE, Union Savings & Loan Assn.

**SHAFFER, BRENNAN, MARGULIS
ADV. CO.**

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Phone MAin 2579

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Partner-Space Buyer.....
Radio Dir.....Sam B. Margulis
Partner-Space Buyer.....S. I. Rosenfeld

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Phone Rittenhouse 6-3656

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Secty.Martin Sacks
Radio Dir.....Matilda Jacoby
Account Executives.....Edward Shapiro,
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Radio Accounts—Benn Tailors, Corlies, Mort Farr, Louis-Harold Furniture Co., Phila. Toilet & Laundry Co., John P. Schmidt.

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone, GRamercy 5-5560

ABP

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Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief..Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Rose Madie Vitanza
Production Mgr.....O. Weiner

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228 N. LaSalle St., Chicago 1, Ill.
Phone Dearborn 5082

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V. P. Chg. Radio.....Edmund B. Abbott
Secty.Augusta Young
Treas.....Rush W. Brisbane
Prod. Mgr.....Patricia B. Hall
Copy Chief.....Jo Ann Munson
Media Dir.-Space Buyer...Florence Cruzen
Personnel Dir.....Robert Jacoby
Librarian.....Lorene Huppert
Account Executives....Edmund B. Abbott,
E. J. Conlon, Betsy Tyroler, W. J. Wilmont

Radio Accounts—College Inn Tomato Juice Cocktail, Dormeyer Corp., Groves Shoe Co., Lumbermen's Mutual Casualty Co., Standard Milling Co.

J. WM. SHEETS

Central Bldg., Seattle 4, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts—Skinner & Eddy Corp.

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA

President.....George H. Sheldon
 Vice-President.....L. C. McElroy
 Time Buyer.....Catherine Wohlpart
 Treasurer & General Manager....J. F. Quick
Radio Account Placed—Chas. E. Hires Co.,
 Inc., Commercial Credit.

SHERMAN & MARQUETTE, INC.

919 N. Michigan Ave., Chicago 11, Ill.
 Phone Delaware 8000
 ABP—ANPA—PPA—NOAB—APA
 President.....Stuart Sherman
 Treasurer.....Arthur Marquette
 Vice Presidents.....Carl S. Brown,
 Larry Wherry, Louis E. Tilden
 Radio Director.....Louis E. Tilden

Branch Office

10 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 6-1550
 Vice-Pres. & Eastern Mgr...Carl S. Brown
 Vice-President.....Basil W. Matthews
 Supervisor of Radio.....Robert Weenolsen

Radio Accounts—The Quaker Oats Company (Quaker Puffed Wheat & Puffed Rice Sparkies), P&G (Ten, Pettijohns, Ful-O-Pop Foods), W. F. McLaughlin & Co. (Manor House Coffee, Manor House Tea), Sterling Drug Inc., (Dr. W. B. Caldwell Co. Division, Dr. Caldwell's Laxative Campho-Phenique), Colgate-Palmolive Peet Company (Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Soap, Colgate Rapid Shave Cream, Colgate Brushless Shave Cream, Cashmere Bouquet Tale, Cashmere Bouquet Face Powder, Cashmere Bouquet Beau Cake, Ajax Cleanser).

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 Frieda W. Siesel
 Art Dir.....Jerome S. Niblette
 Prod. Mgr.....M. Sweeney
 Space Buyer &
 Buyer Radio Time.....Harold Schindler
 Account Executives.....Harold J. Siesel,
 Harold Schindler

THE SIGNET CORP.

188 W. Randolph St., Chicago 1, Ill.
 Phone State 2254
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 Pub. Dir.....Karl A. Kopetzky
 V. P., Prod. Mgr.,
 Space Buyer.....Jacqueline J. Silver
 Secty.....Samuel G. Rautbord
 Dir. Radio &
 Tele-Time Buyer.....Al Milton
Radio Accounts—K & K Studios, Lukko
 Sales Corp., Powell Products.

BILL SILBERT ADV.

435 Book Bldg., Detroit 26, Mich.
 Phone Cherry 3353-6567
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 Media Dir. & Secty.....Jeanne H. Lorenz
 Radio Dir.....Harry Howe
Radio Account—Copacabana Restaurant
 (Breakfast at the Copa).

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 Secty. & Treas.....Carmen Guyot
 Art Dir.....Edward Zubbrick
 Prod. Mr.....Graves Urquhart
 Radio & Pub. Dir.....Clifford Stodgell
 Buyer Radio Time.....Marion Azzarello
 Research Dir.....Phil W. Tobias, Jr.
 Account Executives.....Phil W. Tobias, Jr.,
 F. M. Simmonds, James A. Greig, Russell
 Mullins, Albert M. Wolf, Clifford Stodgell

Branch Office

611 Olive St., St. Louis 1, Mo.
 Phone GARfield 6357
 V. P. & Mgr.....Merle Fuller
 Asst. to V. P.....Dorothy Van Horn

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280 Madison Ave., New York 16, N. Y.
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 ANPA
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 Secretary-Space Buyer.....Anita Chinkel
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 Art Director.....Doris Brinkerhoff

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 Copy.....Don Anderson, F. C. Cogburn
Radio Accounts—American Snuff Co.,
 Barton Chemical Co., Donald Furniture
 Co., Eagle Manufacturing Co., Farrell-Calhoun,
 Inc., Graham Furniture Co., The
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 Foods).

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 Partners.....Leonard N. Simons, Lawrence
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 General Manager.....Ivan Frankel
 Radio Director.....A. Glenn Kyker

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Carole Bresson, Rudy Simons.

Radio Accounts—Benrus Watch Co., Carbonated Beverages, Cunningham's Drug Stores, Detroit Free Press, Dossin's Food Products, Ehrlich's Jewelers, Forest Cleaners, Grinnell Bro., Harry Suffrin, House of Modern Chairs, Koepplinger Bakery, Lafayette Motors, Mac-O-Lac, Mich. Bottle Exchange, Rogers Paint Products, Sallan Jewelry, Scotland Wollen Co., The Schmidt Brewing Co., Simmons & Clark, Velvet Peanut Products, Taylor's, Inc., United Shirt Distributors, Wrigley's Super Markets. *Television Accounts*—General Electric Supply Corp., Grinnell Bro., Harry Suffrin.

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24 West 40th St., New York, N. Y.
Phone Wisconsin 7-8765
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Secretary & Treasurer.....Marvin Small
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Radio Accounts—Media, Samuel Leddy.

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Prod. Mgr.....L. M. Fallon
Copy Chief.....Robert E. Jackson
Media Dir. &
Radio Dir.....E. R. Appel
Space Buyer.....H. D. Peltier
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Radio Accounts—Peerless Mfg. Co., Stratton & Terstegge Co.

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Acct. Execs.....Charles Ganz
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7312 Empire State Bldg., New York, N. Y.
Phone LOngaere 3-4107

Manager.....Earl Dumont
611 Loews-Warfield Bldg., San Francisco, Cal.
611 Loews-Warfield Bldg.,
San Francisco, Calif.
Phone ORDwan 3-7967

Manager.....Robert Selby
Radio Accounts—Milani Food Products, Shalimart, Inc., J. E. Coberly, Inc., Ice Follies, Ice Capades, Seaboard Finance Co., Pan Pacific Inc., Western Harness Racing, Crowley Camera Co.

Television Account—Pan Pacific Auditorium.

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George C. Mansfield, Jr., Meyer Cummins
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Prod. Mgr.....Sanford A. Weintraub
Dir. of Radio.....Hal C. Lewis
Dir. Media & Research.....Mary C. Wilson
Radio Accounts—Dr. Pepper Bottling Co. (Dr. Pepper), Elks Committee Against Un-Americanism, Hawaiian Athletic Corp., Honolulu Rapid Transit Co., La Hula Rhumba, Nesbitt's Bottling Co., Pacific Sales Co., Travel Air, Inc.

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Phone, AT 9312
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Copy & Production.....Les Sterne
Copy.....Virginia Volkay
Account Executives.....Lambert S. Smith,
Vaughn R. King, R. P. Taylor, T. J. MacWilliams, Virginia Volkay, Cook Thompson.

Radio Accounts—Pittsburgh Brewing Co., Spear & Company, Pittsburgh Provision & Packing, Fashion Hosiery, Dad's Old Fashioned Root Beer, Sealy Mattress Co., Dr. Ellis Sales Co., Franklin Furniture Mfg. Co., Polar Water Co.

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Radio Account—Look, Inc. (Des Moines).

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Phone, Delaware 5030

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Radio Director. Muriel Wageman
Radio Accounts—Bowey's, Inc., Sunway
Vitamin Co., J. P. Harding Restaurants, Old
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W. A. SOUDERS & ASSOCIATES

735 Bryden Rd., Columbus, Ohio
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Radio Accounts—Radio Station WTAG.

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Phone 4-6868

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Stephen M. Webb
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Space Buyer. Rosemary Marioni
Radio Accounts—Best Ice Cream Co., C.
E. Chappell & Sons, Inc., Chase Clothes, Inc.,
Grange Silo Co., Inc., Peoples Ice Co., Net-
leton Shops, Inc., Greenway Brewery Co.,
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Phone Pacific 2102

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of Canada Limited, R. C. A. Victor Company,
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Account Executive. Henry Heller
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Branch Office

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Phone EX 24713

Manager. John J. Casey
Radio Accounts—Southern California, Den-
tal offices of Dr. Beauchamp, Model Furni-
ture Mfg. Co., Victor Chemical Co., Murphy
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Phone Trinity 8821

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Account Executives. Nat Jeffras,
Clinton Campbell.

Radio Dir. Ed. Bloodworth
Radio Accounts—Signal Oil Company,
Shontex Co., E. F. Hutton & Co.,

STEELE ADV. AGENCY, INC.

1032 M & M Bldg., Houston, Tex.
Phone Charter 4-6408

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Radio Dir. Jim Sanders
Continuity Editor. Betty Cantrell
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Food Products, Camellia Creameries, Crus-
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Beauty Lotion, Stewart & Stevenson Serv.,
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Television Accounts—Winston Electric.

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Phone 4-9339
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Radio Accounts—Wicks & Greenman, Cornhill Bldg. & Loan Ass'n.

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Radio Accounts—Ohio Oil Co., Cincinnati Gas & Elec. Co., Central Trust Banking Institution, Cincinnati Enquirer, Sperti, Inc., Gibson Wine Co.

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Copy, Idea Man.....Lionel Bell
Copy.....Barbara Hathaway
Idea man, contacts.....Bill Deming
General, Production.....Gloria Velarde
General, Production.....Ellen Jensen
Radio Accounts—Taylor Automobile Co., Western Auto Supply Co., Wilder's, Inc. (Furniture), Stout Motors Trailer Division, So. Figueroa Automotive Business Association.

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Asst. Radio Director.....Mary H. Taylor
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Assistant General Manager....Frank Finney
Secretary.....F. S. Park
Treasurer.....Fred Hellar
Director of Radio.....Howard Miller
Radio Accounts—Doan's Pills, Ice-Mint, Allen's Foot-Ease, Beechan's Pills, Espotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

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 Production Manager.....James J. McCabe
 Sales Director.....Robert N. Sullivan
 Radio Director.....Eugene F. Stafford
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Branch Office

22 Monument Sq., Portland, Me.
 Phone 3-1255

Radio Accounts—Revere Racing Assn.,
 Wilmot H. Simonson Co., Shields Electric
 Co., F. H. Snow Canning Co., Hamid-Morton
 Circus, Eastern Mass. St. Ry., Kaiser-Fraser
 of Mass., U-Dryvit Auto Rental, Alves Photo
 Service, Bay State Midget Auto Racing Assn.,
 Middlesex County Natl. Bank, Hugh Clay
 Paulk Co.

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 Phone PLaza 9-3080

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 Vice-President.....R. T. Colwell
 Vice-President.....S. H. Bayles
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 W. M. Spire, A. K. Ekenies.

Radio Production Mgr.....P. H. Cohen
 Copy Chief.....C. J. Dillon
 Art Director.....Robert West
 Media Director.....F. Minchan
 Merchandise Dir.....D. J. O'Meara
 Treasurer.....T. N. Weatherby
 Research Director.....L. H. Wood
 Radio Producers.....Tom Vietor (N. Y.);
 Richard Uhl (Hollywood)

Branch Offices

1607 Vista del Mar Ave., Hollywood 28, Calif.
 Phone Gladstone 5048 — Hillside 2119
 Director.....J. Van Nostrand

Radio Accounts Placed—Carter Products,
 Inc., Noxzema Chemical Co., Smith Bros
 Inc., Whitehall Pharmaceutical Co.

Radio Accounts—Carter Products, Inc.,
 Noxzema Chemical Co., Smith Bros., Inc.,
 Whitehall Pharmaceutical Co., Levin Bros., Sil-
 verdust & Lifebuoy, J. H. Silbert Co., Mc-
 Cormick & Co., Inc.

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 Account Executive.....T. M. Gregory
Radio Account—Network: Firestone Tire
 & Rubber Co.

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 Vice-President.....A. A. Sylvester
 Sec'y-Treas.-Media Dir. & Sp. Byr...M. Meeder

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Lewis Tower, Philadelphia 2, Pa.
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 Radio Director.....M. Taylor
 Copy Chief.....Raymond H. Love
 Art Director.....E. Chudhoff
Radio Accounts—Adelphia Industries,
 Brooks Shoe Mfg. Co., General Auto Rental
 Co., Lester Lee Laboratory.

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Radio Tele Time Buyer.....Linnea Nelson
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 Phone Hillside 7241

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410 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 0303

Vice-President and General Manager,

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Radio Director.....Harold R. Rorke
 Radio Tele Time Buyer.....Margaret Wylie
 320 Calif. St., San Francisco, Calif.
 Phone Garfield 3510

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 Radio Director.....Henry M. Jackson
 Radio Time Buyer.....Frances Young
 615 South Flower St., Los Angeles 36, Calif.
 Phone Madison 2661

General Manager.....Robert B. Shirey
 Radio Time Buyer.....Jane Hubert

Radio Accounts—Atlantis Sales Corp., P.
 Ballantine & Sons, Bowman Dairy Co., Bate-
 man, Eichler & Co., Eastman Kodak Co., El-
 gin National Watch Co., Fanny Farmer
 Candy Shops, Ford Dealer Advertising
 Groups, General Cigar Co., Glass Container
 Manufacturers' Institute, J. T. Hardman Hat
 Company, Johns-Manville Corp., Kraft Foods
 Co., Langendorf United Bakeries, Inc., Lever
 Brothers Co., Libby, McNeill & Libby, Lin-
 wood Poultry Co., Northern Trust Co., Pan
 American World Airways, Penick & Ford,
 Ltd., Inc., Planters Nut & Chocolate Co.,
 RCA Victor-Division of Radio Corporation
 of America, Safeway Stores, Inc., Shell Oil
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 Foods, Standard Brands Inc., Swift & Co.,
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 Commission, Weco Products, The J. B. Wil-
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Production Manager.....Jay R. Wieder
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Copy Chief.....Ben E. Laitin
Research Director.....Leonard Tarcher
Acct. Exces.....Jack D. Tarcher, George R. Marek, E. C. Ridley, K. N. Whatmore.

Radio Accounts—Benrus Watch Co., Frank H. Fleer Corp., McKesson & Robbins, Inc., Personna Blade Co., Seeman Bros., Inc., Julius Wile Sons & Co.

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70 East 45th St., New York 17, N. Y.
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Phone Mitchell 2-2561

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Radio Dir. & Buyer Radio Time...N. Tokar
Acct Exces.....Allan Pattiner, M. E. Bach

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505 Insurance Bldg., Madison 3, Wis.
Phone Fairchild 870

ANPA—PPA—APA

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Radio Director.....Edward R. Kirley

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Asst. Sec. & Treas.....Philip A. Baecker
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Treasurer.....J. H. Wellenkamp
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Time Buyer.....E. Parker
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Account Managers.....Raymond P. Locke,
Morris Hite, Dan Gillean, Scott Leonard,
Ernest Lovan, J. W. Moffett, G. D. Ad-
dington

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Art Director.....L. Blancett
Production Manager.....F. Schultz
Radio Accounts — Borderland Citrus Groves, Valley Grande Academy.

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683 Fifth Ave., New York 22, N. Y.
Phone ELdorado 5-7085

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Vice-President.....Charlotte Rains
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lage Foods, Inc., James McCreery, L. Bam-
berger & Co., Dolcin Limited, Dolcin (Great
Britain) Ltd., Street & Smith, Suburban
Propane Gas Corp.

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Phone 9-3453-4
PPA

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Prod. Mgr. & Radio Dir..... E. J. Logie
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664 No. Michigan Ave., Chicago 11, Ill.
Phone Delaware 3122
NOAB—PPA—APA

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Account Exec..... W. F. Barkow
Account Exec. & Space Buyer... F. J. Guzik
Radio Accounts—Local Loan Co., Pyroil Co.

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Court Square Bldg., Baltimore 2, Md.
Phone, LExington 5400
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Space Buyer..... G. M. Talbot
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Account Executives..... Booth Luck,
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Radio Accounts—Miles Laboratories, Inc.,

Murphy Products Co., Morris B. Sachs, Wear Proof Mat Co., Hoover Liniment Co., Haske-lite Mfg. Corp., Wait-Cahill Co.

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Public Relations..... G. W. Young
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V.P. & Director..... R. C. Woodruff
Radio Contact..... William G. Beal
Producers..... Victor Maitland,
T. Blair Wallace, Fred L. Newmeyer
Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.
Eastern Radio Supervisor..... Victor Seydel
Radio Accounts—Duquesne Brewing Company, Chartiers Valley Brewing Co., Henry Lohrey Packing Co., Vimco Macaroni Company, Clearfield Fur Company, Mail Pouch Tobacco Co., Colonial Biscuit Company, Sterling Oil Company.

WALLACE-FERRY-HANLY CO., INC.

430 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4462

Manager..... C. L. Collette

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone Rittenhouse 6-7500

ANPA—PPA—APA—NOAB—ABC

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Vice-Presidents..... Robert Y. Brown,
Walter L. Stocklin, Ralph K. Strassman,
William R. Farrell.
Secretary-Treasurer..... William A. Dunn
Dir. Radio Dept..... Diana Bourbon
Branch Offices

411 Madison Ave., New York 22, N. Y.
Phone PLaza 3-7120

Vice-President..... R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Phone Hillside 9221
Radio Director..... Diana Bourbon
Radio Account—Campbell Soup Co.

WILLIAM WARREN AGENCY

122 E. 42nd St., New York 17, N. Y.
Phone LExington 2-1795
PANY

Owner..... H. Solow, Sr.

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 Copy Chief.....N. Kronfeld
 Media Dir. & Radio Time Buyer
 H. Solow, Jr.
 Radio Director.....R. N. Thomson
 Television Director.....S. P. Jackson
 Personnel Director.....Wm. Warren Solow
Radio Accounts — Alexander Stores, Inc.,
 Amalgamated Bank of N. Y., Brooklyn Professional Football Club, Flag Pet Food Corp.,
 Herberts Blue White Diamonds, Pic Magazine,
 Strauss Stores, Inc.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
 Phone Murray Hill 6-8585
 AAAA—ANPA—PPA—ABP—ABC
 APA—NOAB
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 Vice-Presidents.....Henry Legler,
 S. O. Youngheart, J. R. Warwick, Lester
 M. Malitz, Arthur Deerson, C. E. Staudinger.
 Radio Director.....Tevis Hulm
 Branch Office
 6331 Hollywood Blvd., Hollywood 28, Cal.
 Phone Hempstead 8163
 Radio Director.....Cecil Underwood
Radio Accounts—Pabst Sales Co., Equitable
 Life Assurance Society of the U. S., Farnsworth
 Television & Radio Corp.

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
 New York 17, N. Y.
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 AAAA—ABP—ANPA—PPA—
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 V.P. & Radio Tele Dir.....C. H. Cottington
 Asst. Radio Director.....Joe Brattain
 Time Buyer.....Keith Shaffer
 Radio Producers.....Charles F. Lowe,
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 Branch Offices
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 230 N. Michigan Ave., Chicago, Ill.
 Phone Randolph 4952
 Vice-President.....L. R. Northrup
 5225 Wilshire Blvd. Los Angeles, Calif.
 Phone Webster 3-5125
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 Phone Atlantic 1223
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 Okla. City 2-0603
 Vice-President.....Harold Halsell
 749 Yonge St., Toronto, Canada
 Randolph 5187
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Radio Accounts—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co.,
 Consolidated Cigar Co., Carnation Co., Acme
 Flour Mills Co., Albers Milling Co., Peter
 Fox Brewing Co., Zonite Products Corp.,
 Primrose House, Inc., S. C. Johnson & Sons,
 Inc., Nash Coffee Co., Salisbury & Saterlee
 Co., Anderson-Pritchard Oil Corp., Kreml
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 Jacob Riess Bottling Works, Inc.

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6 E. 39th St., New York 16, N. Y.
 Phone MU 5-8950
 ABP—PPA—NOAB—ANPA
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 Treasurer.....H. L. Waters
 Radio Director.....Louis Landesman

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205 S. Cheyenne Ave., Tulsa 3, Okla.
 Phone 3-8108
 ABP—APA—SAAA—SNPA
 President.....Don Watts
 Vice-President.....Leslie S. Hauger
 Secretary-Treasurer.....Oscar Payne
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 Time Buyers.....Don Watts, Leslie S. Hauger
 Continuity.....M. J. Smith
 Branch Offices
 1801 San Jacinto, Dallas, Texas
 Phone Riverside 5625
 Manager.....Burke Gilliam
 Account Executive.....R. S. Hauger
 319 Central Building, Wichita, Kansas
 Phone 3-5200
 Manager.....Howard Whitehead
Radio Accounts—Oklahoma Tire & Supply
 Co., Kidds Cola, Tulsa Federal Savings &
 Loan Association, United Federal Savings &
 Loan Association, Tennessee Dairy, Jif-O-
 Wax, Bell Oil & Gas Company, Mid-West
 Chevrolet Corp., Good Luck Oil Company,
 Arnholz Coffee.

TUCKER WAYNE & CO.

Ten Pryor St. Bldg., Atlanta 3, Ga.
 Phone Walnut 6701-2
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 Vice-Pres. & Time Buyer.....C. C. Fuller
 Radio Director.....D. D. Connah
Radio Accounts—Southern Bell Telephone
 & Telegraph Co. (Regional), Southern Spring
 Bed Co. (Regional), American Bakeries Co.
 (Regional), J. Allen Smith & Co., The
 Schwab Co., Scripto Mfg. Co.

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777
AAAA-APA

Owner & Chief Radio Buyer..Luther Weaver
Director of Radio.....Luther Weaver
Radio Accounts—Minnesota Federal Savings & Loan Association, Twin City Wholesale Grocer Co., T. Ruben, Inc.

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816 West 5th St., Los Angeles 13, Calif.
Phone Trinity 2153
APA

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Treasurer.....Irene Boyle
Space & Time Buyer.....Jeanne Messner
Production Mgr.....Richard L. Hixon
Art Directors.....Robert Magee,
James N. Hastings
Account Executives....Joy Garrison Berghell,
Vaughn Shedd

JOHN P. WEIDENHAMER & ASSOCIATES

26 N. 18th St., Harrisburg, Pa. (Box 1024)
Phone 4-1808
AAAN

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Sec'y-Radio Dir. & Buyer Radio Time
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Treas. & Prod. Mgr.....F. F. Bratten
Art Director.....D. H. Bates
Radio Accounts—Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., Ryder's Dairy, E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

ARMAND S. WEILL CO.

170 Franklin St., Buffalo 2, N. Y.
Phone Washington 6250
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Exec. V. P.-Treas.....Harold C. Desbecker
V.P. & Radio Dir.....Robert K. Weill
Radio Accounts—Chalmers Gelatine Corp., John Wiley Jones Co., Maloney Bros. Nursery Co., Inc., Templetons, Inc., S. C. Wells & Co.

MILTON WEINBERG ADVT. CO.

325 W. Eighth St., Los Angeles 14, Calif.
Phone Tucker 4111
ANPA-PPA-ABC-APA

President & Time Buyer..Bernard Weinberg
Media Director.....E. Cousino
Radio Director.....W. H. Krauch
Radio Accounts—Capitol Milling Co., Hollywood Film Studios, Hollywood Pantages Theater Corp., Hollywood Turf Club, May Co., Midtown Catering So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

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30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 74282
ANPA-PPA-NOAB

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V.P. & Gen. Mgr.....John D. Scheuer
Exec. V.P.Elkin Kaufman
V.P. in Chg. RadioHarry Trenner
V.P. & Copy ChiefKennon Jewett
TreasurerWilliam Gallow
Research Dir.Dr. Leon Arons
Radio Director.....Theo. Gannon
Media DirectorWilliam Gallow
Production ManagerNorman Bertels
Radio Accounts—Anchor Hocking Glass Corp., Helbros Watch Co., Frank H. Lee Co., Seeman Bros., Inc. (Air-Wick), Trimount Clothing Co, Inc., Wings Skirt Co., Nutri Cola, International Corp. (spot).

WALTER WEIR, INC.

250 W. 57th St., New York 19, N. Y.
Phone Columbus 5-0744

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Vice-President.....G. Baird
V.P. & Acct. Exec.....W. B. Downes
V.P. & Art Director.....A. E. Macon
Sec'y. & Treas.....M. B. Solomon
Prod. Mgr.....R. E. McKean
Account Executive.....Meyer Sacks
Radio Accounts—Federation for Railway Progress, Wyler Watch Agency.

WEISS & GELLER, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-4070
ANPA-PPA-NOAB

PresidentMax A. Geller
Media Director & Radio...Lester J. Mallets
Copy Director.....Peter Artzt
Production Manager.....Sally Green
Account Executive.....Joseph H. Curtis
Space Buyer & Office Mgr....Max Tendrich
Radio Accounts—Columbia Pictures Corp., Albert Ahlers, Inc., Nedick's Inc., Rensie Watch Co., Inc., United Artists Corp., Truval Mfrs., Flagstaff Foods.

JOSEPH R. WEISSER, CO.

101 Tremont St., Boston 8, Mass.
Phone Hancock 1214-5-6

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Production Manager.....P. Iandoli
Copy Chief & Radio Time Buyer..S. L. Owens
Space Buyer.....M. Golden

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11 W. 42nd St., New York 18, N. Y.
Phone, WIsconsin 7-5978
ANPA-PPA

OwnerEd L. Wertheim
ManagerEd T. Wertheim
Account ExecutivesM. George,
E. Taylor Wertheim.

WESTHEIMER & CO.

315 North Seventh St., St. Louis 1, Mo.
Phone Garfield 4080

ABP—NOAB—ANPA—PPA—APA

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Vice-Pres. & Copy Chief. Samuel Westheimer
Vice-President.....Wm. H. Mullgardt,
Wm. M. Wider, Emma D. Brohr.

Assistant Executive.....Barbara Block
Production Manager.....Earl Torloting
Time & Space Buyer.....Julia Ballweg

Radio Accounts—Schutter Candy Co. (Old Nick & Bit-O-Honey candy bars), Centlivre Brewing Corp., Sears, Roebuck & Co. (St. L.), Schneider Jewelry Co., Bettendorf's Super Market, Vatterott Realty Co., Staten Island Cleaners, St. Louis County Tile Co., Peter Eckrich & Sons (Packing), Tiptop, Inc. (Kiddie Cookies), Snow Crop Frozen Foods Co., Big 4 Chevrolet Co., Valley Farm Dairy Co.

WESTON-BARNETT, INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone 4677

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President.....Wells H. Barnett
Vice-President.....Phillips Taylor

Branch Office

520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

Vice-Presidents.....A. C. Barnett,
M. C. Swartz

Radio Accounts—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

TOM WESTWOOD ADV. AGENCY

416 West 8th St., Los Angeles 14, Calif.
Phone TRinity 8496-7

Owner & President.....Tom Westwood
Time Buyer.....Callie B. Wilkerson
Traffic Dept.....Agnes Bennett

Radio Accounts—Hebrew-Christian Hour, Wings of Healing, Voice of China.

FRANK E. WHALEN ADV. CO.

15 W. 10th St., Kansas City 6, Mo.
Phone, Victor 7200

ANPA—PPA—APA—ABP—NOAB

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Sec. & Treas.....J. W. Whalen
Account Executives.....L. P. Staples, W. F. Pralle, S. Williams.

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605 W. Washington Blvd., Chicago 6, Ill.
Phone Randolph 6498

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Secretary-Treasurer.....Lew E. Selby
Publicity Director.....Robt. B. Wright
Art Director.....J. Russell Williams
Space Buyer-Radio Dir.-Time Buyer
Wayne G. Williams

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271 Madison Ave., New York 16, N. Y.
Phone, LExington 2-3493

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Vice-President.....George L. Miller
Secretary.....William F. Adams
Space Buyer.....Mrs. I. Randall
Production Manager.....M. J. Osias

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Phone 4-9154

ABP—NOAB—APA—NAAN

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Acct. Execs.....N. A. Winter, Jr.,
T. Bryce Spruill

Art Director.....Fred Stewart
Space Buyer-Time Buyer.....Rex R. Hall

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76 West Adams, Detroit 26, Mich.
Phone CAdillac 1865

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PPA—APA

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Vice-Presidents.....A. D. Conkey,
John Dow

Secy.-Treas.....C. M. Jickling
Acct. Exec.....R. E. Mulvogue
Art Director.....C. S. Brown
Radio-Television Director..J. A. Christensen
Asst. Radio Director.....Cyrilla Anderson
Women's Features.....Patricia Tobin
Sports Commentator.....Don Warwick
Continuity Supervisor.....Ruth Rice
Radio Account—The J. L. Hudson Co.
Television Account—The J. L. Hudson Co.

LESTER "L" WOLFF, INC.

14 E. 39th St., New York, N. Y.
Phone MU 5-7817-8

ABP—PPA

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General Manager.....Raymond F. Phaneuf
Art Director.....Louis DeNunzio
Media Director.....Victor Nottingham
Production Manager.....Joseph Weiss
Director of Publicity.....Mark Sufriu
Radio Director.....Yvette Kass
Director of Television..Raymond F. Phaneuf

Radio Accounts—Quality Fruit Wine Co., Better Cars, Inc. *Television Accounts*—Better Cars, Inc.

. . . **ADVERTISING AGENCIES** . . .

WOODARD & FRIS, INC.

24 James St., Albany 7, New York
Phone 4-5007; 4-7081

President.....Tedford L. Woodard
Secretary-Treasurer.....R. David Fris
Radio Director.....Mary Elizabeth Gaynor
Radio Accounts—Old Capital Motors, Gate-
way Motors, Hall & Co., Inc., McManus &
Riley, Pen Crafts, The First Trust Co. of
Albany.

THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.
Phone Wisconsin 7-0380
ABP—ANPA—PPA

Owner.....Albert Woodley
Vice-President.....Louis De Garmo
Space Buyer.....Edith M. Knoth
Radio Accounts Placed—Railroad Federal
Savings Association.

WORLD WIDE ADV. CORP.

11 W. 42nd St., New York 18, N. Y.
Phone LO 5-1500

President.....E. M. Scholz
Secretary.....Helen Karrow
Treasurer.....Suzanne Carlin
Radio Accounts—Parmelee Transp. Co.,
National Transp. Co.

WORTMAN, BARTON & GOOLD

345 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 4-2756
APA—NOAB—ANPA—PPA

President-Treasurer.....E. B. M. Wortman
V.P.-SecretaryD. Wortman
Radio Time Buyer.....Hortense Essler
Radio Director.....Roy de Groat
Radio Account—Harrisburg Steel Corp.

**ROBT. B. YOUNG, ADVERTISING
AGENCY**

625 Market St., San Francisco 5, Calif.
Phone SU 1-5411
AAAN—APA—PPA—ABP

President & Space Buyer.....R. B. Young
Secretary.....Wm. Misselwitz
Copy Chief & Pub. Dir....Morrison Stewart
Radio Dir. & Time Buyer.....W. O'Neill
Radio Accounts—Northern Calif. Floral
Industry, Sierra Candy Co.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 3-8400
ANPA — PPA — APA — AAAA —
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V. P., Personnel Dir.

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Associate Director of Radio, Manager of
Radio Time Buying.....Carlos Franco
Manager, Radio Commercial Copy
John L. Swayze
Supervisor, Television Department

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Commercial Motion Pictures..John F. Barry
Radio Business Manager..Frederick A. Zaghi
Radio Publicity Director.....Harry Rauch

Branch Offices
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 2734

Manager Radio.....Walter Bunker
Vice-President.....Don Barr
333 North Michigan Ave., Chicago 1, Ill.
Phone Central 9389

Vice-President-Manager....John F. Whedon
Vice-President.....D. G. Schneider
7430 Second Blvd., Detroit 2, Mich.
Phone Madison 4300

Vice-President & Manager....Elliot E. Potter
235 Montgomery St., San Francisco 4, Calif.
Phone Exbrook 6685

ManagerHoward Williams
V. P., Managing Director of Canadian Offices
A. R. McGill
660 St. Catherine St., West, Montreal, Que.
Phone Plateau 4691

Manager.....L. C. Arbuthnot
80 King Str., West, Toronto, Ont.
Phone Elgin 5347

V. P., and Director of International Division
Lorimer B. Slocum
24 St. James St., London, S.W.1, England
Managing Director.....George D. Bryson
Plaza de La Republica 46, Mexico, D. F.
Manager.....Sterling Wheeler

F C C AND N A B

**FEDERAL
COMMUNICATIONS
COMMISSION**

Personnel



**NATIONAL
ASSOCIATION OF
BROADCASTERS**

Personnel — Committees

FEDERAL COMMUNICATIONS COMMISSION



Headquarters: New Post Office Building, Washington 25, D. C.

Personnel as of January 1, 1948

Commissioners

Chairman

WAYNE COY

(Term Expires June 30, 1951)

CLIFFORD J. DURR

(Term Expires June 30, 1948)

Assistant—CHARLES E. CLIFT

GEORGE E. STERLING

(Term Expires June 30, 1950)

Assistant—NEVA BELL PERRY

ROSEL H. HYDE

(Term Expires June 30, 1952)

Assistant—MINNIE SPARKS

EDWARD M. WEBSTER

(Term Expires June 30, 1949)

Act'g Assistant—RUTH KOPPIALKY

ROBERT F. JONES

(Term Expires June 30, 1954)

Assistant—ELIZABETH DANNELLY

PAUL A. WALKER

(Term Expires June 30, 1953)

Assistant—PHYLLIS HANCOCK

Assistant To Chairman

EARL MINDERMAN

Confidential Assistant

MRS. FARRELL McGONIGAL

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Personnel Division

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EDWARD F. KENEHAN, Chief
New and Changed FM Facilities
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International Section
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San Francisco
(Vacancy)

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Assistant to the Chief Engineer
VIRGIL R. SIMPSON
MARY A. ELLIS, Secretary
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Cartographic & Drafting Unit
BRAXTON L. PEELE, Chief

Standard Broadcast Division
JAMES E. BARR, Chief
THELMA P. LEWIS, Secretary

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1947—1948



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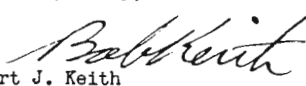
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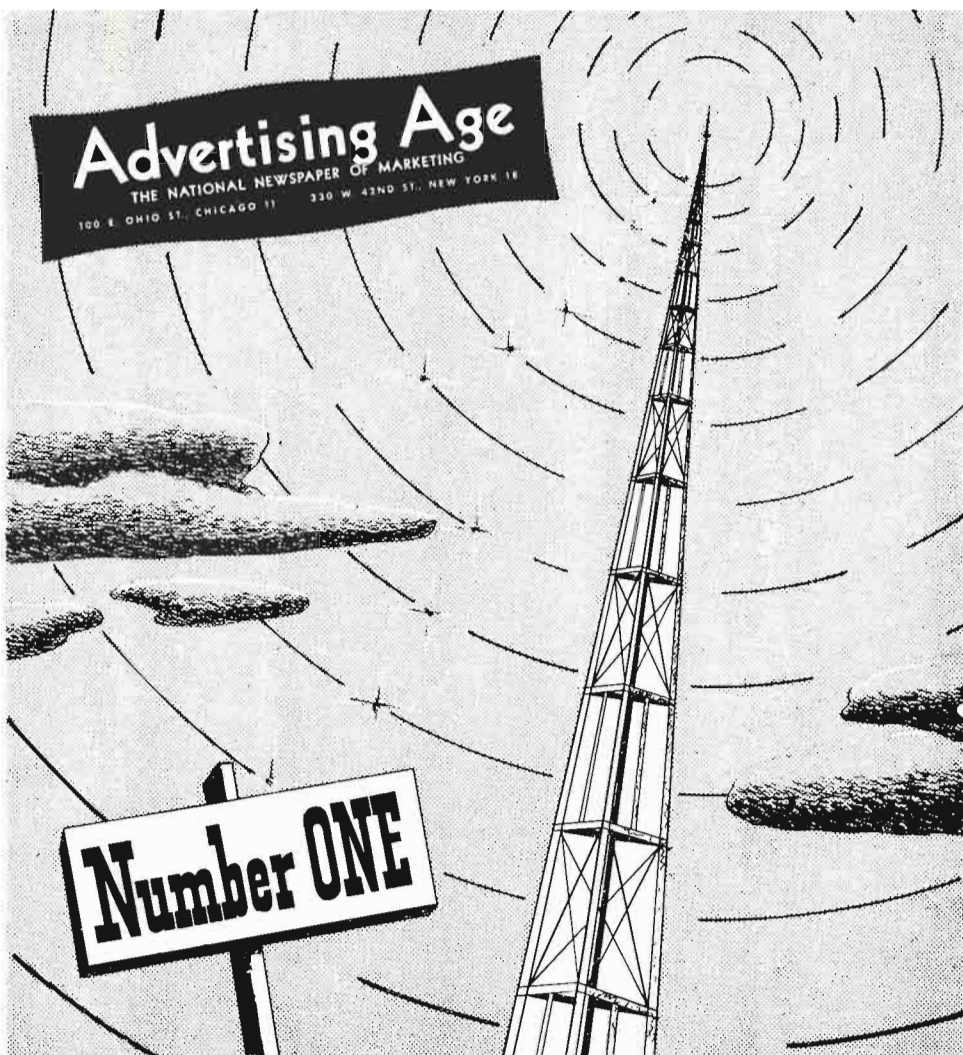
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Music News from Coast to Coast . . . Read the World Over

"GET ON THE BEAT" READ DOWN BEAT

*"The World's Leading Music
Paper"*

Music News

Features

**Record Reviews by leading
authorities**

Editorials

Ad Lib

Band Route List

Instructors' Page

Address:
Circulation Dept.
203 N. Wabash Ave.
Chicago 1, Ill.

To the Radio Stations of America —

*Our
Sincere Thanks*

In 1947—with spot radio the principal advertising medium—the Bulova Watch Company enjoyed its most successful year . . . *the most successful year ever experienced by any watch company in America!* This was due, to a large extent, to the magnificent cooperation of the radio stations and their representatives throughout the country.

To all of you—once again—our heartfelt thanks. We look forward to many more years of pleasant and profitable association.

B·U·L·O·V·A
WATCH COMPANY

America Runs



on Bulova Time

A decorative graphic consisting of a vertical line on the left side, composed of two parallel lines (one yellow, one blue). Two horizontal lines, one yellow and one blue, cross this vertical line at the top and bottom. The word "NETWORKS" is centered between these two horizontal lines.

NETWORKS



NATIONAL



REGIONAL

G **BIG REASONS** **why** **you'll sell more in '48** **with WMT *** **in Eastern Iowa**

*** "...the station of the stars" is your best bet to cover Eastern Iowa's Twin Markets.**



You get:

**Get on
WMT and
get your share
of the millions
WMT listeners
will spend
in '48**

Ask your Katz man for details

A WEALTHIER MARKET



Iowa wealth is the highest per capita in the U.S.A. (\$4,322: almost *twice* the national average!)

A RADIO-CONSCIOUS MARKET



Even Iowa's farms have more radios than do farms in other states. Iowans depend on their radio for news and other public service as well as for entertainment.

A BLANKETED MARKET



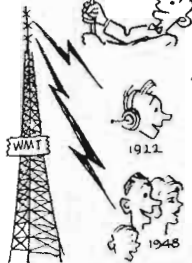
WMT reaches the largest primary area in the state at the lowest rate per radio family . . . 1,131,782 persons with in the 2.5 MV line greater than any other Iowa station.

A BALANCED MARKET



Smokestacks are going cornstalks better than 50-50 in Iowa. Income is almost evenly divided between city and farm.

A LOYAL MARKET

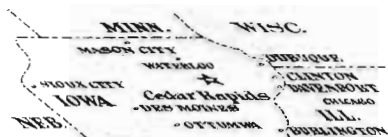


Eastern Iowans on city and farm have been listening to WMT for more than a quarter of a century. *Because* WMT brings them programs they like!

THE UNIQUE MARKET



Only WMT delivers CBS Network shows to Eastern Iowa. And only these shows, plus WMT's fine local programs, deliver the prosperous twin market audience to you.



WMT
CEDAR RAPIDS
5000 Watts 600 K. C. Day and Night
BASIC COLUMBIA NETWORK

American Broadcasting Company



MARK WOODS
President

TO borrow an expression from the armed services, 1947 for the American Broadcasting Company was a most interesting "testing and proving ground."

During the year our network established and developed its theory of "planned programming"—of the presentation in prime listening time broadcasts intended to appeal to and hold the interest of a large, continuing audience and so to give the advertiser the benefit of a cumulative audience response. Exemplifying this theory was our rearrangement of the Tuesday night listening pattern to offer, in contiguous time periods, such programs as "Youth Asks the Government"; "America's Town Meeting"; the Boston Symphony; and "Labor USA" in which both labor and management can offer their views on current problems affecting the nation.

Similarly, we realigned our Wednesday night schedule to offer in the same way such outstanding programs as "Mayor of the Town"; "Vox Pop"; "Abbott and Costello"; "Groucho Marx"; the Bing Crosby and the Henry Morgan programs to make that night a top listening "must."

We intend, in 1948, to extend and amplify this system of programming; but we certainly do not feel that we or any other network has yet hit upon a formula which will answer all the demands of an ideally balanced program schedule. To my way of thinking, that ultimate will never be reached. From the standpoint of the listener, ideal programming would offer hour after hour of similar broadcasts—music, drama, variety. But we have also the problem of the advertiser, who naturally wants something different to attract an ever greater audience and thus attain a wider market for his product. I feel that there must always be a compromise point between the ideal of the advertiser and that of the listener and I feel that we have made an excellent approach to what might be termed an ideal compromise.

During the past five years, the net-

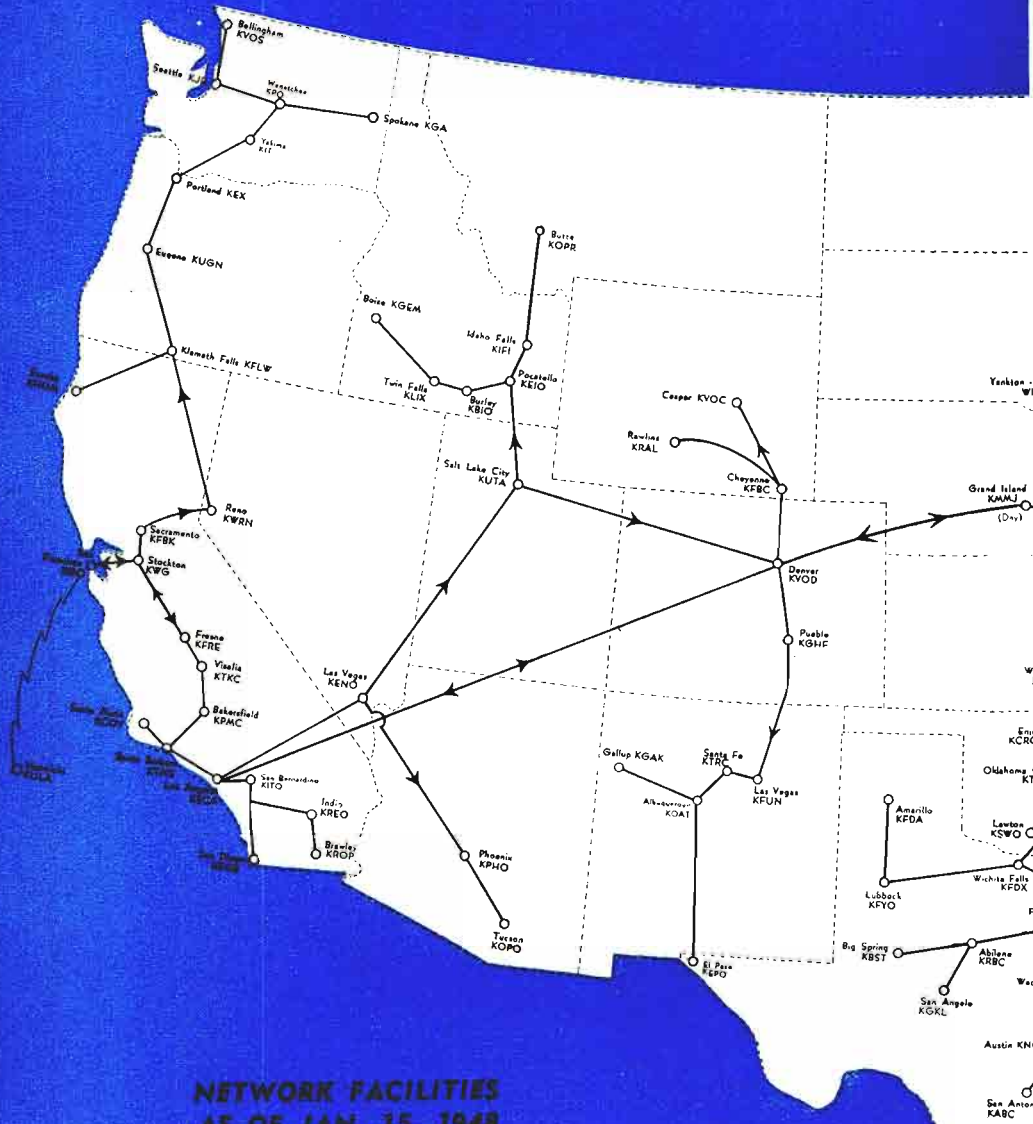
work has more than doubled its coverage in the leading markets of the nation. At the close of the year, our affiliates numbered 265, carefully selected to further the network policy of giving our advertisers coverage of listeners and not merely of territory. Among the leading developments in the station field during 1947 was the operation of our owned and managed outlet in San Francisco, KGO, as a fifty kilowatt station as of December 1, making it the most powerful outlet on the West Coast between the Canadian and Mexican borders.

During the year we also received television and FM grants in the five cities where we currently own and operate standard band stations—New York, Chicago, Detroit, Hollywood, and San Francisco. Television sites have been acquired in all cities and sometime in 1948 we expect to begin television operations, probably starting on the West Coast. It is probable that in the coming year we will also begin FM operation in connection with one or more of our owned and operated stations. In this connection, I should like to say that when we do begin FM operations, it will be through duplication of programs already being broadcast on our AM stations. We believe that only in this way can FM be developed to its full stature. It is not a separate industry and we think it cannot be developed as such.

To return to 1947 for a moment, the year saw a substantial number of new-to-radio advertisers using the facilities of our network, one result of which was that ABC was completely sold out during the 9 a.m. to 6 p.m. period, Wednesday and Friday nights completely sold and comparatively little prime time available elsewhere.

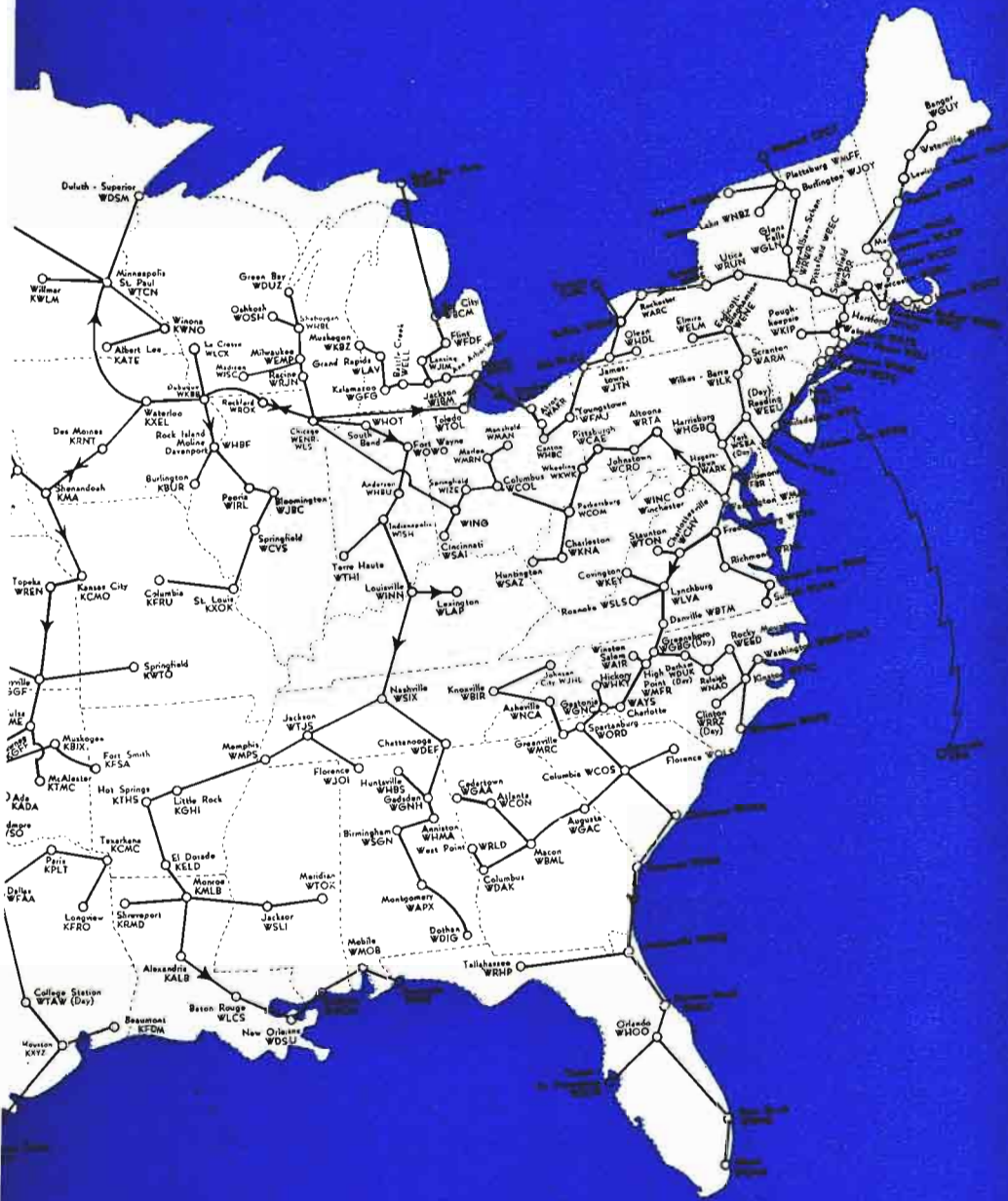
No sir, I think that the coming year will be a good one for all advertising media and that radio will have its equitable share of the advertising budget of the manufacturer intent on selling products. While operating costs are steadily rising, we at ABC feel that we have no reason to look toward 1948 with anything but an optimistic outlook for the progress of our company.

AMERICAN BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1948**

CASTING COMPANY



A M E R I C A N Broadcasting Company, Inc.

*R. C. A. Bldg., 30 Rockefeller Plaza New York 20, N. Y.
(Telephone Number Circle 7-5700)*

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Earl E. Anderson Robert H. Hinckley C. Nicholas Prialux Mark Woods

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Mark Woods.....President
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E. R. Borroff.....Vice President—Central Division
Robert H. Hinckley.....Vice President
Earl E. Anderson.....Vice President
John H. Norton, Jr.....V. P. in Charge of Stations
C. Nicholas Prialux.....Vice President & Treasurer
Charles E. Rynd.....Vice President & Asst. Secretary
Charles C. Barry.....Vice President

In Charge of Program & Television
Don Searle.....Vice President—Western Division
Fred Thrower, Jr.....V. P. in Charge of Sales
Joseph A. McDonald.....V. P., Gen. Attorney & Sec.
Ivor Kenway.....V. P. in Charge of Adv. & Promotion
Frank Marx.....V. P. in Charge of General Engineering
Robert Saudek.....V. P. in Charge of Public Affairs
Thomas Velotta.....V. P. in Charge of News & Special Events
Anthony M. Hennig.....Assistant Treasurer
Alexander D. Nicol.....Controller

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Advertising and Promotion

Theodore I. Oberfelder.....Director

Continuity Acceptance

Grace Johnsen.....Manager

Co-operative Program

Harold B. Day.....Sales & Promotion Mgr.
Ludwig Simmel.....Business Manager

Controller

Alexander D. Nicol.....Controller

Engineering

George O. Milne.....Dir. of Technical Operations

Legal

Omar F. Elder, Jr.....Attorney
Richard A. Moore.....Attorney
Geraldine B. Zorabaugh.....Attorney

Local and Spot Sales

John Brooke.....Eastern Spot Sales Manager
Ralph Dennis.....National Spot Sales Manager
Concetta Porreca.....Sales Service Manager

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John Madigan.....National News Editor
Michael Roshkind.....Manager of Special Events
Paul Scheffels.....Manager of New York Newsroom
Harry Wismer.....Director of Sports

Office and Studio Services

D. B. Van Houten.....Director
Albert Humbert.....Supervisor of Building Maintenance

Ernest Theiss.....Guest Relations Manager
Owned and Operated Stations

M. B. Grabhorn.....Manager

Personnel

Frederick Lynch, Jr.....Director

Program

Richard Banner.....Manager of Music Rights

James Bixler.....Supervisor of Announcing & Night Operations

Maurice Brachhausen.....Supervisor of Sound Effects

Henry Cox.....Eastern Production Manager

Norah Donovan.....Manager of Literary Rights

John Thompson Everitt.....Eastern Program Dir.

Helen Guy.....Business Manager

Helen Hedeman.....Supervisor of Casting

Bertha Kurtzman.....Supervisor of Studio Assignments

Florence Morris.....Manager of Central Booking

Paul Mowrey.....Director of Television

Richard Ritter.....Supervisor of Auditions

John C. Turner.....Script Manager

Frank Vagnoni.....Manager of Music Division

Paul Whiteman.....Director of Music

William Wylie.....Manager of Program Promotion

Public Affairs

George Olenlager.....Supervisor of Audience Information

Publicity

Earl Mullin.....Manager

Arthur B. Donegan.....Assistant Manager

John Pacey.....Trade News Editor

Purchasing

Henry T. Hede.....Purchasing Agent

Recording

Lawrence Ruddell.....Director

Research

Edward F. Evans.....Director

Ben Gedalecia.....Associate Director

Sales

John Donohue.....Mgr. of Detroit Network Sales

G. T. C. Fry.....Manager of Eastern Network Sales

Humboldt Greig.....Asst. to V. P. in Chg. of Sales

Ridgway Hughes.....Director of Presentations

Sales Service

Thomas P. Robinson..... Manager

Stations

Raymond Diaz..... Traffic Manager

Ernest Jahncke..... Manager of Station Relations

Station WJZ

M. B. Grabhorn..... Manager

E. R. Borroff..... Vice President in Charge

G. I. Berry..... Sales Manager

Kenneth Christiansen..... Traffic Supervisor

Francis J. Coveney..... Auditor

Fred J. Dickinson..... Office Manager

L. E. Douglass..... Program Business Manager

Walter L. Emerson..... Legal Counsel

Elliott Henry Jr..... Publicity Manager

E. C. Horstman..... Engineering Manager

F. E. Kasser..... Supervisor of Announcers

Donald Kilian..... Production Manager

CENTRAL DIVISION—CHICAGO

Clarence Doty..... Sales Manager

John J. Hade..... Program Director

Station WXYZ (Detroit)

James Riddell..... General Manager

Treasury

Anthony M. Hennig..... Assistant Treasurer

Budget

Harold L. Morgan..... Budget Officer

Anthony Koelker..... Manager Program Sales

Olive D. McCann..... Supervisor of Research

Roy McLaughlin

Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.

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Floyd G. Van Etten..... Sales Coordinator

Robert White..... Public Service Supervisor

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Continuity Acceptance Manager

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Dresser M. Dahlstead..... Chief Announcer

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Ernest Felix..... Auditor

Paul Gates..... Evening Program Manager

Robert Z. Hall..... Publicity Manager

Russell Hudson

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Western Division News Editor

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Norman Ostby

Assistant to Vice President in Charge

Thomas Palmer

Manager of Technical Operations

Frank Samuels..... Pacific Coast Sales Manager

J. Donald Wilson

Director of Program and Production

Clyde Scott..... General Manager KECA

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Byington Colvig..... Continuity Editor

A. E. Evans..... Engineering Manager

Eleanor Higby..... Traffic Manager

Robert Laws..... Promotion and Publicity Manager

Victor Reed..... News Editor

Kenneth Steedman..... Auditor

Kirkham Torney..... Sales Manager

Bloyce Wright..... Program Manager

Foreign Correspondents For American Broadcasting Company

Lyford Moore..... Berlin

Hugh Ralston..... Bermuda

Herbert M. Clark..... Buenos Aires

Robert Wadsworth..... Geneva

Daniel Schorr..... The Hague

Walter Graf..... Havana

Victor Eckland..... Honolulu

Mike Eskolsky..... Jerusalem

Frederick Opper..... London

Norman Paige..... Manila

James Wyatt..... Mexico City

Vincent dePascal..... Montevideo

Edmund Stevens..... Moscow

Blair Fraser..... Ottawa

Philip Payne..... Panama

Robert Sturdevant..... Paris

John Mecklin..... Rome

Harwood Hull..... San Juan

Charles Griffin..... Santiago

William Conine..... Shanghai

William Kadison..... Sydney

Ned Nordness..... Stockholm

Stuart Hannon..... Stuttgart

John Rich..... Tokyo

Stations Planning and Advisory Committee

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Jack Gross, KFMB, San Diego, Calif., Vice Chairman, District 7

Frank Carman, KUTA, Salt Lake City, Utah, District 6

Robert R. Feagin, WPDQ, Jacksonville, Fla., District 8

E. K. Hartenbower, KCMO, Kansas City, Mo., District 3

Harold Hough, WBAP, Fort Worth Texas, District 5

Fred Weber, WDSU, New Orleans, La., District 4

J. P. Williams, WIZE, Springfield, Ohio, District 2

AMERICAN BROADCASTING CO., INC.

WJZ, New York..... Owned, operated and represented by ABC

WXYZ, Detroit..... Owned and operated by ABC

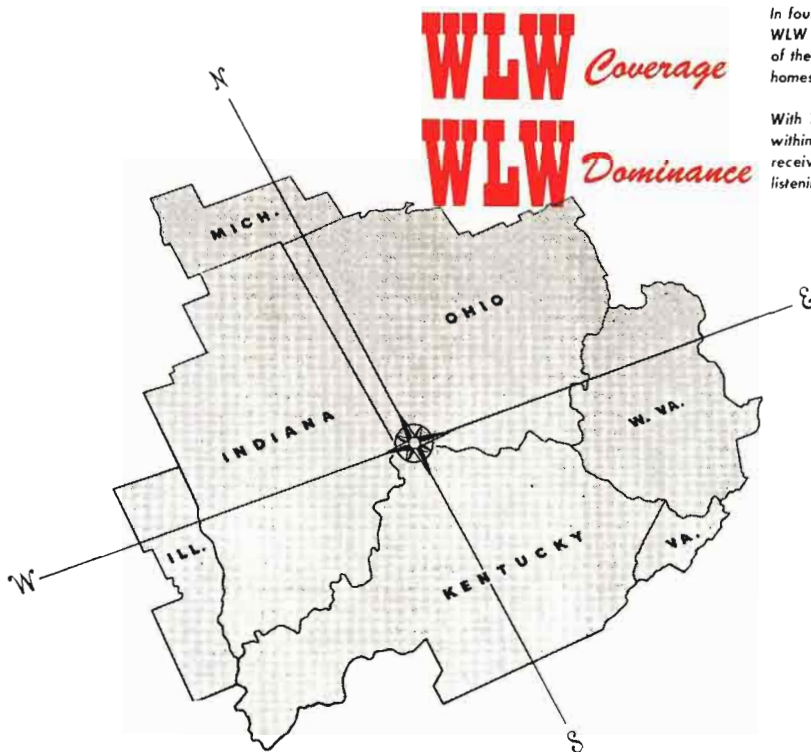
WENR, Chicago..... Owned, operated and represented by ABC

KECA, Los Angeles..... Owned and operated by ABC

KGO, San Francisco..... Owned, operated and represented by ABC

WMAL, Washington..... Owned by Evening Star Publishing Co.

Represented by ABC



In four weeks
 WLW reaches 81.2%
 of the 3¼ million radio
 homes within this area . . .

With 175 stations heard
 within the area, WLW
 receives 19.3% of all
 listening to all stations

Look at the figures in that headline again.

They reveal the tremendous impact of The Nation's Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%—of the 3¼ million radio homes within the area, between 6 AM and midnight. *That's coverage!*

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of all listening to all stations. *That's dominance!*

How much did these homes listen? Taking all 3¼ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of

the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. *That's penetration!*

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations—contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.



THE NATION'S MOST MERCHANDISE-ABLE STATION
 CROSBY BROADCASTING CORPORATION



FRANK STANTON
President

Columbia Broadcasting System

UNLESS I miss my guess 1948 will go down in the books as the most significant year in the history of American radio to date.

Let's take a look at the problems that the radio industry faces during the next 12 months.

First, there is the problem of prompt acceptance of a strong code for the self-regulation of the industry. At CBS we have given full endorsement to the NAB code proposed last September in Atlantic City. And we will give our full endorsement and active support to any revised code that retains what we believe are adequate safeguards of the public interest. We are hopeful that the nation's broadcasters will work out such an agreement and have it in effect well before the end of 1948.

Second, there is the matter of new legislation to amend the Federal Communications Act of 1934. Hearings began in 1947 on the White Bill. Further legislative action is expected during the coming year. The industry should welcome this new opportunity to urge enactment of its fundamental belief that radio should be as free as the press and motion pictures.

At the same time, on another front there is the matter of freedom for editorial expression on the air. This Spring the Federal Communications Commission has scheduled hearings on the right of broadcast licensees to "editorialize." The resolution of this important issue may well have great impact on the whole future of broadcasting.

As this is being written, an urgent and immediate problem is the negotiating of a new contract between the American Federation of Musicians and the radio industry. There are many compelling reasons why this should be settled with dispatch. The immediate

future of FM is at stake here. The re-appearance of live musicians on television programs is essential to the successful development of this newest medium of mass communication. The output of the recording and radio industries is now so closely interwoven that anything affecting the output of one is bound to have a direct effect on the other. A prompt settlement of these issues on a basis equitable to all, while not easy to encompass, is vital to broadcasting's growth in 1948.

Audience research should come in for hard examination this year. Today's product will not do for tomorrow. It's inadequate and too costly.

And, of course, the problem that overshadows all others is the constant need of improved programming. Here bold steps must be taken if we are to increase radio's position in the American community.

During the past year, at CBS we placed the greatest emphasis on our product. Our program operations, both in Hollywood and New York were significantly intensified. And the new year finds Columbia with the largest program department in the industry.

We plan to launch in 1949 a number of new and, we believe, exciting entertainment programs. Several new and richly talented personalities will be brought to CBS microphones. We plan that Columbia-built programs—CBS' own "package" shows—will continue to be the focus of attention.

A series of significant reports on today's problems and institutions are planned for Columbia's Documentary Unit, which recently rounded out its first full year of operation.

A new code, an amended radio act, the reappearance of live music on FM and television, improved listener research, new and fresh programs—these are now problems confronting us.

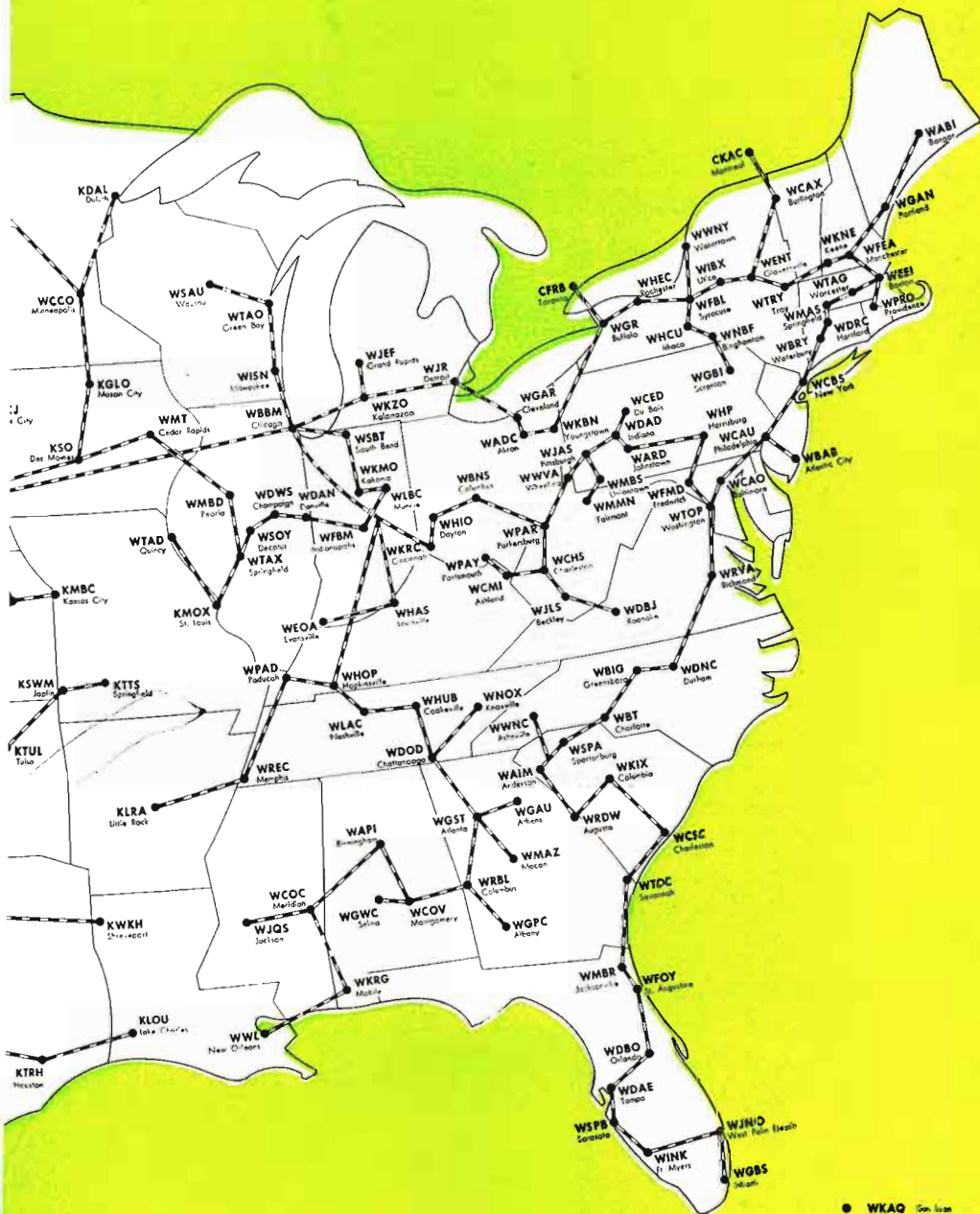
They can become achievements of 1948.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1948**

CASTING SYSTEM



● WKAQ (See List)

C O L U M B I A Broadcasting System, Inc.

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: Wickersham 2-2000

BOARD OF DIRECTORS

John J. Burns	J. A. W. Iglehart, Jr.	Samuel Paley	Dorsey Richardson
Prescott S. Bush	Isaac D. Levy	William S. Paley	Frank Stanton
Ralph F. Colin	Leon Levy	Joseph H. Ream	Herbert Bayard Swope
		Frank K. White	
General Counsel	Rosenman, Goldmark, Colin & Kaye.		

Officers

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Frank Stanton..... President	Vice President and Director of Programs
Joseph H. Ream..... Executive Vice President	D. W. Thornburgh
Adrian Murphy	Vice President in Charge of Western Division
Vice President and General Executive	Victor M. Ratner
Howard S. Meighan	V.P. & Director, Advertising & Sales Promotion
Vice President and General Executive	James M. Seward
H. V. Akerberg	Vice President in Charge of Operations
Vice President in Charge of Station Relations	S. R. Dean..... Treasurer and Comptroller
H. Leslie Atlas	Arthur Padgett..... General Auditor
Vice President in Charge of Central Division	Julius F. Brauner
Earl H. Gammons	Secretary & General Attorney
Vice President in Charge of Washington Office	Guy della-Cioppa
William C. Gittinger	Assistant to the Chairman of the Board
Vice President in Charge of Sales	Nathan L. Halpern..... Assistant to the President
L. W. Lowman..... Vice President	Edward Saxe..... Executive Assistant
Davidson Taylor	J. L. Van Volkenburg
Vice President and Director of Public Affairs	Director of Station Administration

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L. C. Merrick..... Assistant Comptroller
Sophie Hinze..... Cashier

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Arthur S. Padgett..... General Auditor
Norman DuFrane..... Chief Auditor

Construction and Building Operations Department

C. R. Jacobs
Acting Director of Construction and Building
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Kingdon S. Tyler..... Assistant to the Director

Editing Department

Gilson Gray..... Director of Editing

Music Copyright Department

W. Clark Harrington..... Director

General Engineering Department

William B. Lodge
Director of General Engineering
John Christensen..... Chief Engineer
J. W. Wright..... Chief Radio Engineer
H. A. Chinn..... Chief Audio Engineer

Engineering Research and Development Department

Peter C. Goldmark
Director of Engineering Research and Development
Paul H. Reedy..... Chief Engineer
John H. Martin..... Executive Assistant

Legal Department

Julius F. Brauner
Secretary and General Attorney
Kenneth L. Yourd..... Senior Attorney

Mail, File and Mimeograph Department

Albert H. Bryant..... Manager

Network Sales Department

William C. Gittinger... V.P. in Charge of Sales
John J. Karol..... Sales Manager
William J. Fagan..... Administrative Manager
Allyn Jay Marsh..... Assistant Sales Manager
Charles H. Smith..... Market Research Counsel
Charles E. Midgley, Jr.... Sales Service Manager
Chicago Office Network Sales,
410 North Michigan Avenue
W. Donald Roberts..... Western Manager
Detroit Office Network Sales
Fisher Building
Joseph Spadea..... Manager

Personnel Relations Department

Howard L. Hausman
Director of Personnel Relations
Joseph H. Jackson..... Personnel Manager
Willard J. Stevens... Assistant Personnel Manager
Robert Kalaidjian..... Employment Manager

Program Department

Hubbell Robinson, Jr.
Vice President and Director of Programs
Davidson Taylor
Vice President and Director of Public Affairs
William Fineshriber
Gen'l Mgr. of Program Dept.
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Executive Producer in N. Y.
Ernest Martin
Director of Network Programs, Hollywood
Werner Michel
Assistant to the Director of Programs
Gerald F. Maulsby
Assistant to the Director of Public Affairs
Robert J. Mann
Director of Commercial Program Development

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Lyman Bryson..... Counselor on Public Affairs
Marjorie Morrow..... Casting Director

Talks Division

Helen Sioussat..... Director of Talks

News Division

Wells Church..... Director of News Broadcasts
Henry Wefing
Assistant Director of News Broadcasts
Lee Bland..... Director of Special Events
Theodore F. Koop... Director of News, Washington

News Editors

Edward Bliss
George Herman
Lee Otis
Robert Skedgell
Dallas Townsend
Joseph Wershba

Foreign Correspondents

Allan Jackson, Howard K. Smith..... London
David Schoenbrun..... Paris
Steven Laird..... Berlin
Bill Costello..... Tokyo
George Polk..... Cairo

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Walter Barber..... Director of Sports Division
John Derr... Assistant Director of Sports Division
Judson Bailey..... Sports Writer & Researcher

Program Writing Division

Robert J. Landry
Director of Program Writing Division
Elwood Hoffman..... Script Editor
Mortimer Frankel..... Associate Script Editor
James Hart..... Associate Script Editor
Charles Monroe..... Associate Script Editor

Serious Music Division

James H. Fasseett
Supervisor of Serious Music Division
Lucile Singleton
Supervisor of Vocal Auditions and Manager
of Script and Record Library

Popular Music Division

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Director of Popular Music Division and
Talent Scout

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Robert Hudson..... Director of Education
Leon Levine... Assistant Director of Education
Elinor Inman... Director of Religious Broadcasts
John Pfeiffer..... Science Director

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I. S. Becker..... Director Program Operations
R. R. Ray... Assistant to Director of Operations
Will Bratter... Assistant to Director of Operations

Music Library Division

Julius Mattfeld..... Director of Music Library

Network Operations Division

Horace Guilloffe
Manager of Network Operations

Program Typing Division

Harriet Hess..... Supervisor of Program Typing

Sound Effects Division

Davidson Vorhes
Manager of Sound Effects Division

Technical Operations Division

Henry Grossman
Director of Technical and Building Operations
R. G. Thompson
Manager of Technical Operations, Eastern
Division

Building Operations Division

Walter Pierson..... Manager

Traffic Division

Hugh A. Cowham
Commercial Engineer in Charge of Traffic
A. H. Petersen..... Traffic Manager

Press Information

George Crandall..... Director
Arthur Perles..... Assistant Director
Michael Foster
Manager Trade and Feature Division

Michael Boscia..... Manager of Operations
 Walter Seigal... Manager of Photographic Division
 Anne Harding..... Manager of Service Division
 Harry Feeney, Jr..... Trade News Editor
 Dorothy Leffler... Manager of Magazine Division
 Charles F. Pekar, Jr..... Asst. to the Director

Purchasing Department

John E. Forsander..... Purchasing Agent

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 H. A. Carlborg
 Eastern Sales Manager, New York
 Wilbur S. Edwards
 Western Sales Manager, Chicago
 H. H. Holtshouser
 Southern Sales Manager, Atlanta
 John Brumbach
 Manager of San Francisco Office
 L. D. Larimer
 Manager of Los Angeles Office
 William Ogden..... Manager of Detroit Office
 Richard Hess
 Supervisor of Research for Radio Sales and
 C-O Stations
 Thomas B. Ellsworth
 Director of Promotion for Radio Sales
 Emmett Heerd..... Manager of Sales Service

Research Department

Elmo C. Wilson..... Director of Research
 Oscar Katz..... Associate Director of Research
 Edward Reeve..... Chief Statistician
 Harper Carraine..... Chief Quantitative Analyst
 Tore Hallonquist
 Chief of Program Analysis Division

Reference Department

William C. Ackerman
 Director of CBS Reference Department
 Stanford Mirkin
 Manager of Program Research Division
 Agnes Law..... Librarian

Sales Promotion and Advertising Department

Victor M. Ratner
 V.P. and Director of Sales Promotion and
 Advertising
 Thomas D. Connolly
 Director of Program Promotion
 Louis Hausman
 Manager of Presentation Division—Associate
 Director
 William Golden
 Associate Director and Art Director
 John Fox..... Manager of Production

John P. Cowden
 Director of Promotion Service for C-O
 Stations

Shortwave Broadcasting and Latin American Affairs

Edmund Chester, Director of Shortwave Broad-
 casts and Latin American Relations.
 John Hundley, Assistant Director of Shortwave
 Broadcasts.
 Robert Unanue, Assistant Director of Latin
 American Relations.
 Tony Kraber, Executive Assistant in Charge of
 Operations.
 Lawrence S. Haas, Director of Shortwave News.
 Margaret Kennedy, Supervisor of Press Informa-
 tion and Listener Relations.
 Russ Johns, Supervisor of Production
 Tomas Perez, Chief of Spanish Division.
 Luis Jatoba, Chief of Portuguese Division.
 Robert DeHart, Engineer in Charge of Shortwave
 Broadcasting.

Station Administration Department

J. L. Van Volkenburg
 Director of Station Administration
 William H. Hylan, Jr..... Assistant

Station Relations Department

H. V. Akerberg
 Vice President in Charge of Station Relations
 J. Kelly Smith..... Director of Station Relations
 William A. Schudt, Jr..... Eastern Division Manager
 Ralph Hatcher..... Manager of CBS Co-op Division
 LOS ANGELES OFFICE
 STATION RELATIONS
 Columbia Square

Edwin Buckalew..... Western Division Manager

Television Department

Lawrence W. Lowman..... Vice President
 Worthington C. Miner..... Director of Television
 Leonard Hole..... Director of Plans Division
 George L. Moskovics..... Commercial Manager
 Benjamin F. Feiner, Jr.
 Acting Director of Television Programs
 Merritt H. Coleman..... Director of Operations
 Paul Wittlig..... Manager of Technical Operations
 Charles Holden..... Manager of Production
 James J. Kane..... Manager of Press Information
 James McNaughton..... Art Director
 Robert Bendick
 Director of News and Special Events
 Robert R. Edge..... Director of Sports
 Halsey V. Barrett..... Promotion Manager

COLUMBIA BROADCASTING SYSTEM

Standard Stations
 WCBS, New York
 WBBM, Chicago
 KNX, Los Angeles

FM Stations:
 WCBS-FM, New York
 WEEI, Boston
 KMOX, St. Louis

WTOP, Washington
 WCCO, Minneapolis-St. Paul
 WBBM-FM, Chicago
 Television Station:
 CBS-TV, New York



EDGAR KOBAK
President

Mutual Broadcasting System

EACH year, when I am asked to prepare an article for RADIO ANNUAL, I like to take a look at what I said the previous year, just to see how I came out. This is pretty good mental discipline for anybody who is called upon to discuss a future outlook, whether it be in business, politics, or any other phase of living.

For 1947, I prophesied a year of "noses to the grindstone," of buckling down to competitive selling, the laying of secure foundations for postwar business, and the development of better programs as well as the careful study of facts. I also said something about our efforts to make the advertising dollar more productive. So far as Mutual is concerned, that is the sort of year we have put in during 1947—and from present indications, I feel confident that we shall be doing much the same in 1948. Perhaps, more so.

We have been busy building our network, facilities-wise, and now we are turning to the task of building up our audience, program-wise. For both tasks, we believe the right attitude is to start at the beginning, tackle first things first, build slowly, carefully, and methodically—and then start talking about it.

A couple of months ago we started to talk about the Mutual network's daytime coverage as it is today, following the many new improvements and additions which have been taking place during the past year or so. In doing this, we have been discussing our network in terms of the audience it serves—the millions of people who now can receive Mutual programs reliably, satisfactorily, and without the annoyance of static, man-made electrical noise, or the interference of other stations. This is SERVICE in terms of the listener's reception rather than in terms of the engineer's output. It is the first requisite of "radio circulation."

We have said that this new conception of "listenability" is something that you are going to hear a lot about from now on. In 1948, we think that "listenability" will be more and more studied, discussed, and used.

We believe that the use of "listenability" measurements—and naturally

the improvement and refining of the "listenability" technique—will keep a lot of people busy during the next year. We are going right ahead with the job at Mutual, and we expect to make "listenability" techniques available to our Mutual affiliates. If it proves out to be a valuable tool for time-buyers as well as for station managements, it seems certain that the use of this method of measurement will be extended to other stations and, perhaps to other networks.

Perhaps, "listenability" is a symbol of the progress which broadcasting is making in its search for bedrock measurements and standards to help advertisers buy time more efficiently and more economically. The BMB is an indication of this desire for better and more universal measurements to be applied to radio listening, but unfortunately during 1948, according to present plans, the BMB's activities will be restricted to an interim study and not to a complete, nation-wide job, which is being postponed until 1949.

Broadcasting is a fast-moving business and we have to find measurements which can be kept up to date, which can reflect changes and which can be used as a guide to the immediate future. Advertisers want facts, more facts, and up-to-date facts. They don't like to buy on hunches and in 1948, more than ever, we think that they are going to re-examine all of their advertising activities very closely.

During 1947, we have seen a marked tendency on the part of big national advertisers to analyze the cost of their network broadcasting. We have seen excellent presentations of a competitive nature from the other mediums, and we know that competition between radio and the other mediums is increasing rather than abating.

Over at Mutual, we believe in advertising, and we believe in broadcasting. We believe that there is a real place for broadcasting in the over-all advertising picture, and we are not particularly worried by clean, healthy competition. We realize that competition is the lifeblood of free American enterprise and if we are to make any New Year's resolutions, one of them will be to reaffirm our constant belief that there is no need to get panicky, and to resolve that we will not fall into the mistaken notion that we have to lash out at the other guy or tear down our competitors.

MUTUAL BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1948**

CASTING SYSTEM



M U T U A L

Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, PENnsylvania 6-9600

Executive Personnel

Board of Directors

Lewis Allen Weiss
Don Lee..... Hollywood, Chairmen
Theodore C. Streibert
WOR, New York, Vice-Chairman
E. M. Antrim..... WGN, Chicago
Willet H. Brown, Don Lee..... Hollywood
Chesser Campbell..... WGN, Chicago

J. E. Campeau..... CKLW, Detroit
H. K. Carpenter..... WHK, Cleveland
Benedict Gimbel, Jr..... WIP Philadelphia
Edgar Kobak..... MBS, New York
John Shepard, III..... Boston
Linus Travers..... Yankee Network, Boston
J. R. Poppele..... WOR New York

Officers

Edgar Kobak..... New York, President

Robert D. Swezey
New York, Vice President and General Manager
E. M. Antrim..... Chicago, Secretary

James E. Wallen
New York, Treasurer, Controller and As-
sistant Secretary

Phillips Carlin
New York, Vice President in Charge of Pro-
grams

Z. C. Barnes
New York, Vice President in Charge of Sales

Robert A Schmid
New York, Vice President in Charge of Sta-
tion Relations

A. A. Schechter
Vice President in Charge of News, Special
Events and Publicity

E. P. H. James
New York, Vice President in Charge of Adver-
tising, Promotion and Research

A. N. Hult
Chicago, Vice President in Charge of Mid-
west operations

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak..... President
Robert D. Swezey..... V.P. and General Manager

Accounting Department

James E. Wallen..... Controller
George Ruppel..... Asst. Controller
Richard Groome..... Auditor
George Westby..... Budget Director

Office Management

James E. Wallen..... Office Manager
Beatrice M. Marschner..... Personnel Director
Ruth Hendler..... Purchasing Agent
Margaret Maloney..... Telephone Supervisor

Engineering Department

E. M. Johnson
Chief Plans and Allocations Engineer
Leslie Learned.. Manager of Engineering Traffic
James Chapman. Supervisor of Engineering Traffic
Lewis R. Tower..... Chief Facilities Engineer

Program Department

Phillips Carlin.....Vice President in Charge
Adolph Opfinger.....Assistant to Vice President
Hendrik Booream.....National Program Manager
Ned Tollinger.....West Coast Supervisor
B. J. Hauser.....Director of Cooperative Programs
Walter Lurie

Director of New Program Development
Herbert Rice.....Director of Production
Edwin Otis.....Supervisor of Commercial Programs
Ioella Grindlay.....Studio Assignments
Ada Lusardi.....Program Traffic Manager
Finis Farr.....Script Editor
Hal Wagner.....Manager of Operations
John Newhouse, Hugo Seiler.....Night Supervisors
Floyd Mack.....Supervisor, Special Operations
Elsie Dick

Director of Women's and Religious Activities
Dorothy Ann Kemble
Director of Continuity Acceptance

News, Special Events and Publicity

A. A. Schechter.....Vice President in Charge
Milton Burgh.....Director of News
Jack Paige.....Director of Special Events
Paul Jonas.....Director of Sports
James E. O'Bryon.....Director of Publicity
Francis X. Zuzulo
Assistant Director of Publicity and Trade
News Editor

Robert Wilson.....Exploitation Manager
Hal Gold.....Press Editor
Maria Caterine.....Photo and Fashion Editor
Jack Skinner.....Special Service Editor
Harriet Crause.....West Coast Publicity Rep.

Sales Department

Z. C. Barnes.....Vice President in Charge
Harold Coulter.....Assistant to the Vice President
George Benson.....Eastern Sales Manager
T. E. Danley.....Manager of Sales Traffic
Alma Graef.....Manager of Sales Service

Foreign Correspondents for Mutual Broadcasting System

Harrel F. Beck.....Cairo
Erling Boggild.....Copenhagen
Burton Crane.....Tokyo
Gerald Dougherty.....Buenos Aires
Jules Dubois.....Panama
Roy Dunlap.....Chungking
Richard Dyer.....Rio de Janeiro
Webley Edwards.....Honolulu
Robert Gary.....Berlin-Frankfort
Randall Gould.....Shanghai
Joseph Israels 2nd.....Vienna

Advertising, Sales Promotion and Research

E. P. H. James.....Vice President in Charge
Jesse Thompson
Director of Advertising & Promotion
Richard Puff.....Director of Research
F. Carleton McVarish
Manager of Audience Promotion
Winifred Hall.....Promotion Supervisor

Station Relations

Robert A. Schmid.....Vice President in Charge
Charles Godwin.....Director of Station Relations
Robert Carpenter.....Field Representative
Don Iosef.....Field Representative
Norman Knight
Roy Danish.....Manager Station Information

Washington Staff

Charter Heslep.....Washington Representative
Alexandra Roundybush.....Administrative Assistant

Chicago Staff

Adolf N. Hult
Vice President in Charge of Mid-west
operations
Carroll Marts.....Assistant to the Vice President
DeWitt Mower.....Midwestern Sales Manager
Myrte Goulet.....Supervisor of Station Traffic
Dorothy Reynolds.....Office Manager
Gibert McClelland.....Director of Sales Promotion
James Mahoney
Manager of Western Division (Station Relations)
George Herro.....Publicity Director

Detroit Staff

Herbert Faust.....General Division Manager

Philadelphia and Pittsburgh Staff

Howard Cann.....Sales Representative

Birger Jacobsen.....Stockholm
Richard Johnson.....Seoul
Arthur Mann.....London
David Perlman.....Paris
Quentin Pope.....Southwest Pacific
Clive B. Smith.....Mexico City
Fred Sparkes.....Athens
Anne Stadler.....Madrid
Robert Stewart.....Manila
Frank Viner.....Prague
James Wellard.....Rome



MAKES GOOD ADVERTISING BETTER

It's Planalyzed Promotion. This exclusive KSTP merchandising service adds the pay-off punch to your radio campaign in the important Minneapolis—St. Paul market. In all likelihood you have already received KSTP Planalyzed Promotion reports in the familiar red folders... most advertisers and agencies in the country have. If you haven't, learn how KSTP Planalyzed Promotion can hasten and increase the effectiveness of your radio advertising. Any Edward Petry and Co. man will be glad to tell you how Planalyzed Promotion works and how it will work for you.

50,000 WATTS—CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK

Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS . . . ST. PAUL



NILES TRAMMELL
President

National Broadcasting Company

THE year 1948 will have great meaning for both radio and television. Broadcasters, without further equivocation, must decide in the next year whether to adopt a new and re-

vised code of standards which they will all follow, or whether different elements of broadcasting are to go different ways in their broadcasting practices, probably to the detriment of all.

It is still the view of the National Broadcasting Company that an industry-wide code is the best means of improving our service to the public. We were keenly disappointed that final action on a firm code was not taken in 1947. We will continue to urge adoption of such a code in 1948. But if a code for all broadcasters is not forthcoming in 1948, it may be that NBC will find it expedient to establish its own new set of standards, so urgently do we feel the need of one.

However, a code for only the networks would not materially correct the conditions which are annoying some listeners. The listener condemns all radio for the offenses of a few operators. He concludes that if one station broadcasts offensive material or devotes too much time to commercial matter, then all must do the same.

That's why NBC feels that in 1948 standards of practice must be raised by all operators originating programs and not by a scattered few.

And what of public service?

The National Broadcasting Company expects great things in the coming year of its new Public Affairs and Education Department. The six-man Public Affairs Board headed by Ken R. Dyke is exploring anew the question of programming in the public service area. We expect their forward planning to

reach full fruition in 1948 with new and provocative programs concerning subjects of world and national import. It is too early to report exactly what these programs will be or what form they will take. However, one period of prime time has been set aside for the presentation of a documentary type program which will treat with important world problems.

It seems to us at NBC, vitally important that we develop programs that will get more persons interested in the issues of the day, inform them about all sides of those issues, and arouse them to thoughtful, intelligent action.

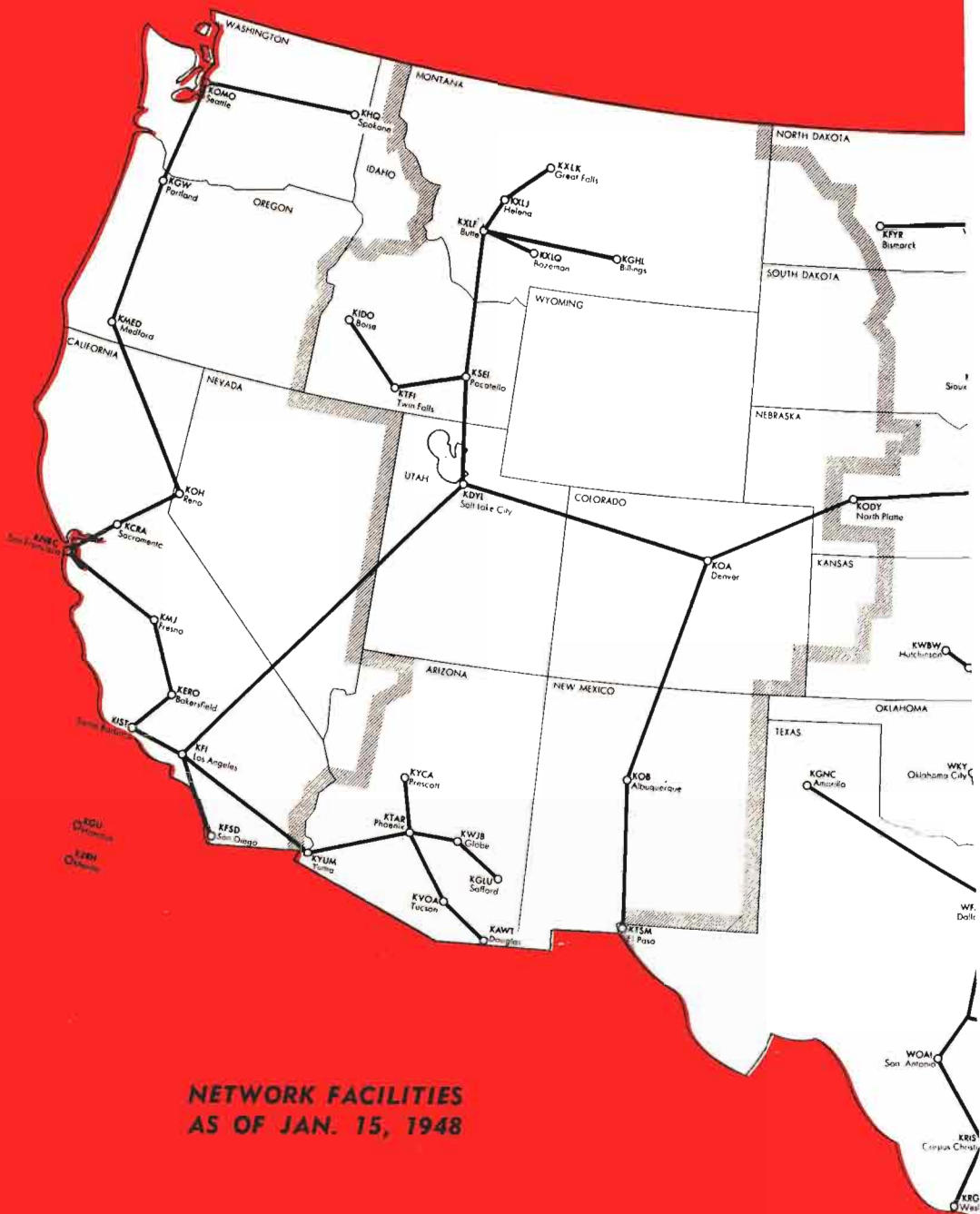
That is what we plan to do more diligently and, we are sure, more effectively in 1948.

In television, 1948 will find this new medium for entertainment and advertising moving from its adolescent stage of the past few years into full-fledged maturity. In the next year, video will become an exciting commonplace in hundreds of communities. It will begin to spread its diverting and real life presentations in all directions as networks expand further and further over the United States and independent stations mushroom in cities not yet connected by coaxial cable or relay systems. Television's big push in 1948 will be materially assisted, too, by the set manufacturers whose production will reach all-time highs in the coming weeks.

The economics of television also will "look up" in 1948. Advertisers, attracted by the greater message-impact on the consumer which video provides, are expected to use this medium in increasing numbers in the new year.

NBC has always led in television. And it intends to maintain that leadership in 1948 through the development of new network facilities, through refinement of production techniques and through development of new and finer programs in all fields of entertainment and education.

NATIONAL BROAD



**NETWORK FACILITIES
AS OF JAN. 15, 1948**

NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

James Rowland Angell	Bertram Cutler	Harry C. Ingles	Frank E. Mullen
Arthur E. Braun	Gano Dunn	Charles B. Jolliffe	Edward J. Nally
John T. Cahill	Frank M. Folsom	Edward F. McGrady	David Sarnoff
		Niles Trammell	

Officers

David Sarnoff.....	Chairman of the Board	Harry C. Kopf.....	Administrative Vice President
Niles Trammell.....	President	John H. MacDonald	Administrative Vice President & Assistant Secretary
Frank E. Mullen.....	Executive Vice President	John F. Royal.....	Vice President
William Brooks.....	Vice President	Frank H. Russell.....	Vice President
Charles R. Denny	Vice President & General Counsel	I. E. Showerman.....	Vice President
Ken R. Dyke.....	Administrative Vice President	Sidney N. Strotz.....	Vice President
C. Lloyd Egner.....	Vice President	Roy C. Witmer.....	Vice President
Sydney Eiges.....	Vice President	R. J. Teichner.....	Treasurer & Assistant Secretary
Charles P. Hammond.....	Vice President	H. F. McKeon.....	Controller
O. B. Hanson.....	Vice President	Lewis MacConnach.....	Secretary
William S. Hedges.....	Vice President	Wayne Mason.....	Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Officers

Niles Trammell..... President
 Frank E. Mullen..... Executive Vice President
 James Rowland Angell..... Public Service Counselor
 Ken R. Dyke
 Administrative Vice President in charge of Programs, Public Service and Continuity Acceptance Departments and Director of Broadcast Standards and Practices.
 Charles P. Hammond
 Vice President & Assistant to the Executive Vice President
 William S. Hedges
 Vice President in Charge of Planning & Development
 Harry C. Kopf
 Administrative Vice President in Charge of Network Sales, National Spot Sales, Stations Department and Owned and Operated Stations.
 Clay Morgan
 Assistant to the President and Director of Special Services and Guest Relations
 John H. MacDonald
 Administrative Vice President in Charge of

Controllers, Treasurers, Budget, General Service, Personnel and Guest Relations Departments

John Royal
 Vice President & Assistant to the Executive Vice President
 Albert E. Walker..... Executive Assistant
 Roy C. Witmer
 Staff Vice President and Assistant to the President

Advertising and Promotion Department

James Nelson..... Director
 Roy C. Porteous..... Manager
 Allen Hurlburt..... Art Director
 George W. Wallace
 Network Sales Promotion Manager

Budget

J. Robert Myers
 Assistant to the Administrative Vice President in Charge

Continuity Acceptance Department

Stockton Helffrich..... Manager

Controllers Department

Harry F. McKeon.....Controllor
Harold M. Kelly.....Assistant Controllor
Hugh R. McGeachie.....Assistant Controllor

Engineering Department

O. B. Hanson..Vice President & Chief Engineer
George McElrath

Director of Engineering Operations

William A. Clarke.....Administrative Assistant
E. R. Cullen...Operations Assistant to the Director
J. D'Agostino.....Liaison Engineer
Raymond F. Guy

Mgr. of Radio & Allocation Engineering

George M. Nixon

Manager of Technical Development

C. A. Rackey

Mgr. of Audio & Video Engineering

R. E. Shelby

Director of Television Engineering Operations

George E. Stewart..National Recording Supervisor

F. A. Wankel.....Eastern Division Engineer

J. Wood, Jr... Manager of Technical Development

General Service Department

Edward M. Lowell..... Director

W. R. Thompson

Manager of Building Maintenance Division

Guest Relations Department

Paul Rittenhouse..... Manager

William Ervin.....Executive Assistant Manager

John Mills

Assistant Manager in Charge of Reception

Peter Tintle

Assistant Manager in Charge of Tours

Information Department

Horton Heath..... Director

Irene Kuhn..... Assistant Director

Anita Barnard

Manager of Correspondence Division

Legal Department

Charles R. Denny

Vice President & General Counsel

Henry Ladner.....Assistant General Counsel

Robert P. Myers.....Assistant General Counsel

Edmund Souhami.....Attorney

John P. King.....Attorney

Paul B. Lynch.....Attorney

Richard H. Graham.....Attorney (Hollywood)

Thomas H. Compere.....Attorney (Chicago)

Willson I. Hurt.....Attorney (Denver)

A. L. Ashby.....Counsel

Cahill, Gordon, Zachry & Reindel

Counsel (New York & Washington)

National Spot Sales Department

James V. McConnell..... Director

John de Russy..... Manager

William Seth.....Promotion Advertising Manager

Network Sales Department

George H. Frey..... Director

Edward R. Hitz.....Assistant Director

News and Special Events and International Relations Department

William F. Brooks...Vice President in Charge

Joseph O. Meyers..Assistant to the Vice President

Frederick B Bate...Assistant to the Vice President

News and Special Events Department

Francis C. McCall...Manager of Operations

Adolph J. Schneider

Assistant Manager of Operations

Jeanette Kriendler.....Office Manager

International Division

Stanley P. Richardson

Assistant to the Vice President

Cal Abraham.....Manager of Station Relations

Helen Davis.....Office Manager

Personnel Department

Ernest de la Ossa.....Director

Theodore Thompson.....Manager

Helen Korday.....Employment Manager

Corinne Pearson...Employee Services Counselor

Press Department

Sydney Eiges.....Vice President in Charge

Thomas E. Knode.....Director

Jo Dine.....Trade Press Editor

Allan Kalmus.....Television Editor

Leo Hershdorfer.....Feature and Copy Editor

James McLean.....Magazine Editor

Alton Kastner.....Column Editor

Sam Kaufman.....Exploitation Editor

Leonard Meyers.....Music Editor

Sidney Desfor.....Photo Editor

Dorothy Collins.....Fashion Editor

Program Department

Thomas McCray.....National Program Manager

Robert K. Adams.....Production Manager

Thomas H. Belviso..Manager of the Music Library

Frank Black.....General Music Director

Samuel Chotzinoff.....Manager, Music Division

Patrick J. Kelly.....Supervisor of Announcing

Allin Robinson.....Night Program Manager

Frederick Knopfke.....Sound Effects Manager

William Stern.....Director of Sports

Richard P. McDonagh...Manager, Script Division

Fred Shawn.....Administrative Assistant

Grace H. Sniffin.....Supervisor Business Office

Public Affairs and Education Department

Dwight B. Herrick.....Operations Manager

Doris Corwith.....Manager, Talks Division

Margaret Cuthbert

Manager, Organizations Division

Sterling Fisher.....Advisor

Jane T. Wagner

Assistant Manager, Organizations Division

Radio Recording Department

C. Lloyd Egner.....Vice President in Charge

Robert W. Freidheim.....Manager

Henry P. Hayes
Assistant to the Vice President & Business
Manager

Norman Cloutier, Manager of Thesaurus Programs
Charles G. Hicks, Jr., Recording Sales Manager
Willis B. Parsons

Thesaurus & Syndicate Sales Manager
George C. Stevens, Office Manager
H. H. Wood, Program Manager

Research Department

Hugh M. Beville, Director
Barry T. Rumble, Manager

Stations Departments

Easton C. Woolley, Director
Burton Adams
Manager—Cooperative Programs Division

Stations Relations Department

Sheldon B. Hickox, Jr., Manager

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KNBC	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBC-FM	New York	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WN8W	Washington (Television)	Owned and operated by NBC

Operated Stations

WNBC—New York

James M. Gaines
Director of Owned and Operated Stations
and Manager of WNBC

Thomas B. McFadden, Assistant Manager
Murray Harris, Press Manager
Fred S. Heywood

Manager, News & Special Events Division
Donald A. Norman, Sales Manager
Thomas Page, Farm Director

de Lancy Provost, Program Manager
Charles B. H. Vaill

Advertising and Promotion Manager
WTAM—Cleveland

Vernon Pribble, Station Manager
Howard Barton

Promotion and Public Relations Manager
Michael Flanagan, Press Manager
Howard Gallagher, Sales Manager

Samuel Leonard, Engineer in Charge
Harold Metzger

Program Manager and Asst. Station Mgr.
Edward Wallace, Dir. of News & Special Events
KOA—Denver

Lloyd Yoder, General Manager
James MacPherson

Asst. General Mgr. and Commercial Mgr.
Clarence Moore, Program Manager
Dale Newbold, Auditor and Personnel Dir.

Robert Owen, Engineer in Charge
Randolph Smith, Promotion Manager

Traffic Department

Harry A. Woodman, Manager

Television Department

Noran Kersta, Director of Television Operations
Carleton D. Smith, Manager Television Dept.
Warren Wade

Executive Producer Program Division
Reynold R. Kraft, Eastern Sales Manager
C. G. Alexander

Business Manager Program Division
Allan Kalmus, Press Editor
R. E. Shelby

Director of Television Engineering Operations
William Webb, Promotion Manager

Transportation Department

Marie F. Dolan, Manager

Treasurers Department

Rudolph J. Teichner, Treasurer
William D. Bloxham, Purchasing Agent
William A. Williams, Assistant to the Treasurer

KNBC—San Francisco

John Elwood, General Manager
George Greaves, Asst. General Manager
W. J. Andrews, Radio Recording Manager

Harry Bubeck, Program Manager
A. Crapsey, Local Sales Manager
James Day, Public Service Director

Alphonse Diedrichs, Auditor & Office Manager
Ethel Gilchrist, Manager Sales Promotion
Byron Mills, Continuity Acceptance Manager

Curtis Peck, Engineer in Charge
John Thompson, Mgr., News & Public Service

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

I. E. Showerman, Vice President in Charge
Thomas H. Comper, Attorney
William Drips, Director of Agriculture

Robert Guilbert, Continuity Acceptance Editor
Jules Herbuveaux, Program Manager
A. W. Kaney, Station Relations Manager

John S. Keck, Radio Recording Manager
David Lasley, Promotion Manager
Howard C. Luttgens, Chief Engineer

Paul McCluer, Network Sales Manager
Oliver Morton, National Spot Sales Manager
William B. Ray, News & Special Events Manager

Jack Ryan, Press Manager
Judith Waller, Public Service Director
John Whalley, Business Manager

Western Division— Hollywood

Sunset Blvd. and Vine St., Hollywood, Calif.
Tel.—Hollywood 6161

Sidney N. Strotz Vice President in Charge
Lewis S. Frost Assistant to the Vice President
Frank Berend

Western Division, Network Sales Manager
Harold Bock
Manager of Public Relations and Television
Operations

Robert V. Brown Network Program Manager
Frank Delleff Auditor
Paul Gale Traffic Manager
Donald Honrath Continuity Acceptance Manager
Lathrop Mack

Western Division National Spot Sales Manager
Henry Maas Sales and Program Traffic Manager
Robert McAndrews

Promotion and Advertising Manager
Jennings Pierce
Public Service and Station Relations Manager

Leslie Raddatz
Network Press Manager—Western Division
Alfred Saxton

Network Engineer—Western Division
Oscar Turner Radio Recording Manager
Roger Sprague

Network News Manager—Western Division

Washington, D. C.

724 14th Street N. W., Washington, D. C.
Tel.—Republic 4000

Frank M. Russell Vice President in Charge
R. G. Coldenstroth Auditor
Mahlon Glascock Sales Manager
Albert E. Johnson Engineer in Charge

William McAndrew

Assistant to the Vice President & Director
of News and Special Events

Robert Morrison Manager of Radio Recording
Walter Royen Press Manager
James Seiler Assistant to the Manager
George Wheeler Program Manager
Lorin Myers Promotion Manager

NBC STATIONS PLANNING & ADVISORY COMMITTEE

Paul W. Morency WTIC Hartford, Conn.
Richard Mason WPTF Raleigh, N. C.
Milton Greenebaum WSAM Saginaw, Mich.
H. W. Slavick WMC Memphis, Tenn.
Walter E. Wagstaff KIDO Boise, Idaho
H. Quenton Cox KGW Portland, Oregon
John J. Gillin, Jr. WOW Omaha, Nebraska
William B. Way KVOO Tulsa, Okla.

Foreign Representatives

FRANCE

Henry Cassidy, 52 Avenue des Champs Elysees
ENGLAND

Merrill Mueller, National Broadcasting Company,
43 Berkeley Square, London West 1, England

SWITZERLAND

Max Jordan, Aeschengraben 31, Basle, Switzer-
land

RUSSIA

Robert Magidoff, United States Military Mission,
c/o United States Embassy, Moscow, Russia

JAPAN (Tokyo)

George Thomas Folster, GHQ PRO, AFPAC,
APO 500 c/o Postmaster, San Francisco

GERMANY

Edwin Haaker, American Press Center, APO
742A c/o Postmaster, New York, N. Y.

FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 961



KEYSTONE



Broadcasting System

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President Michael M. Sillerman
Vice-President Naylor Rogers
Vice-President Arthur Wolf
Vice-President Joseph Bayer
Secretary-Treasurer Sidney J. Wolf
Assistant Secretary William Bayer

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

General Manager Michael M. Sillerman
Director of Station Relations

Arthur H. Clement
Research Director Melvin G. Marden
Office Manager Selma Andrews
Account Executive Noel A. Rhys

Chicago

134 North La Salle St., Chicago 2, Ill.
Phone, State 4590

Secretary-Treasurer Sidney J. Wolf

Accountant & Office Manager

Elizabeth M. Mueller

Western Sales Manager Naylor Rogers

Hollywood

6331 Hollywood Blvd., Hollywood, Calif.
Phone, Hollywood 5338

Program Director Elaine N. Gonda
Pacific Coast Sales Ralph W. Harker

Cleveland

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050

Mid-Western Sales Louis M. Bloch, Jr.

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 325 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length.

REGIONAL NETWORKS

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

ManagerRichard O. Lewis
Commercial Manager.....Bill Harvey
Promotion Manager.....Fred Gerletti

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,
Yuma; KGLU, Safford; KWJB, Globe-Miami;
KYCA, Prescott; KAWT, Douglas-Bisbee.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.

★

The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program Manager.....J. R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.....Lee Little
KSUN ManagerCarlton W. Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Phone, Melrose 2873

PERSONNEL

General Manager.....W. C. Bridges
Director of Operations....H. E. Westmoreland
Promotion Manager.....L. G. Anderson
WEBC Resident Manager.....Earl Henton
WMFG Resident Manager.....Harry Hyett
WHLB Resident Manager.....Oscar Peterson
WEAU Resident Manager.....Clyde Riddle
WJMC Resident Manager.....Greg Rouleau

STATIONS

WEBC, Duluth, Minn.-Superior, Wis.; WMFG,
Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU,
Eau Claire, Wis.; WJMC, Rice Lake, Wis.
(Under Construction) WISC, Madison, Wis.;
WDUL-FM, Duluth, Minn.-Superior, Wis.; WEAU-
FM, Eau Claire, Wis.; WJMC-FM, Rice Lake,
Wis.

REPRESENTATIVE

George P. Hollingbery Co.

Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.

Phone: Stamford 2-0237

PERSONNEL

PresidentGlover De Laney

STATIONS

WNAB, Bridgeport; WATR, Waterbury;
WNLC, New London; WNHC, New Haven;
WTHT, Hartford; WSTC, Stamford.

REPRESENTATIVES

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Bertha Bannan, Boston

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Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

PERSONNEL

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Vice-President & Asst. General Manager

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General Sales Manager.....Sydney Gaynor

Asst. Gen. Sales Manager.....Henry Gerstenkorn

Program Director.....Charles Bulott, Jr.

Production Director.....Bob Forward

Continuity Acceptance Dir. William Williams

News & Special Features Dir. Les Mawhinney

Chief Supervisor.....Tony La Frano

Public Relations Director.....Mark Finley

Publicity Director.....Art Sawyer

Program Promotion Dir.....Robert Stock

STATIONS

CALIFORNIA: KHJ, Los Angeles; KFRC, San
Francisco; KAFY, Bakersfield; KHSL, Chico;
KXO, El Centro; KIEM, Eureka; KYNO, Fresno;
KMYC, Marysville; KYOS, Merced; KPRL, Paso
Robles; KVCV, Redding; KXOA, Sacramento;
KSBW, Salinas; KFYM, San Bernardino; KGB,
San Diego; KVEC, San Luis Obispo; KVOE,
Santa Ana; KDB, Santa Barbara; KXOB,
Stockton; KCOK, Tulare.

OREGON: KALE, Portland; KWIL, Albany;
KAST, Astoria; KBND, Bend; KOOS, Coos Bay;
KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath
Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spo-
kane; KXRO, Aberdeen; KELA, Centralia;
KRKO, Everett; KWLK, Longview; KGY, Olym-
pia; KUJ, Walla Walla; KYAK, Yakima.

IDAHO: KVIN, Coeur d'Alene; KRLC, Lewis-
ton; KWAL, Wallace.

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General Manager (WGST).....John Fulton
 General Manager (WTOC).....W. T. Knight
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STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

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Intercollegiate Broadcasting System, Inc.

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 507 Fifth Avenue, New York 17, N. Y.
 Phone: MURray Hill 2-8288

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 Secretary.....Judith Waller
 Treasurer.....Guy della Cioppa
 Executive Chairman.....George Abraham
 Program Manager.....David Linton
 Business Manager.....Paul F. Yergin
 Station Relations Mgr.....Sonia-Jane Brown
 Technical Manager.....David W. Borst
 Music Director.....Alan Rich
 Research Director.....Harriet Linton
 Dir. International Broadcasts.....Kurt L. Shell
 Operations Director.....Ulrich Caro
 Production Director.....Takashi Kako
 Asst. Bus. Mgr.....Victor E. Rosenblum
 Division Engineer, Washington.....Herbert Barlow
 Director, The Capitol Network.....Fred C. Collins

BRANCH OFFICES

2808 Erie St., S.E., Washington 20, D. C.,
 Phone: Victor 7210, George Abraham, Exec.
 Chairman; 706 Sanders Ave., Schenectady 2,
 N. Y., Phone: Schenectady 3-6028, David Borst,
 Technical Manager.

STATIONS

(A network of college and university campus stations comprising):

WHCN, Harvard, Cambridge 38, Mass.;
 WBRU, Brown U., Providence, R. I.; WHUS,
 U. of Conn., Storrs, Conn.; WKCR, Columbia,
 New York 27, N. Y.; WPRU, Princeton, Prince-
 ton, N. J.; WXPN, Pennsylvania, Phila. 4, Pa.;
 WRAD, Radcliffe, Cambridge 38, Mass.; WBS,
 Wellesley, Wellesley 81, Mass.; WRTC, Trinity,
 Hartford 6, Conn.; WES, Wesleyan, Middletown,
 Conn.; WHRC, Haverford, Haverford, Pa.;
 WSRN, Swarthmore, Swarthmore, Pa.; WRSU,
 Rutgers, New Brunswick, N. J.; WRH, Lafay-
 ette, Easton, Pa.; WLRN, Lehigh, Bethlehem,
 Pa.; WGTB, Georgetown, Washington 7, D. C.;

WAMC, American U., Washington, D. C.;
 WMWC, Mary Washington, Fredricksburg, Va.;
 WUVA, U. of Virginia, Charlottesville, Va.;
 WHOE, Rhode Island State, Kingston, R. I.;
 WBVD, Fort Trumbull (U. of Conn.), New Lon-
 don, Conn.; WWGC, Gettysburg, Gettysburg,
 Pa.; WCIT, Carnegie Tech, Pittsburgh 13, Pa.;
 WVBU, Bucknell, Lewisburg, Pa.; WVBR,
 Cornell, Ithaca, N. Y.; WHC, Hamilton, Clinton,
 N. Y.; WRUC, Union, Schenectady 8, N. Y.;
 KSLU, St. Lawrence, Canton, N. Y.; WXBC,
 Bard, Annandale-on-Hudson, N. Y.; WMS, Wil-
 liams, Williamstown, Mass.; WABP, Alabama,
 University, Ala.; WNCS, No. Carolina State,
 Raleigh, N. C.; WUSC, U. of So. Carolina, Col-
 umbia, S. C.; WRFI, U. of Illinois, Urbana, Ill.;
 WMMC, MacMurray, Jacksonville, Ill.; WMUB,
 Miami U., Oxford, Ohio; WONC, Olivet Nazare-
 ne, Kankakee, Ill.; KWWC, Stephens, Colum-
 bia, Mo.; WMB, Manchester, No. Manchester,
 Ind.; KBYU, Brigham Young, Provo, Utah;
 Montana State, Bozeman, Montana; KUVY,
 Oklahoma, Norman, Okla.; KIYS, Baylor U.,
 Waco, Texas; KAEO, Pacific, Stockton 27,
 Calif.; KSU, Stanford, Palo Alto, Calif.; KSMU,
 Southern Methodist, Dallas, Tex.; KVOF, Texas
 Mines, El Paso, Tex.; KUOI, Idaho, Moscow,
 Idaho; KXLU, Loyola, Los Angeles, Calif.;
 KVDU, Denver, Denver, Colo.; WWBN, Bethany,
 Bethany, W. Va.; WNTC, Clarkson & Potsdam
 Colleges, Potsdam, N. Y.; WRTI, Temple U.,
 Philadelphia, Pa. and 30 additional stations
 under construction.

★
Intermountain Network

248 S. Main St., Salt Lake City 1, Utah
 Phone: 4-1843, 4-6491
PERSONNEL

President.....George C. Hatch
 Executive Vice-President.....Alvin G. Pack
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 Program Director.....Craig Rogers
 Technical Director.....W. D'Orr Cozzens
 Chief Engineer.....Stanley C. Benson
 Production Manager.....Vern Bruggeman
 Music Director.....Earl Donaldson
 Sports-Special Events Dir.....Mal Wyman
 News Director.....Jack Goodman
 Promotion Director.....John Hinckley
 Continuity Director.....Nat Berlin

STATIONS

UTAH: KALL (Key Station), Salt Lake City;
 KLO, Ogden; KOVO, Provo; KOAL, Price;
 KVNU, Logan.

IDAHO: KEYY, Pocatello; KVMV, Twin Falls;
 KFXD, Boise-Nampa; KFXD-FM, Boise-Nampa
 and KID, Idaho Falls.

WYOMING: KVRS, Rock Springs; KDFN,
 Casper; KPOW, Powell; KWYO, Sheridan;
 KODI, Cody.

MONTANA: KBMY, Billings; KRJF, Miles
 City; *Butte; *Great Falls; *Lewiston.

*Under Construction.

REPRESENTATIVE
 Lewis H. Avery, Inc.

Iowa Tall Corn Network

401 Shops Building, Des Moines, Iowa

Phone: 2-0225

PERSONNEL

General Manager.....George W. Webber
 President.....Edward Breen
 Vice-Pres. in Charge of Station Relations
 Morgan Sexton
 Vice-Pres. in Charge of Programming
 Ben Sanders
 Vice-Pres. in Charge of Engineering
 Ken Gordon
 Secretary-Treasurer.....George Volger

STATIONS

KBUR, Burlington; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KTRI, Sioux City; KICD, Spencer; KAYX, Waterloo.



McClatchy Beeline

708 Eye Street, Sacramento 4, Cal.

Phone: Sacramento 2-5011

PERSONNEL

President.....Eleanor McClatchy
 National Sales Mgr.....Robert A. Street
 Program Director.....Emil Martin
 Promotion Director.....Evert S. Peterson
 Agricultural Director.....Hamilton L. Hintz
 Technical Director.....Norman Webster

STATIONS

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.; KFBK, Sacramento, Cal.; KWG, Stockton, Cal.; KOH, Reno, Nev.

REPRESENTATIVE

Paul H. Raymer Company



Michigan Radio Network

1700 Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

General Manager.....James G. Riddell
 Sales Manager.....Harold Christian
 Dir. Adv. & Sales Prom.....William J. Hendricks

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WRBZ, Muskegon; WSOO, Saulte Ste. Marie (Supplementary Station).

REPRESENTATIVE

WXYZ, Detroit, Mich.



New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 2-3181

PERSONNEL

Chair. Bd. of Dir. & Opr. Dir...Paul W. Morency
 Directors: J. B. Conley, John J. Boyle, Wm. E. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.;

WJAR, Providence, R. I.; WLBZ, Bangor, Me.;

WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company



North Carolina State Network, Inc.

324½ So. Tryon, Charlotte, N. C.

Phone: Concord 2154

PERSONNEL

President.....E. C. Qualls
 Secretary.....Mrs. Doris Broun
 Treasurer.....J. R. Marlowe
 Vice-Pres. and Gen. Mgr.....H. A. Seville

BRANCH OFFICES

165 W. 45th St., New York, N. Y., Phone LOngacre 3-4474, Harry Friedenberg, Eastern Sales Mgr.; 333 No. Michigan Ave., Suite 528, Chicago, Ill., Phone Andover 6686, Peterson Kutger, Western Sales Mgr.

STATIONS

WGTL, Kannapolis-Charlotte; WADE, Wadesboro; WEWO, Laurinburg; WWGP, Sanford; WGWR, Asheboro; WFNS, Burlington; WKBC, North Wilkesboro; WBBO, Forest City; WDUK, Durham; WCEC, Rocky Mt.; WRRF, Washington; WKNS, Kinston; WRRZ, Clinton.



Northern Broadcasting & Publishing, Ltd.

25 King St. W., Ont., Canada

Phone: Adelaide 8895

PERSONNEL

President.....R. H. Thomson
 General Manager.....Jack M. Davidson
 Secretary-Treasurer.....S. F. Chapman

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; Associated Stations: CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.

BRANCH OFFICES

Medical Arts Bldg., Montreal, Quebec, Phone FItzroy 6388, R. A. Leslie, Manager; Thomson Bldg., Timmins, Ontario, Phone 1500, S. F. Chapman, Sec-Treas.



Northwest Network

9th and LaSalle, Minneapolis 2, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
 Treasurer.....Kenneth M. Hance
 Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WBCB, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

The Oklahoma Network

2004 Apco Tower, Oklahoma City 2, Okla.
Phone 3-8352

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee;
KBIX, Muskogee; KCRC, Enid; KADA, Ada;
KOME, Tulsa; KVSO, Ardmore; KTMK, Mc-
Alester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales



The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.
Phone Locust 7700

PERSONNEL

General Manager.....Dr. Leon Levy
Asst. Manager.....J. L. Tinney
Technical Director.....George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL,
Lancaster; WORK, York; WAZL, Hazleton;
WEST, Easton; WSAN, Allentown; WFBG,
Altoona; WERC, Erie; WLEU, Erie; WHP,
Harrisburg; WKBO, Harrisburg; WJAC, John-
stown; WKST, New Castle; KDKA, Pittsburgh;
WJAS, Pittsburgh; KQV, Pittsburgh; WCAE,
Pittsburgh; WRAW, Reading; WARM, Scrant-
on; WGBI, Scranton; WKOK, Sunbury; WJPA,
Washington; WBRE, Wilkes-Barre; WBAX,
Wilkes-Barre; WRAK, Williamsport; (Harris-
burg, Scranton, Wilkes-Barre, Pittsburgh and
Erie stations optional).



Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6-6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK,
York; WAZL, Hazleton; WGAL, Lancaster;
WGBI, Scranton; WBRE, Wilkes Barre; WKBO,
Harrisburg; WKOK, Sunbury; WRAK, Wil-
liamsport; WFBG, Altoona; WJAC, Johnstown;
WLEU, Erie; WSAN, Allentown; WWSW,
Pittsburgh; WSNJ, Bridgeton, N. J.



Steinman Stations

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Program Manager.....J. Gorman Walsh
Promotion Manager.....Paul C. Rodenhauser
Chief Engineer.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.;
WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.;
WEST, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Radio Advertising Company



**Tennessee Valley
Regional Network**

531 S. Gay St., Knoxville 2, Tenn.
Phone: 2-7111

PERSONNEL

Business Manager (WROL).....C. H. Frazier

STATIONS

WOPL, Bristol, Tenn.-Va.; WROL, Knoxville,
Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)
Burn-Smith Co. (New York-Chicago)



The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative
group of stations, each outlet being a sales
office for the other.

PERSONNEL

Manager (WBAP).....George Cranston
Manager (WFAA).....Martin Campbell
Manager (WOAI).....Hugh A. L. Half
Manager (KPRC).....Jack Harris
Manager (KGNC).....Aubrey Jackson
Manager (KRIS).....T. Frank Smith
Manager (KRGV).....Byron W. Ogle
WBAP, Fort Worth; WFAA, Dallas; WOAI,
San Antonio; KPRC, Houston; KGNC, Amarillo;
KRIS, Corpus Christi; KRGV, Weslaco.

NATIONAL REPRESENTATIVES

WBAP, KRIS—Free and Peters, Inc.
WFAA, KPRC, WOAI—Edward Petry and
Co., Inc.

KGNC, KRGV—Taylor-Howe-Snowden
Radio Sales, Inc.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



Texas State Network, Inc.

1201 West Lancaster Ave., Fort Worth 1, Texas
Phone 3-3473

PERSONNEL

President and General Manager. Gene L. Cagle
Assistant Gen. Manager. Frances Williamson
Program Director.....Walton K. Blanton
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest W. Clough
Chief Engineer.....Truett Kimzey
Sales & Promotion Mgr.....Harry W. Mambert

REGIONAL NETWORKS

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KXYZ, Houston; KGVL, Greenville; KMHT, Marshall.

NATIONAL REPRESENTATIVE
Weed & Co.

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The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988.
Raleigh, North Carolina
Phone 8885-6

PERSONNEL

President.....B. S. Hodges, Jr., WGTC
Secy and Treas.....Fred Fletcher, WRAL
Program Director...Howard Meschmier, WRAL
Sales Manager.....R. K. Scott, Raleigh
Vice-President.....Leland B. Nelson, WGBR

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.; WJNC, Jacksonville, N. C.; WTIK, Durham, N. C.

NATIONAL REPRESENTATIVES
The Walker Company

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The Wolverine Network

740 Keeler Building, Grand Rapids 2, Mich.
Phone: Glendale 4-5062

PERSONNEL

President.....Roy C. Kelley
Secty-Treas.....Ray M. Veenstra
Asst. Secty-Treas.....J. S. Foster
Traffic Manager.....Marie Groskopf

STATIONS

WFUR, Grand Rapids, Michigan; WMUS, Muskegon, Michigan; WKLA, Ludington, Michigan; WATT, Cadillac, Michigan; WTCM, Traverse City, Michigan; WDBC, Escanaba, Michigan; WDMJ, Marquette, Michigan; WIKB, Iron Mountain, Michigan; WMAM, Marinette, Wisconsin; WJMS, Ironwood, Michigan; WHDF, Calumet, Michigan; WELL, Battle Creek, Michigan; WIBM, Jackson, Michigan; WILS, Lansing, Michigan; WKNX, Saginaw, Michigan; WWOK, Flint, Michigan; WJBK, Detroit, Michigan; WJJD, Chicago, Illinois.

★

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

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Executive Vice-President and Gen. Mgr.

Linus Travers
Vice-President.....George W. Steffy
Controller.....Robert F. Ide
Assistant Controller.....Howard F. Wright
Editor, Yankee Network News Service,

Leland Bickford
Director of Promotion.....David F. Shurtleff

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BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
Phone: Worcester 2-5611

WAAB Supervisor.....H. Wm. Koster
Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500

WEAN Supervisor.....Malcolm S. Parker
54 Pratt Street, Hartford 4, Conn.
Phone: Hartford 7-9131

WONS Supervisor.....Ralph Kanna
Falmouth Hotel, 212 Middle St., Portland 3, Me.
Phone: Portland 4-2649

WMTW Supervisor.....Charles W. Curtin
Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121

WICC Supervisor.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana
Phone: 2-2344

PERSONNEL

Managing Director.....E. B. Craney
Manager.....Arne E. Anzjon
Sales Manager.....S. J. Schile

STATIONS

KXLF, Butte; KXLK, Great Falls; KXLJ, Helena; KXLQ, Bozeman; KXLL, Missoula.

NATIONAL REPRESENTATIVE

The Walker Company

STATIONS

Alphabetical Listing

•

*U. S. Standard Stations
Indexed by Call Letters—
Location*

•

*Stations Alphabetically
Listed by States—Cities*

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Personnel

•

Other Detailed Information



MUSIC IS NO PASSING FANCY A love of fine music is no passing fancy. It is intense, devout, ever-growing . . . makes the music lover a special kind of radio listener . . . a listener devoted to the programs of WQXR-WQXQ. More than half a million music loving families in and around New York listen habitually to WQXR-WQXQ . . . to the extent that no other station can reach them as effectively. Leading advertisers are concentrating more and more on this huge audience . . . selling their products through the interest created by good music. For greater sales in the world's greatest market, use WQXR-WQXQ . . . the stations distinguished for good music and the news bulletins of The New York Times.

WQXR

*. . . and FM Station WQXQ
Radio Stations of The New York Times*

Index Of The Standard Stations Of The United States

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KADP	Pueblo, Colo.	354	KBMY	Billings, Mont.	495
KAFY	Bakersfield, Cal.	327	KBND	Bend, Ore.	585
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KARK	Little Rock, Ark.	323	KBUH	Brigham, Utah	662
KARM	Fresno, Cal.	329	KBUN	Bemidji, Minn.	477
KARV	Mesa, Ariz.	318	KBUR	Burlington, Ia.	418
KASA	Elk City, Okla.	578	KBWD	Brownwood, Tex.	640
KASH	Eugene, Ore.	586	KBYE	Oklahoma City, Okla.	579
KAST	Astoria, Ore.	585	KBYR	Anchorage, Alaska	695
KATE	Albert Lea, Minn.	477	KBZY	Grand Rapids, Minn.	478
KATL	Houston, Tex.	650	KCBC	Des Moines, Ia.	419
KATO	Reno, Nev.	503	KCBD	Lubbock, Texas	654
KAUS	Austin, Minn.	477	KCHS	Hot Springs, N. Mex.	512
KAVE	Carlsbad, N. Mex.	512	KCID	Caldwell, Ida.	392
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KAWT	Douglas, Ariz.	317	KCKN	Kansas City, Kans.	429
KAYS	Hays, Kans.	428	KCLA	Pine Bluff, Ark.	324
KAYX	Waterloo, Ia.	425	KCLE	Cleburne, Tex.	641
KBGS	St. Louis, Mo.	493	KCMC	Texarkana, Tex.	660
KBIO	Burley, Ida.	392	KCMJ	Palm Springs, Calif.	339
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KCRC	Enid, Okla.	578
KCRG	Cedar Rapids, Ia.	418
KCRS	Midland, Tex.	655
KCRT	Trinidad, Colo.	355
KCSB	San Bernadino, Cal.	341
KCSJ	Pueblo, Colo.	354
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KCTI	Gonzales, Tex.	650
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KDEC	Decorah, Ia.	419
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KDHL	Fairbault, Minn.	478
KDIX	Dickinson, N. Dak.	560
KDKA	Pittsburgh, Penn.	607
KDLK	Del Rio, Tex.	645
KDLR	Devils Lake, N. Dak.	560
KDMO	Carthage, Mo.	486
KDNT	Denton, Tex.	645
KDON	Monterey, Cal.	335
KDRO	Sedalia, Mo.	494
KDRS	Paragould, Ark.	324
KDSH	Boise, Ida.	392
KDSJ	Deadwood, S. Dak.	624
KDTH	Dubuque, Ia.	422
KDUR	Durant, Okla.	578
KDWT	Stamford, Tex.	659
KDYL	Salt Lake City, Utah.	665
KDZA	Pueblo, Colo.	355
KEBE	Jacksonville, Tex.	653
KECA	Los Angeles, Cal.	333
KECK	Odessa, Tex.	655
KEEN	San Jose, Cal.	345
KEIO	Pocatello, Ida.	394
KELA	Centralia and Chehalis, Wash.	675
KELD	El Dorado, Ark.	321
KELN	Ely, Nev.	502
KELO	Sioux Falls, S. Dak.	625
KELP	El Paso, Tex.	647
KENI	Anchorage, Alaska	695
KENT	Shreveport, La.	443
KENO	Las Vegas, Nev.	502

Call Letters	City—State	See Page
KEPO	El Paso, Tex.	647
KERN	Bakersfield, Cal.	327
KERO	Bakersfield, Cal.	327
KERS	Elko, Nev.	502
KEX	Portland, Ore.	588
KEXO	Grand Junction, Colo.	354
KEYS	Corpus Christi, Tex.	641
KEYY	Pocatello, Ida.	394
KFAB	Omaha, Neb.	501
KFAC	Los Angeles, Cal.	333
KFAK	Flagstaff, Ariz.	317
KFAM	St. Cloud, Minn.	480
KFAR	Fairbanks, Alaska	695
KFBB	Great Falls, Mont.	496
KFBC	Cheyenne, Wyo.	693
KFBI	Wichita, Kans.	430
KFBK	Sacramento, Cal.	340
KFDA	Amarillo, Tex.	637
KFDM	Beaumont, Tex.	639
KFDX	Wichita Falls, Tex.	662
KFEL	Denver, Colo.	352
KFEQ	St. Joseph, Mo.	491
KFFA	Helena, Ark.	322
KFGO	Fargo, N. Dak.	561
KFH	Wichita, Kans.	430
KFI	Los Angeles, Cal.	333
KFIO	Spokane, Wash.	677
KFIZ	Fond du Lac, Wisc.	686
KFJB	Marshalltown, Ia.	422
KFJI	Klamath Falls, Ore.	587
KFJZ	Fort Worth, Tex.	647
KFKA	Greeley, Colo.	354
KFLW	Klamath Falls, Ore.	587
KFMB	San Diego, Cal.	342
KFMJ	Tulsa, Okla.	582
KFMO	Flat River, Mo.	488
KFNF	Shenandoah, Ia.	423
KFOR	Lincoln, Neb.	500
KFOX	Long Beach, Cal.	332
KFPW	Ft. Smith, Ark.	322
KFQD	Anchorage, Alaska	695
KFRB	Fairbanks, Alaska	695
KFRC	San Francisco, Cal.	343
KFRE	Fresno, Cal.	331
KFRM	Kansas City, Kans.	489
KFRO	Longview, Tex.	653
KFRU	Calumbia, Mo.	488
KFSA	Fort Smith, Ark.	322
KFSB	Joplin, Mo.	488
KFSD	San Diego, Cal.	342
KFUN	Las Vegas, N. Mex.	513
KFVD	Los Angeles, Cal.	333
KFVS	Cape Girardeau, Mo.	486

Call Letters	City—State	See Page
KFWB	Hollywood, Cal.	331
KFXD	Nampa, Ida.	394
KFXJ	Grand Junction, Colo.	354
KFXM	San Bernardino, Cal.	341
KFYN	Bonham, Tex.	640
KFYO	Lubbock, Tex.	654
KFYR	Bismarck, N. Dak.	560
KGA	Spokane, Wash.	678
KGAF	Gainesville, Tex.	649
KGAK	Gallup, N. Mex.	512
KGAR	Garden City, Kans.	428
KGB	San Diego, Cal.	342
KGBC	Galveston, Tex.	650
KGBS	Harlingen, Tex.	650
KGBX	Springfield, Mo.	494
KGCU	Mandan, N. Dak.	561
KGCX	Sidney, Mont.	499
KGDE	Fergus Falls	478
KGDM	Stockton, Cal.	348
KG EK	Sterling, Colo.	355
KGEM	Boise, Ida.	392
KGER	Long Beach, Cal.	333
KGEW	Oroville, Cal.	339
KGEZ	Kalispell, Mont.	497
KGFF	Shawnee, Okla.	582
KG FJ	Hollywood, Cal.	332
KGFL	Roswell, N. Mex.	513
KGFM	Great Falls, Mont.	496
KGFN	Grass Valley, Cal.	331
KGFW	Kearney, Neb.	499
KGFX	Pierre, S. Dak.	624
KG GF	Coffeyville, Kans.	427
KGGM	Albuquerque, N. Mex.	511
KGHF	Pueblo, Colo.	355
KGHI	Little Rock, Ark.	323
KGHL	Billings, Mont.	495
KGIL	Sherman Oaks, Cal.	348
KGIW	Alamosa, Colo.	351
KGKB	Tyler, Tex.	660
KGKL	San Angelo, Tex.	657
KGLO	Mason City, Ia.	423
KG LU	Safford, Ariz.	319
KGMB	Honolulu, Hawaii	696
KGNC	Amarillo, Tex.	637
KGNO	Dodge City, Kans.	427
KGO	San Francisco, Cal.	343
KGON	Oregon City, Ore.	588
KGRH	Fayetteville, Ark.	322
KGRI	Henderson, Tex.	650
KGU	Honolulu, Hawaii	696
KGVL	Greenville, Tex.	650
KGVO	Missoula, Mont.	498
KGW	Portland, Ore.	589

Call Letters	City—State	See Page
KGY	Olympia, Wash.	676
KGYW	Vallejo, Cal.	349
KHAS	Hastings, Neb.	499
KHBC	Hilo, Hawaii	696
KHBG	Okmulgee, Okla.	581
KHJ	Los Angeles, Cal.	334
KHMO	Hannibal, Mo.	488
KHON	Honolulu, Hawaii	697
KHOZ	Harrison, Ark.	322
KHQ	Spokane, Wash.	678
KHSL	Chico, Cal.	328
KHUB	Watsonville, Cal.	350
KHUM	Eureka, Cal.	329
KHUZ	Borger, Tex.	640
KIBH	Seward, Alaska	696
KICA	Clovis, N. Mex.	512
KICD	Spencer, Ia.	425
KICN	Mason City, Ia.	423
KICO	Calexico, Cal.	328
KID	Idaho Falls, Ida.	393
KIDO	Boise, Ida.	392
KIEM	Eureka, Cal.	329
KIEV	Glendale, Cal.	331
KIFI	Idaho Falls, Ida.	393
KIJV	Huron, S. Dak.	624
KILM	Lincoln, Neb.	500
KILO	Grand Forks, N. Dak.	561
KIMA	Yakima, Wash.	680
KIMO	Independence, Mo.	488
KIND	Independence, Kans.	429
KING	Seattle, Wash.	676
KINY	Juneau, Alaska	695
KIOA	Des Moines, Ia.	421
KIOX	Bay City, Tex.	638
KIPA	Hilo, Hawaii	696
KIRO	Seattle, Wash.	676
KIRX	Kirksville, Mo.	491
KISD	Sioux Falls, S. D.	625
KIST	Santa Barbara, Cal.	347
KIT	Yakima, Wash.	680
KITE	San Antonio, Tex.	658
KITO	San Bernardino, Cal.	341
KIUL	Garden City, Kans.	428
KIUN	Pecos, Tex.	657
KIUP	Durango, Colo.	353
KIXL	Dallas, Tex.	643
KIYI	Shelby, Mont.	498
KJAM	Vernal, Utah	666
KJAN	Opelousas, La.	442
KJAY	Topeka, Kans.	429
KJBS	San Francisco, Cal.	343
KJR	Seattle, Wash.	677
KJSK	Columbus, Neb.	499
KKIN	Visalia, Cal.	350

Call Letters	City—State	See Page
KLAC	Los Angeles, Cal.	334
KLAS	Las Vegas, Nev.	502
KLBM	La Grande, Ore.	587
KLCN	Blytheville, Ark.	321
KLEE	Houston, Tex.	651
KLIF	Dallas, Tex.	643
KLIK	San Diego, Cal.	342
KLIX	Twin Falls, Ida.	394
KLIZ	Brainerd, Minn.	477
KLMR	Lamar, Colo.	354
KLO	Ogden, Utah	662
KLOK	San Jose, Cal.	345
KLOU	Lake Charles, La.	439
KLPM	Minot, N. Dak.	562
KLPR	Oklahoma City, Okla.	579
KLRA	Little Rock, Ark.	324
KLUF	Galveston, Tex.	650
KLWT	Lebanon, Mo.	491
KLX	Oakland, Calif.	338
KLZ	Denver, Colo.	352
KMA	Shenandoah, Ia.	423
KMAC	San Antonio, Tex.	658
KMAE	McKinney, Tex.	654
KMBC	Kansas City, Mo.	489
KMED	Medford, Ore.	587
KMFR	Great Falls, Mont.	496
KMHK	Mitchell, S. Dak.	624
KMHL	Marshall, Minn.	479
KMHT	Marshall, Tex.	655
KMHU	Muskogee, Okla.	579
KMJ	Fresno, Cal.	331
KMLB	Monroe, La.	439
KMNJ	Grand Island, Neb.	499
KMO	Tacoma, Wash.	678
KMON	Great Falls, Mont.	497
KMOX	St. Louis, Mo.	493
KMPC	Los Angeles, Cal.	334
KMSU	Missoula, Mont.	498
KMVI	Wailuku, Hawaii	697
KMYC	Marysville, Cal.	335
KMYR	Denver, Colo.	353
KNAF	Fredericksburg, Tex.	649
KNAK	Salt Lake City, Utah	665
KNBC	San Francisco, Cal.	344
KNEB	Scottsbluff, Neb.	502
KNEL	Brady, Tex.	640
KNET	Palestine, Tex.	656
KNEU	Provo, Utah	663
KNEV	Fallon, Nev.	502
KNEW	Spokane, Wash.	678
KNGS	Hanford, Cal.	332
KNOE	Monroe, La.	439
KNOG	Noogales, Arizona	318

Call Letters	City—State	See Page
KNOW	Austin, Tex.	638
KNOX	Grand Forks, N. Dak.	561
KNPT	Newport, Ore.	588
KNX	Los Angeles, Cal.	334
KOA	Denver, Colo.	353
KOAL	Price, Utah	663
KOAM	Pittsburgh, Kans.	429
KOAT	Albuquerque, N. Mex.	511
KOB	Albuquerque, N. Mex.	512
KOBE	Las Cruces, N. Mex.	513
KOCA	Kilgore, Tex.	653
KOCO	Salem, Ore.	590
KOCS	Ontario, Cal.	338
KOCY	Oklahoma City, Okla.	581
KODI	Cody, Wyo.	693
KODL	The Dalles, Ore.	586
KODY	N. Platte, Nebraska	500
KOGT	Orange, Tex.	656
KOH	Reno, Nev.	503
KOIL	Omaha, Neb.	501
KOIN	Portland, Ore.	589
KOJM	Havre, Mont.	497
KOKO	La Junta, Colo.	354
KOKX	Keokuk, Ia.	422
KOL	Seattle, Wash.	677
KOLE	Port Arthur, Tex.	657
KOLN	Lincoln, Neb.	500
KOLO	Reno, Nev.	503
KOLT	Scottsbluff, Neb.	502
KOMA	Oklahoma City, Okla.	581
KOME	Tulsa, Okla.	583
KOMO	Seattle, Wash.	677
KOMW	Omak, Wash.	676
KONO	San Antonio, Tex.	658
KONP	Port Angeles, Wash.	676
KOOL	Phoenix, Ariz.	318
KOOS	Coos Bay, Ore.	585
KOPO	Tucson, Ariz.	320
KOPP	Ogden, Utah	663
KOPR	Butte, Mont.	496
KORA	Bryan, Tex.	641
KORC	Mineral Wells, Tex.	655
KORE	Eugene, Ore.	586
KORN	Fremont, Neb.	499
KOSA	Odessa, Tex.	656
KOSF	Nacogdoches, Tex.	655
KOTA	Rapid City, S. Dak.	625
KOTN	Pine Bluff, Ark.	324
KOVC	Valley City, N. Dak.	562
KOVE	Miami, Okla.	579
KOVO	Provo, Utah	663
KOWH	Omaha, Neb.	501
KOWL	Santa Monica, Cal.	348

Call Letters	City—State	See Page
KOY	Phoenix, Ariz.	319
KPAB	Laredo, Tex.	653
KPAC	Port Arthur, Tex.	657
KPAS	Banning, Cal.	327
KPBX	Beaumont, Tex.	639
KPDN	Pampa, Tex.	656
KPDQ	Portland, Ore.	589
KPDR	Alexandria, La.	437
KPET	Lamesa, Tex.	653
KPHC	Walsenburg, Colo.	355
KPHO	Phoenix, Ariz.	319
KPIK	San Luis Obispo, Cal.	345
KPKW	Pasco, Wash.	676
KPLC	Lake Charles, La.	439
KPLT	Paris, Tex.	656
KPMC	Bakersfield, Cal.	327
KPMO	Pomona, Cal.	339
KPOA	Honolulu, Hawaii	697
KPOW	Powell, Wyo.	693
KPQ	Wenatchee, Wash.	679
KPRC	Houston, Tex.	651
KPRK	Livingston, Mont.	498
KPRL	Paso Robles, Cal.	339
KPRO	Riverside, Cal.	340
KPSC	Phoenix, Ariz.	319
KQV	Pittsburgh, Penn.	607
KQW	San Jose, Cal.	345
KRAI	Craig, Colo.	351
KRAL	Rawlins, Wyo.	693
ERAM	Las Vegas, Nev.	502
KRBA	Lufkin, Tex.	654
KRBC	Abilene, Tex.	637
KRCT	Goose Creek, Tex.	650
KRDO	Colorado Springs, Colo.	351
KRDU	Dinuba, Cal.	329
KRE	Berkeley, Cal.	328
KREI	Farmington, Mo.	488
KREL	Goose Creek, Tex.	650
KREM	Spokane, Wash.	678
KREO	Indio, Cal.	332
KRES	St. Joseph, Mo.	493
KRGV	Weslaco, Tex.	661
KRHD	Duncan, Okla.	578
KRIC	Beaumont, Tex.	639
KRIG	Odessa, Tex.	656
KRIO	McAllen, Tex.	654
KRIS	Corpus Christi, Tex.	641
KRJF	Miles City, Mont.	498
KRKD	Los Angeles, Cal.	334
KRKN	Ft. Smith, Ark.	322
KRKO	Everett, Wash.	675
KRLC	Lewiston, Ida.	393
KRLD	Dallas, Tex.	643

Call Letters	City—State	See Page
KRLN	Canon City, Colo.	351
KRND	Shreveport, La.	443
KRNO	San Bernardino, Cal.	342
KRNR	Roseburg, Ore.	590
KRNT	Des Moines, Ia.	421
KROC	Rochester, Minn.	480
KROD	El Paso, Tex.	647
KROF	Abbeville, La.	437
KROM	Pueblo, Colo.	355
KROP	Brawley, Calif.	328
KROS	Clinton, Ia.	418
KROW	Oakland, Cal.	338
KROX	Crookston, Minn.	477
KROY	Sacramento, Cal.	341
KRPL	Moscow, Ida.	393
KRRV	Cherman, Tex.	653
KRSC	Seattle, Wash.	677
KRST	Tyler, Tex.	660
KRTN	Raton, N. Mex.	513
KRUL	Corvallis, Ore.	586
KRUN	Ballinger, Tex.	638
KRUS	Ruston, La.	443
KRUX	Glendale, Phoenix, Ariz.	318
KRUZ	Santa Cruz, Calif.	347
KSAL	Salina, Kans.	429
KSAM	Huntsville, Tex.	651
KSAN	San Francisco, Cal.	344
KSBW	Salinas, Cal.	341
KSCJ	Sioux City, Ia.	425
KSCO	Santa Cruz, Calif.	347
KSD	St. Louis, Mo.	493
KSDJ	San Diego, Cal.	342
KSDN	Aberdeen, S. Dak.	624
KSEI	Pocatello, Ida.	394
KSEK	Pittsburgh, Kans.	429
KSEL	Lubbock, Tex.	653
KSEM	Moses Lake, Wash.	675
KSEO	Durant, Okla.	578
KSET	El Paso, Tex.	647
KSFA	Nacogdoches, Tex.	655
KSFE	Needles, Cal.	338
KSFO	San Francisco, Cal.	344
KSFT	Trinidad, Colo.	355
KSGM	St. Genevieve, Mo.	491
KSGN	Sanger, Cal.	345
KSIB	Creston, Ia.	419
KSIG	Crowley, La.	438
KSIL	Silver City, N. Mex.	513
KSIM	Sikeston, Mo.	494
KSIW	Woodward, Okla.	583
KSIX	Corpus Christi, Tex.	643
KSJB	Jamestown, N. Dak.	561
KSJO	San Jose, Cal.	345

Call Letters	City—State	See Page
KSKY	Dallas, Tex.	645
KSL	Salt Lake City, Utah	665
KSLM	Salem, Ore.	590
KSLO	Opelousas, La.	443
KSMA	Santa Maria, Cal.	347
KSMI	Seminole, Okla.	582
KSMN	Mason City, Ia.	423
KSMO	San Mateo, Cal.	346
KSMR	Douglas, Ariz.	317
KSO	Des Moines, Ia.	421
KSOK	Arkansas City, Kans.	427
KSOL	Yuma, Ariz.	321
KSON	San Diego, Cal.	343
KSOO	Sioux Falls, S. Dak.	625
KSPA	Santa Paula, Cal.	348
KSPI	Stillwater, Okla.	582
KSRO	Santa Rosa, Cal.	348
KSRV	Ontario, Ore.	588
KSST	Sulphur Springs, Tex.	659
KSTA	Coleman, Tex.	641
KSTB	Breckenridge, Tex.	640
KSTN	Stockton, Cal.	348
KSTP	St. Paul-Minneapolis, Minn.	480
KSTT	Davenport, Ia.	419
KSTV	Stephenville, Tex.	659
KSUB	Cedar City, Utah	662
KSUH	Susanville, Cal.	349
KSUN	Bisbee, Ariz.	317
KSVL	Richfield, Utah	663
KSVP	Artesia, N. Mex.	512
KSWI	Council Bluffs, Ia.	418
KSWM	Joplin, Mo.	488
KSWO	Lawton, Okla.	579
KSWs	Roswell, N. Mex.	513
KSYC	Yreka, Cal.	350
KSYL	Alexandria, La.	437
KTAN	Sherman, Tex.	659
KTAR	Phoenix, Ariz.	319
KTBB	Tyler, Tex.	660
KTBC	Austin, Tex.	638
KTBI	Tacoma, Wash.	679
KTBS	Shreveport, La.	443
KTCS	Tucson, Ariz.	320
KTEM	Temple, Tex.	660
KTFI	Twin Falls, Ida.	395
KTFs	Texarkana, Tex.	660
KTHS	Hot Springs, Ark.	323
KTHT	Houston, Tex.	651
KTIL	Tillamook, Ore.	590
KTIM	San Rafael, Cal.	346
KTIP	Porterville, Cal.	340
KTJS	Hobart, Okla.	578
KTKC	Visalia, Cal.	350

Call Letters	City—State	See Page
KTKN	Ketchikan, Alaska	696
KTKR	Taft, Cal.	349
KTMC	McAlester, Okla.	579
KTMP	El Dorado, Kans.	427
KTMS	Santa Barbara, Cal.	347
KTNM	Tucumcari, N. Mex.	513
KTOH	Lihue, Kauai, Hawaii	697
KTOK	Oklahoma City, Okla.	581
KTOP	Topeka, Kans.	429
KTOR	Coolidge, Ariz.	317
KTOW	Oklahoma City, Okla.	581
KTRB	Modesto, Cal.	335
KTRC	Santa Fe, N. Mex.	513
KTRE	Lufkin, Tex.	654
KTRF	Thief River Falls, Minn.	481
KTRH	Houston, Tex.	651
KTRI	Sioux City, Ia.	425
KTRM	Beaumont, Tex.	639
KTRY	Bastrop, La.	437
KTSA	San Antonio, Tex.	659
KTCS	Tucson, Ariz.	320
KTSM	El Paso, Tex.	647
KTSW	Emporia, Kans.	427
KTRR	Rolla, Mo.	491
KTTS	Springfield, Mo.	494
KTUC	Tucson, Ariz.	320
KTUL	Tulsa, Okla.	583
KTW	Seattle, Wash.	677
KTXL	San Angelo, Tex.	658
KTXN	Austin, Tex.	638
KTYL	Mesa, Ariz.	318
KUBA	Yuba City, Cal.	350
KUBC	Montrose, Colo.	354
KUCB	Blythe, Cal.	328
KUGN	Eugene, Ore.	586
KUIN	Grants Pass, Oregon	587
KUKH	Ukiah, Cal.	349
KUJ	Walla Walla, Wash.	679
KULA	Honolulu, Hawaii	697
KUMB	Des Moines, Ia.	421
KUOA	Siloam Springs, Ark.	325
KURV	Edinburg, Tex.	645
KUSN	San Diego, Cal.	343
KUTA	Salt Lake City, Utah	665
KVAI	Amarillo, Tex.	638
KVAK	Atchinson, Kans.	427
KVAL	Brownsville, Tex.	640
KVAN	Vancouver, Wash.	679
KVCV	Redding, Cal.	340
KVEC	San Luis Obispo, Cal.	346
KVEN	Ventura, Cal.	349
KVER	Albuquerque, N. Mex.	511
KVET	Austin, Tex.	639

Call Letters	City—State	See Page
KVFD	Ft. Dodge, Ia.	422
KVGB	Great Bend, Kans.	428
KVI	Tacoma, Wash.	679
KVIC	Victoria, Tex.	661
KVKM	Monahans, Tex.	655
KVLC	Little Rock, Ark.	324
KVLF	Alpine, Tex.	637
KBLH	Pauls Valley, Okla.	582
KVMA	Magnolia, Ark.	324
KVMV	Twin Falls, Ida.	395
KVNC	Carson City, Nev.	502
KVNI	Coeur d'Alene, Ida.	393
KVNU	Logan, Utah	662
KVOA	Tucson, Ariz.	320
KVOC	Casper, Wyo.	692
KVOD	Denver, Colo.	353
KVOE	Santa Ana, Cal.	346
KVOG	Ogden, Utah	663
KVOL	Lafayette, La.	438
KVON	Napa, Cal.	335
KVOO	Tulsa, Okla.	583
KVOP	Plainview, Tex.	657
KVOR	Colorado Springs, Colo.	351
KVOS	Bellingham, Wash.	674
KVOU	Uvalde, Tex.	661
KVOW	Littlefield, Tex.	653
KVOX	Moorhead, Minn.	480
KVRC	Arkadelphia, Ark.	321
KVRS	Rock Springs, Wyo.	693
KVSF	Santa Fe, N. Mex.	513
KVSM	San Mateo, Cal.	346
KVSO	Ardmore, Okla.	577
KVVC	Ventura, Cal.	349
KVWC	Vernon, Tex.	661
KWAK	Stuttgart, Ark.	325
KWAL	Wallace, Ida.	395
KWAT	Watertown, S. Dak.	625
KWBC	Ft. Worth, Tex.	649
KWBR	Oakland, Cal.	338
KWBU	Corpus Christi, Tex.	643
KWBW	Hutchinson, Kans.	428
KWCJ	Natchitoches, La.	439
KWCO	Chickasha, Okla.	578
KWDM	Des Moines, Ia.	421
KWEI	Weiser, Ida.	395
KWEM	West Memphis, Ark.	325
KWEW	Hobbs, N. Mex.	512
KWFC	Hot Springs, Ark.	323
KWFT	Wichita Falls, Tex.	662
KWGT	Stockton, Cal.	349
KWGB	Goodland, Kans.	428
KWHI	Brenham, Tex.	640
KWHK	Hutchinson, Kans.	428

Call Letters	City—State	See Page
KWHN	Ft. Smith, Ark.	322
KWHW	Altus, Okla.	577
KWIK	Burbank, Cal.	328
KWIL	Albany, Ore.	585
KWIN	Ashland, Ore.	585
KWJB	Globe, Ariz.	318
KWJJ	Portland, Ore.	589
KWK	St. Louis, Mo.	493
KWKH	Shreveport, La.	443
KWKW	Pasadena, Cal.	339
KWLK	Longview, Wash.	675
KWLM	Willmar, Minn.	481
KWMR	Wadena, Minn.	481
KWNO	Winona, Minn.	481
KWOA	Worthington, Minn.	481
KWOC	Poplar Bluff, Mo.	491
KWON	Bartlesville, Okla.	577
KWOR	Worland, Wla.	693
KWOS	Jefferson City, Mo.	488
KWPC	Muscatine, Ia.	423
KWPM	West Plains, Mo.	495
KWRC	Pendleton, Ore.	588
KWRN	Reno, Nev.	503
KWRO	Coqville, Ore.	586
KWRZ	Flagstaff, Ariz.	318
KWSD	Mt. Shasta, Cal.	335
KWSL	Lake Charles, La.	439
KWTC	Barstow, Cal.	327
KWTO	Springfield, Mo.	495
KWTX	Waco, Tex.	661
KWWB	Walla Walla, Wash.	679
KWWL	Waterloo, Ia.	425
KWYO	Sheridan, Wyo.	693
KXA	Seattle, Wash.	677
KXAR	Hope, Ark.	323
KXEL	Waterloo, Ia.	425
KXEO	Mexico, Mo.	491
KXGI	Fort Madison, Ia.	422
KXIC	Iowa City, Ia.	422
KXL	Portland, Ore.	589
KXLA	Pasadena, Cal.	339
KXLE	Ellensburg, Wash.	675
KXLF	Butte, Mont.	496
KXLJ	Helena, Mont.	497
KXLK	Great Falls, Mont.	497
KXLL	Missoula, Mont.	498
KXLO	Lewistown, Mont.	497
KXLQ	Bozeman, Mont.	496
KXLR	N. Little Rock, Ark.	324
KXLW	St. Louis, Mo.	493
KXLY	Spokane, Wash.	678
KXO	El Centro, Cal.	329
KXOA	Sacramento, Cal.	341

Call Letters	City—State	See Page
KXOB	Stockton, Cal.	349
KXOK	St. Louis, Mo.	494
KXOL	Fort Worth, Tex.	649
KXOX	Sweetwater, Tex.	669
KXRJ	Russellville, Ark.	325
KXRN	Renton, Wash.	676
KXRO	Abe'deen, Wash.	674
KXRX	San Jose, Cal.	345
KXXL	Reno, Nev.	503
KXXX	Colby, Kans.	427
KXYZ	Houston, Tex.	651
KYA	San Francisco, Cal.	344
KYAK	Yakima, Wash.	680
KYCA	Prescott, Ariz.	319
KYDS	St. Paul, Minn.	481
KYES	Butte, Mont.	486
KYJC	Medford, Ore.	587
KYLE	Alamogordo, N. Mex.	511
KYNG	Idaho Falls, Ida.	393
KYNO	Fresno, Cal.	331
KYOR	San Diego, Cal.	343
KYOS	Merced, Cal.	335
KYSC	Yuma, Ariz.	321
KYSM	Mankato, Minn.	478
KYUM	Yuma, Ariz.	321
KYW	Philadelphia, Penn.	631
WAAB	Worcester, Mass.	462
WAAF	Chicago, Ill.	399
WAAT	Newark, N. J.	539
WABB	Mobile, Ala.	314
WABI	Bangor, Me.	444
WABJ	Adrian, Mich.	465
WABY	Albany, N. Y.	515
WABZ	Albama le, N. Car.	546
WACE	Chicago, Mass.	457
WACO	Waco, Tex.	661
WADC	Akron, O.	565
WADE	Wadesboro, N. C.	558
WAFB	Baton Rouge, La.	437
WAGA	Atlanta, Ga.	379
WAGC	Chattanooga, Tenn.	626
WAGE	Syracuse, N. Y.	542
WAGF	Dothan, Ala.	311
WAGM	Preque Isle, Me.	446
WAIM	Anderson, S. C.	617
WAIR	Winston-Salem, N. C.	560
WAIT	Chicago, Ill.	399
WAJR	Morgantown, W. Va.	683
WAKR	Akron, O.	565
WALA	Mobile, Ala.	314
WALB	Albany, Ga.	379
WALD	Waterboro, S. C.	623
WALL	Middletown, N. Y.	523
WALT	Tampa, Fla.	375
WAML	Laurel, Miss.	484
WAND	Canton, O.	566
WANE	Ft. Wayne, Ind.	411
WANN	Annapolis, Md.	449
WAOV	Vincennes, Ind.	417

Call Letters	City—State	See Page
WAPA	San Juan, P. R.	703
WAPF	McComb, Miss.	484
WAPI	Birmingham, Ala.	310
WAPQ	Chattanooga, Tenn.	626
WAPX	Montgomery, Ala.	314
WARC	Rochester, N. Y.	537
WARD	Johnstown, Penn.	597
WARK	Hagerstown, Md.	452
WARL	Arlington, Va.	667
WARM	Scranton, Penn.	610
WARS	Wilmington, Del.	362
WASA	Favre De Grace, Md.	452
WASX	Lafayette, Ind.	415
WASL	Annapolis, Md.	449
WATL	Atlanta, Ga.	381
WATN	Watertown, N. Y.	544
WATO	Oak Ridge, Tenn.	634
WATR	Waterbury, Conn.	360
WATT	Cadillac, Mich.	467
WATW	Ashland, Wisc.	685
WATZ	Alpena, Mich.	465
WAUD	Auburn, Ala.	309
WAUX	Waukesha, Wis.	692
WAVE	Louisville, Ky.	433
WAVL	Apollo, Penn.	592
WAVU	Albertville, Ala.	309
WAVZ	New Haven, Conn.	358
WAYB	Waynesboro, Va.	674
WAYN	Rockingham, N. C.	556
WAYS	Charlotte, N. C.	547
WAYX	Waycross, Ga.	391
WAZF	Yazoo City, Miss.	486
WAZL	Hozelton, Penn.	596
WBAA	Lafayette, Ind.	415
WBAB	Atlantic City, N. J.	509
WBAC	Cleveland, Tenn.	627
WBAL	Baltimore, Md.	449
WBAP	Ft. Worth, Tex.	649
WBAT	Marion, Ind.	415
WBAX	Wilkes-Barre, Penn.	612
WBAY	Coral Gables, Fla.	365
WBBB	Burlington, N. C.	547
WBBC	Flint, Mich.	469
WBFL	Richmond, Va.	672
WBBM	Chicago, Ill.	399
WBBO	Forest City, N. C.	550
WBBQ	Augusta, Ga.	382
WBBW	Indianapolis, Ind.	412
WBBZ	Ponca City, Okla.	582
WBCC	Bethesda, Md.	450
WBCK	Battle Creek, Mich.	465
WBCM	Ray City, Mich.	465
WBEC	Pittsfield, Mass.	460
WBEJ	Elizabethton-Johnson City Tenn.	627
WBEN	Buffalo, N. Y.	517
WBET	Brockton, Mass.	457
WBEX	Chillicothe, O.	566
WBGE	Atlanta, Ga.	381
WBHB	Fitzgerald, Ga.	386