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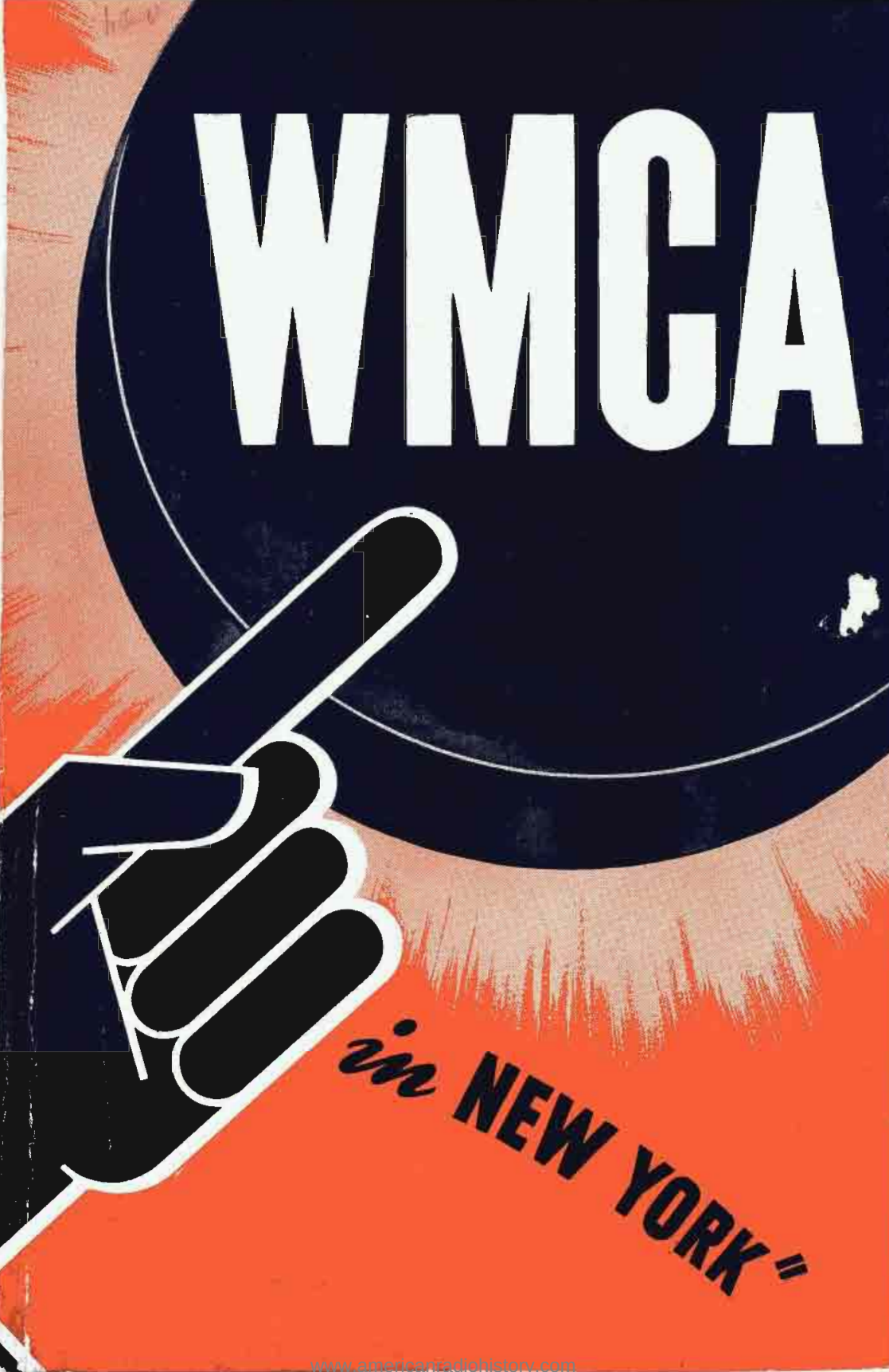


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# THE 1940 RADIO ANNUAL

*Jack Alicoate, Editor*

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| KDKA | 50,000 Watts | 980 kc | Pittsburgh |
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# INTRODUCTION

*By THE EDITOR*

## OBSERVATION

Once again RADIO DAILY presents RADIO ANNUAL to the World of Radio. Nothing so dramatically represents the scope and magnitude of the colorful Radio industry as the one thousand pages that follow. RADIO ANNUAL is a mirrored reflection of the progress and achievement of radio, playing its important part in the lives of all, marching ever forward as the finest and most wholesome force for enlightenment and entertainment the world has ever known.

## 1939

1939 is now history. Its radio highlights were many. Television became a reality. Frequency modulation made its bow. James L. Fly became chairman of the FCC. Networks passed the eighty million mark for an all time high in billings. Unprecedented radio coverage kept America up with war news twenty-four hours a day. Radio continues to stride firmly forward both technically and artistically.

## 1940

Never have the prospects for Radio been greater than at the dawn of 1940. Television has conquered both color and distance. Reception has been dynamically improved. Both the educational and entertainment value of programs has vastly progressed. Daily, almost, hourly, broadcasts from Europe, are now fact. Radio does indeed bring happiness and contentment into millions of homes.

## APPRECIATION

The comprehensiveness and accuracy of the thousand pages that follow would be impossible without the complete and enthusiastic cooperation of every branch of radio. The editor takes this opportunity to express his sincere appreciation, on behalf of RADIO DAILY, to the many Governmental Departments in Washington and New York, to the Federal Communications Commission, to the National Association of Broadcasters, the Columbia Broadcasting System, the Mutual Broadcasting System, the National Broadcasting Company and the hundreds of others from far and wide, for their splendid cooperation.

Jack Alicoate.



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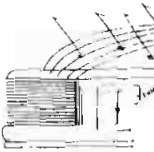

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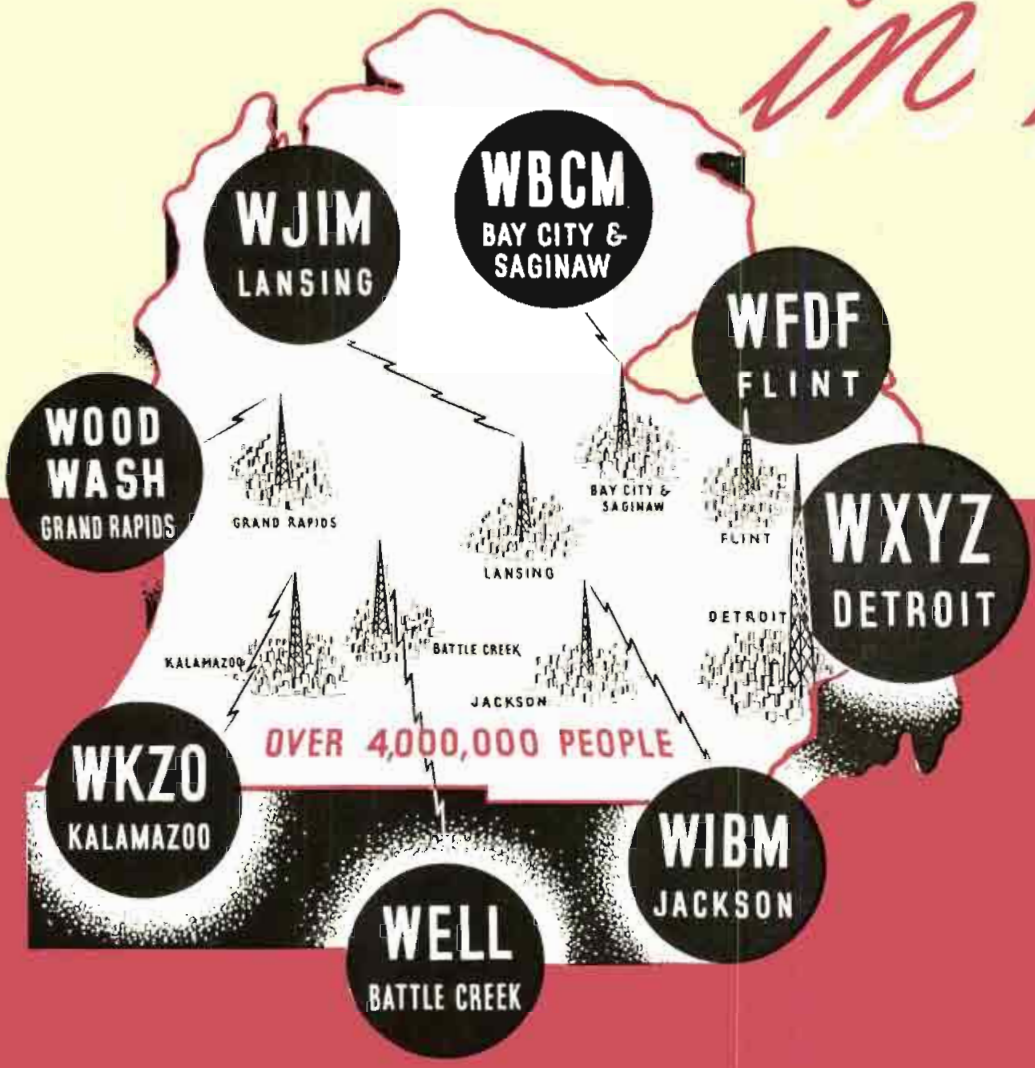


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# STATEMENT OF BUSINESS

1939

| SHOW | AGENCY | CLIENT |
|---|---|---|
| GUIDING LIGHT | Compton Advertising, Inc. | Procter & Gamble Co. |
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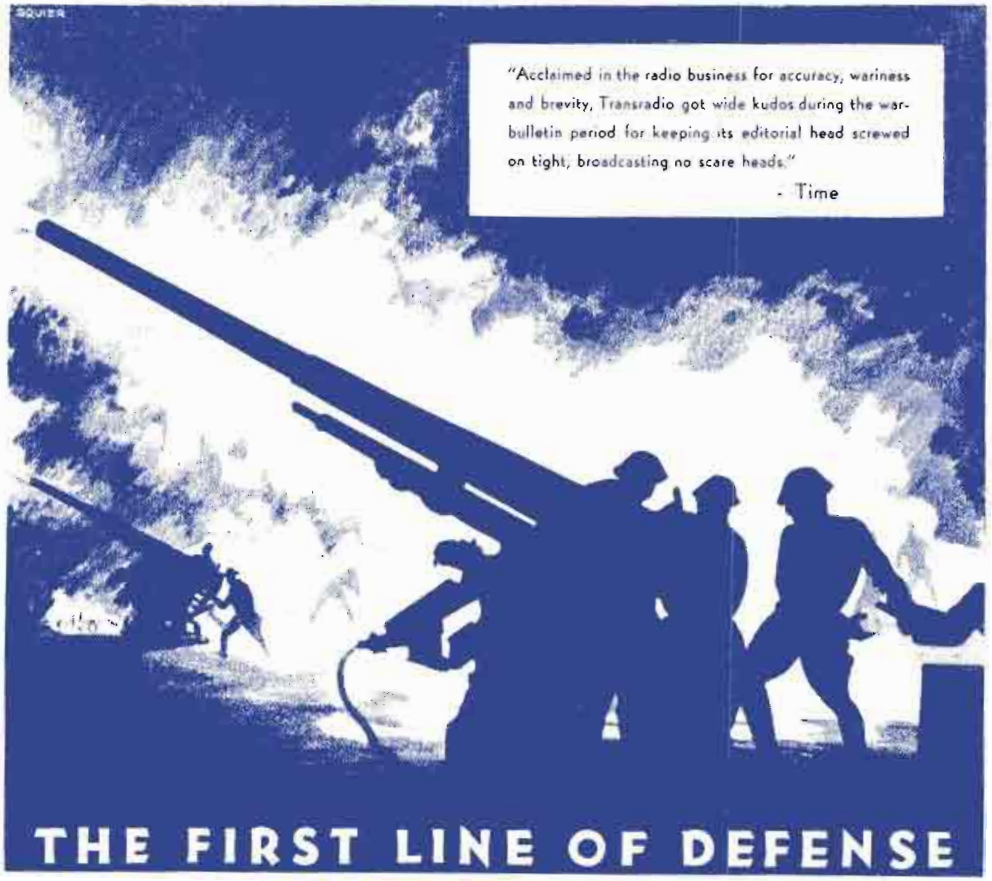


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● *To the left*, one of the new Heywood Streamline designs. This style, from the O. C. 625 series offers a smart, modern motif to harmonize with the interior of your radio theatre.

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*Sales Offices in all principal cities.*

HEYWOOD-WAKEFIELD
Established 1826
*Public Seating Division*
GARDNER, MASSACHUSETTS



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THIS IS THE THIRD EDITION OF

# RADIO ANNUAL

1940

***Designed to cover radio completely, for distribution shortly after the first of each year, and issued to Radio Daily subscribers as part of Radio Daily Service.***

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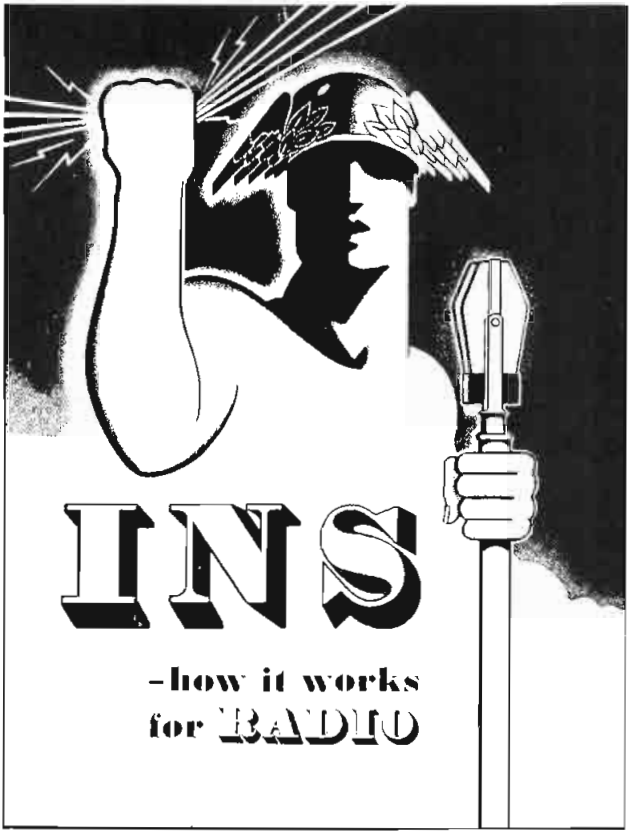


News broadcasts have become an integral part of American life. But to be worthy of a good broadcasting station the news source must be speedy, accurate, and complete. It must have world-wide connections, the very latest mechanical equipment, alert editors and the prestige of a great name. In all these requirements INS excels. A new brochure which will greatly help you in planning news broadcasts as a profitable investment will be sent on request.

**INTERNATIONAL NEWS SERVICE**

**235 EAST 45th STREET, NEW YORK**



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# RADIO-A GREAT SOCIAL FORCE

*By*
*JAMES LAWRENCE FLY*
*Chairman, Federal Communications Commission*

THE European war has brought increased responsibilities to radio. Unknown to the World War, radio broadcasting now defies national barriers and claims of isolation. Over there radio has opened a new avenue for propaganda. Over here radio must help preserve our neutrality and, at the same time, move forward in the public service.

The time has come to recognize radio as a great social force, as well as a great scientific achievement. It can affect the lives and the patterns of thought of the people for good or for evil. On the whole, this influence in America has been for the good, tending as it has, toward a better informed and more cultured society.

It is because of its important public role that radio must avoid subservience to any forces wholly selfish in nature. The Federal Communications Commission is under a mandate from Congress to insure that the limited frequencies available for public broadcast are used to accomplish the greatest good for the greatest number of people. Experience in seeking this end has demonstrated that the public and the private interests coincide.

Radio in constantly improved form will continue to render a genuine public service in America.

*For Complete FCC Section Please Turn to Page 129*



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# Polling Harlem

CERTAINLY no broadcasting station or advertising agency would attempt to judge program preferences by polling Harlem.

But in a sense that is exactly what many stations and advertisers are attempting to do when they limit their radio listening studies to telephone subscribers.

Every research man recognizes, as every business man should, that even a census of one part of a market cannot produce reliable results for the entire market.

You can turn almost at will in the 161-page report of the roster study we made of morning listening in New York for WOR, Columbia and N.B.C. and find results such as these:

On Thursday morning at 8:00 A.M. 84.6% of the WJZ listeners were telephone subscribers, while at 8:15 A.M. this proportion dropped to 66.7%, and at 8:45 A.M. to 47.0%. The fluctuations are even greater than that. As stated above, the telephone subscriber portion of WJZ listeners was 84.6%, at 8:00 A.M., but at 10:00 A.M. it was 34.1%!

We wonder how long the radio industry will continue to accept data on program listening based on the listening habits of only a small part of the total sets in use.

Hooper-Holmes can help you obtain a complete picture of your listening audience.

**WHAT IS THE HOOPER-HOLMES BUREAU?**

*For 41 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 82 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.*

*Address all inquiries to Market Research Division, Chester E. Haring, Director.*

## THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK



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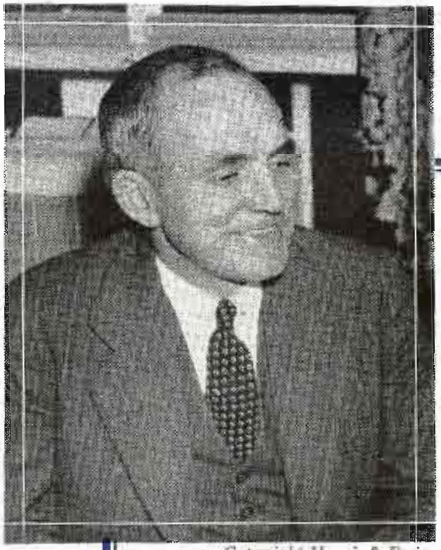

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# RADIO 1940

*By*
*NEVILLE MILLER*
*President*
*National Association of Broadcasters*

RADIO turned in its greatest record in 1939. It will turn in a greater record in 1940.

Never before did an industry have the opportunity to render vital public service as did American radio in the past year. Never before did an industry measure up to its responsibilities so magnificently. It has proven to all that it can handle a world war with common sense and restraint, yet without sacrifice of the dramatic swiftness which is its essence.

It has been alert to recognize its vast social obligations and these it has formulated in the new NAB code, one of the most forward-looking steps ever taken in the history of radio.

The industry is fortified to meet its economic problems as well. A record volume of business has substantially strengthened its economic base. The widespread acceptance of Broadcast Music, Inc. gives ample evidence that the industry will no longer permit itself to be the victims of but one source of music.

A kaleidoscopic series of events are ahead. A national political campaign is underway. A world war continues. Creative fires are still burning. New programs, new talent will find their way to the microphone. New technical developments will come from the laboratory. Merchandise will be moved, the avenues of trade kept open in this, the biggest of all markets—the 100,000,000 and more Americans who listen in every day and every night.

And again, I am confident broadcasters will measure up to the finest traditions of the American System of Broadcasting, pre-eminently the finest and the freest system of radio in the world.

*For Complete NAB Section Please Turn to Page 141*



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# PRESS-RADIO BUREAU, INC.

♦

*Distinctive News Programs*

♦

Daily and weekly
digests and analyses
of world affairs, edited
by experts.

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JAMES W. BARRETT
President and
Editor-in-Chief




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# AS WE SEE IT

## Radio Daily Watches Daily Radio Progress

*By M. H. SHAPIRO*
*Editor, Radio Daily*

**ACKNOWLEDGED to be a depression-proof industry, the business of broadcasting during 1939 not only upheld this tradition but greatly exceeded all expectations in gross billings, both national, local sales and spot.**

**Increased overhead expenditures, however, were in evidence, including that resulting from AFRA contracts and other union pacts, while all webs and affiliates, plus independent outlets went overboard in their public service expenditures, bringing the nation's listeners full coverage of the European wars.**

Progress was general on all fronts, with unusual efforts being made on behalf of supplying new educational features and utilizing those already on the air to better advantage of either the public, the class room or both. Networks in particular sought to establish and coordinate educational broadcasts on a national basis as compared to merely being satisfied to originate them and maintain one or two local educational staffs.

Television sprouted its wings and revealed itself as no longer a laboratory proposition but ready to move if the FCC gives the G. A. sans too many restrictions.

Frequency modulation came to the front, perhaps more strongly than anticipated and this type of broadcasting is receiving a full measure of consideration apart from serious experimentation.

Long awaited, the ratification of the Havana Treaty further paved the way for power increases and desirable reallocations.

Radio following the tenets of its new NAB Code continued to be the world's cleanest advertising medium. Less than five per cent of the commercial copy submitted to the Federal Trade Commission by all branches of the industry was found to contain objectionable or misrepresented material.

While broadcasters look ahead to the ensuing year with an optimism hardly equalled in any branch of big business, three main problems are on tap. One of them, more or less perennial, is the unpredictable FCC. Two others, of contractual nature, are serious in their potentialities. The five-year pacts with Ascap run out on December 31. To be in a better bargaining position and eventually set up a catalogue of music of its own, radio organized and set in motion Broadcast Music, Inc. It is obvious, however, that negotiations with Ascap will be a major proposition.

Negotiations with the American Federation of Musicians is none the less important considering the huge increased demands upon affiliates and network key stations. This also remains to be worked out as well as possibility of fees for broadcasting certain recorded music.

And yet, despite these problems, the industry is keyed to reach a new all-time high in each of its objectives, making 1940 its banner year just as each successive year has been in the past.



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# *WARNER BROS.*

*The Ideal Organization for Building, Promotion and Broadcasting of Radio Programs*

✶ Largest studio facilities on the west coast--with seating capacities ranging from 450 to 3,000--coupled with staff of showmen whose experience has won national recognition! Available for complete merchandising campaigns!

✶ KFWB's position on the dial 950 -right in the center of greatest activity!

✶ KFWB, year in and year out, carries more local business than any other station in the Greater Los Angeles area- the area that boasts one-third of the buying power of the eleven western states!

✶ **WARNER BROS.**
**K F W B**
**AT YOUR SERVICE**

**5,000 WATTS DAYS**

950 KYS

**KFWB**

**·HOLLYWOOD·**

**NOW! 5,000 WATTS NIGHTS**

✶ LOS ANGELES, America's Dynamic Center of Industry and Pleasure . . . Cinema Capital . . . Leads America in Airplane Production . . .

✶ Seconds Detroit in Motor Car Output . . . Richest Agricultural Spot . . . Second only to New York in Building Construction . . .

✶ First Port of the Pacific and Second only to New York . . . Third in Furniture Manufacture . . .

✶ THE FASTEST GROWING AREA IN AMERICA!



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# TEN OUTSTANDING RADIO NEWS EVENTS OF 1939

James Lawrence Fly appointed Chairman of the FCC to succeed Frank R. McNinch, and FCC adopts new procedures.

•

Television makes official debut April 30 via NBC-RCA at World's Fair with telecast of Pres. Roosevelt; FCC later adopts tele committee report permitting limited commercials.

•

Networks reached a new all-time high in billings during 1939 by passing the $84,000,000 mark.

•

Complete coverage of the European war afforded by the networks and stations.

•

NAB formed Broadcast Music, Inc., as the first step in tax-free supply of music.

•

AFRA signs contracts with networks, 53 agencies and seven producers.

•

NAB adopts new Code.

•

FCC concludes chain probe.

•

Commercial short-wave broadcasts and frequency-modulation both became a reality.

•

Mexico ratifies Havana Treaty, making operative the pact governing power increases, and reallocations designed to clear up interference between stations in Cuba, Mexico, Haiti, U. S. and Canada.

•

**OUTSTANDING NEW PROGRAM**

*Tums' "Pot Of Gold" with Horace Heidt.*

**MOST REMARKABLE BROADCAST**

*Chamberlain's Declaration That a State of War Existed, Sept. 5.*



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# Thanks

To the radio editors of the United States and Canada.

To my brothers, and the boys in the band.

To our sponsors—Lady Esther.

To our exclusive agents and friends, MCA.

And to the music publishing industry.

Guy Lombardo



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# RADIO IN 1939

## Radio's Greatest Year From Every Phase

*By DAVID SARNOFF*
*President, RCA*

**Radio in 1939 has had its greatest year. More than 9,000,000 radio receivers were sold. More radio sets are in use in the United States than in all the rest of the world combined. With 45,000,000 receivers in American homes and automobiles, radio has become an integral part of our national life.**

### Tele Inaugural

The first public service of television programs, adding sight to sound, was introduced in the United States in 1939, by RCA's broadcasting service, NBC. It marked the triumph of many years of radio research and technological advance. It represents a pioneering effort of the first magnitude. Those who predicted that the introduction of television would retard radio progress have been poor prophets of the year's amazing results in sound receiver sales.

More than 750 broadcasters, operating either locally or in conjunction with national and regional networks, sold more time over their facilities to sponsors, than they did in any previous year since broadcasting began. This furnishes the economic base for our free American system of broadcasting.

### War

The war, and its threat to the neutrality of the Western Hemisphere, put the American system of free and private enterprise in radio to the acid test. American broadcasting met that test. American radio told the truth to its listeners at home and throughout the world. Its short-wave broadcasts were almost the world's only free, factual, and uncensored sources of radio news. From day to day and from hour to hour, it told the history-making story of the year. Through the weeks of the neutrality debate in the special session of Congress, radio brought the arguments at Washington to the homes of the United States. The decision to keep this nation out of war was the result of our democratic processes, furthered both by press and radio.

Employment has risen in the entire radio industry, and the industry is paying higher wages to workers, musicians, artists and performers. It is estimated that radio gives employment to 400,000 people in the United States, with an annual payroll in excess of $500,000,000.

### Expansion

An increase in the volume of business handled by NBC by which the nation's advertisers stimulated the distribution of products, enabled the company to carry on an expanded service in all fields of broadcasting. On October 14th, Maestro Arturo Toscanini took up his baton to inaugurate the third season of Saturday night broadcast concerts of the NBC Symphony Orchestra, which will continue throughout the winter and spring. On December 2nd the ninth consecutive season of Saturday matinee performances of grand opera was resumed from the stage of the Metropolitan Opera House in New York.

The International Division of NBC continued its development of short-wave program service to South America and Europe. Technical facilities were improved, and power was increased. An important step forward was the decision to make these international programs available to advertisers, to promote the international commerce of the United States. Short-wave programs from America now enjoy preference among South American listeners, because of their entertainment value and freedom from propaganda. NBC's short-wave international programs are transmitted in the English, Spanish, Portuguese, Italian, German and French languages.

### Research

In translating the developments of the research laboratory into practical devices



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## LUCILLE MANNERS

Fourth Year as Featured Star of the
**CITIES SERVICE PROGRAMS**

NBC-Red Network—Fridays at 8:00 P.M.

Personal Management: NBC Artists Bureau



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for existing and new radio services, the RCA Manufacturing Company has contributed materially to the 1939 progress of radio in all fields. Radio equipment for use in the home, in the school, by business, by government, by the motion picture industry, by aviation, by shipping, by communication and broadcasting companies, has been developed and sold under the RCA-Victor trade-mark. Rapid advances are being made in the development and use of radio devices in many industries in which speed and precision of manufacturing operations are vital factors. New and inexpensive types of radio receivers, Victrolas and record-players were introduced. The upward trend of public demand for recorded music was accelerated in 1939, the estimate of the year's total sales for the industry being 50,000,000 records. Radio invention has contributed vital improvements to records and record-players; radio programs have greatly stimulated their sale.

## Tele Equipment

Improved television equipment, and tubes and transmitters for long, short-wave, and ultra-short-wave transmission and reception, have been developed for commercial use. Radio services depend on equipment, and RCA not only has invented, developed, and manufactured, but has also aided the American radio industry to put these new products into daily use.

The outbreak of war in Europe brought to RCA Communications, Inc., a substantial increase in traffic during the last four months of 1939. Daily word-of-mouth reports from the war zone by trained observers have been brought to America by this company, and then broadcast over national networks. Radio photographs from Europe and South America, received via RCA Communications, have appeared daily in our newspapers.

On the technical side, the quality of television images broadcast by NBC has shown striking improvement in brilliance and clarity. A new type of Iconoscope or pick-up tube — the "Orthicon" — has been developed by RCA Laboratories and tested with great success by NBC. This type of Iconoscope, far more sensitive than any heretofore employed, and requiring less brilliant light on the subjects televised, will be available to all television stations during the coming year. Similarly, the latest types of television transmitters developed by RCA are available to stations through the RCA Manufacturing Company. RCA has licensed other and competing manufacturers to make and sell such transmitters, as well as television receivers.

An important television demonstration took place October 17th, 1939 upon the occasion of RCA's twentieth anniversary. While flying above Washington, D. C. at an elevation of four miles, a United Airliner, equipped with a standard RCA television receiver, received clearly on NBC television program, broadcast from the Empire State Building in New York City, over a distance of approximately 200 miles.

Early in December, RCA demonstrated before the Federal Communications Commission in Washington new light-weight pick-up equipment developed by RCA Laboratories. This entire equipment can be easily transported in a station-wagon or light truck, and will facilitate the televising of numerous outdoor events.

## Large Screen

Two other important television developments are scheduled for public demonstration during 1940. One will be the improved projection of large screen television images, of a size adequate for theater presentation. The other is that of television relay stations, using frequencies of 500 megacycles and upwards, an important step toward a television network.

Television progress in the United States exemplifies the American way of developing new industries and public services. Our method stands out today in sharp relief against the background of Europe, where public television development depended upon government subsidies, and has now been discontinued. In the United States it has depeded upon private capital and initiative, and is going ahead. In Europe, industrial research in most lines has been a preparation for war. In the United States it has been a preparation for peace.

## Conclusion

Looking ahead, I believe that 1940 will be a year of even greater importance than the year just ending. Two factors alone should insure a year of eager and unflagging public interest in broadcasting. One is the international situation. The other is the presidential nominations and election in the United States.

The birth-date of broadcasting in the United States is generally regarded as Election Day 1920, when the returns of the Harding-Cox election were broadcast to a few hundred owners of home-made receiving sets. Only twenty years later, more people will actually see and hear the presidential candidates in 1940 by television, than heard the 1920 election returns by sound broadcasting.



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*Thanks, Radio Editors*

•

# Jack Benny

## JELL-O PROGRAM

*My Cast:*

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

DENNIS DAY

ANDY DEVINE

"ROCHESTER"

*My Authors:*

BILL MORROW

ED BELOIN



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# WAR NEWS

## Europe Is Next Door Via Radio Coverage

*By ELMER DAVIS*
*CBS News Analyst*

**I was in the city room of the New York "Times" on August 1, 1914, and in the press room of CBS on September 1, 1939. This war is likely to differ in many respects from the one that went before, but one difference has been apparent from the outset. It was the first time the peoples of the world could hear a war actually breaking out. We heard the voice of Hitler announcing his "counterattack" on Poland, the voice of Chamberlain admitting the collapse of "peace in our time." This is something so new that nobody yet realizes its possibilities. We at CBS have been working so close to it that all we can tell is just what happened.**

On August 23rd, Paul White, Public Affairs head at CBS, called me in Connecticut and asked me to come in and pinch-hit for H. V. Kaltenborn who was in Europe. For nine days after that I never got off the single block on East 52nd Street between my hotel and the office. For eight nights the network was open all night. Though none of us were on the air continuously for any great length of time, we were constantly on call, waiting for an important bulletin, ready to jump in if static interfered with broadcasts from Europe.

The tempo was naturally greatest in the few days when the guns actually started rolling. On August 31, Columbia put on 33 news broadcasts, on September 1st, 66, and on September 3rd, 83—almost eight full hours. On that day King George VI, Prime Minister Chamberlain, President Roosevelt, Edouard Daladier and Canadian Premier Mackenzie King all spoke to the world.

Radio had been preparing, just as the warring nations had. Just a few days earlier, the paint had dried on CBS' streamlined blue and silver news studio, with its glass walls allowing operations to be coordinated with the press room, Paul White's office, the control booth. For several days this control booth served as a sub master-control room. All network programs were routed through it, so that at any moment all programs could be cut into for a news flash.

Columbia's technical contribution—the four-way hookups between London, Paris, New York and Washington—had been worked out months before. Kaltenborn or I in New York talked with Ed Murrow in London, Tom Grandin in Paris and Albert Warner in Washington, just as if the four of us were seated around the same dinner table. The way it works is this: the conversations take place on only two transatlantic point-to-point short-wave channels, one eastbound to Europe, the other westbound to America. Land-lines carry the voices between New York and Washington, and between London and Paris. Thus each of the four cities is connected by a continuous loop of telephonic short-wave and land-line facilities. Each city is on a complete conversational basis.

Still, the war made even clearer what had been amply demonstrated during the Czech crisis—that radio, because it is all page one, needs news analysts to clarify for listeners the significance of what they are hearing. Columbia has issued instructions to its news staff and its analysts, keeping their role clear. News analysts are to appraise the meaning of fact in the light of the record, but to keep mere opinion to themselves. "Their function is to help the listener to understand, to weigh and to judge, but not to do the judging for him." And Columbia maintains its policy of "having no editorial views of its own and not seeking to maintain or advance the views of others."

1939 has been an important year for news broadcasting. The microphone has invaded a number of new places—the Vatican, the Maginot Line, GHQ of the French troops and the Royal Air Force, and, finally, just before the year's end, the floor of the New York Stock Exchange, to catch the clatter of the nation's finances in action. The only place still unexplored is the floor of the Senate, and even there, Congress has winked its eye encouragingly at radio by giving it its own press section in the gallery.



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# Fred Allen

a

# RADIO COMEDIAN

The People Who Make

## FRED ALLEN

*possible*

THE CAST

Portland Hoffa
Minerva Pious
John Brown
Charles Cantor

THE WRITERS

Arnold Auerbach
Herman Wouk
Don Johnson
Fred Allen

THE DIRECTOR

William Schorr

THE ANNOUNCER

Harry Von Zell

THE ORCHESTRA

Peter Van Steeden

THE PRODUCTS

Ipana & Sal Hepatica

THE SPONSOR

Bristol-Myers Company

THE MANAGER

Walter Batchelor

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# EDUCATION

## Progress of Stations and Civic Groups

*By WILLIAM DOW BOUTWELL*
*Chief, Division of Radio, Publications, and Exhibits, U. S. Office of Education*
*Federal Security Agency*

**Congress envisioned for our nation a strongly decentralized radio system in the United States. This is the sense of the law of 1927 setting up the rules by which the publicly owned wave lengths may be used by licensed operators. Thus most of our 750 radio stations are expected to render a service as local as a local newspaper.**

### Sources

I believe that I am correct in saying that no local station is adequately staffed to create a battery of high grade local community service programs. For this reason, the local station manager must rely more and more on local institutions for his local program resources. He turns to the schools, to local civic organizations, to community theater and other civic groups.

From all over the nation the Office of Education has received a wide variety of reports of methods and patterns of cooperation between stations and local civic and educational organizations. These new developments are reported in the Federal Radio Education Committee Service Bulletin from month to month.

### Advances

The advances begin to fall into a radio parade of progress. A city adds a school radio director one year—two years later gives him two helpers. A station appoints an education director—then establishes a local school of the air. Following is listed the steps which are being taken to establish local public service radio programs, or series of programs. The steps are arranged roughly in an order ranging from easy steps to more difficult steps.

### Planned Campaign

1. Establish radio committees in local civic groups. Many P.T.A. groups have such committees. School boards often begin at this point.
2. Equip schools for radio reception. One station collected radios donated by local dealers and put them in local schools.
3. Establish education directors on local radio station staffs.
4. Encourage talented teachers to take college radio courses in order to prepare themselves for organizing and managing school radio producing units.
5. Secure the cooperation of the radio department of local colleges for creating community service programs.
6. Publish a weekly radio log to guide teachers and civic leaders in selection of radio programs on the air.
7. Develop plans for allowing students credit for listening to certain programs, commensurate with credit received for reading selected books.
8. Set up radio workshops in schools to practice and eventually produce local programs.
9. Establish a radio director in the school system.
10. Establish a radio staff for the school system with part-time and full-time assistants to the school radio director.
11. Set up recording equipment in the schools—build libraries of important recorded programs and special events for use by teachers.
12. Develop radio production units in local community theater groups.
13. Develop instruction for teachers in classroom utilization of radio.
14. Establish a local school of the air.
15. Develop local forums of the air for the discussion of civic problems.
16. Undertake careful planning of educational and civic programs far in advance of schedule for presentation.
17. Set up "machinery" for checking on the effectiveness of community programs.
18. Develop plans for coordinating city-wide promotion of community service programs.
19. Establish studios in schools and colleges with lines to stations.
20. Develop close cooperation with newspapers. Work out plans for regular publicity and for printed listener aids.
21. Establish a community council to plan and advise on the development of local radio service.
22. Establish a short wave station under the management of the school board for programs especially designed for the classroom.



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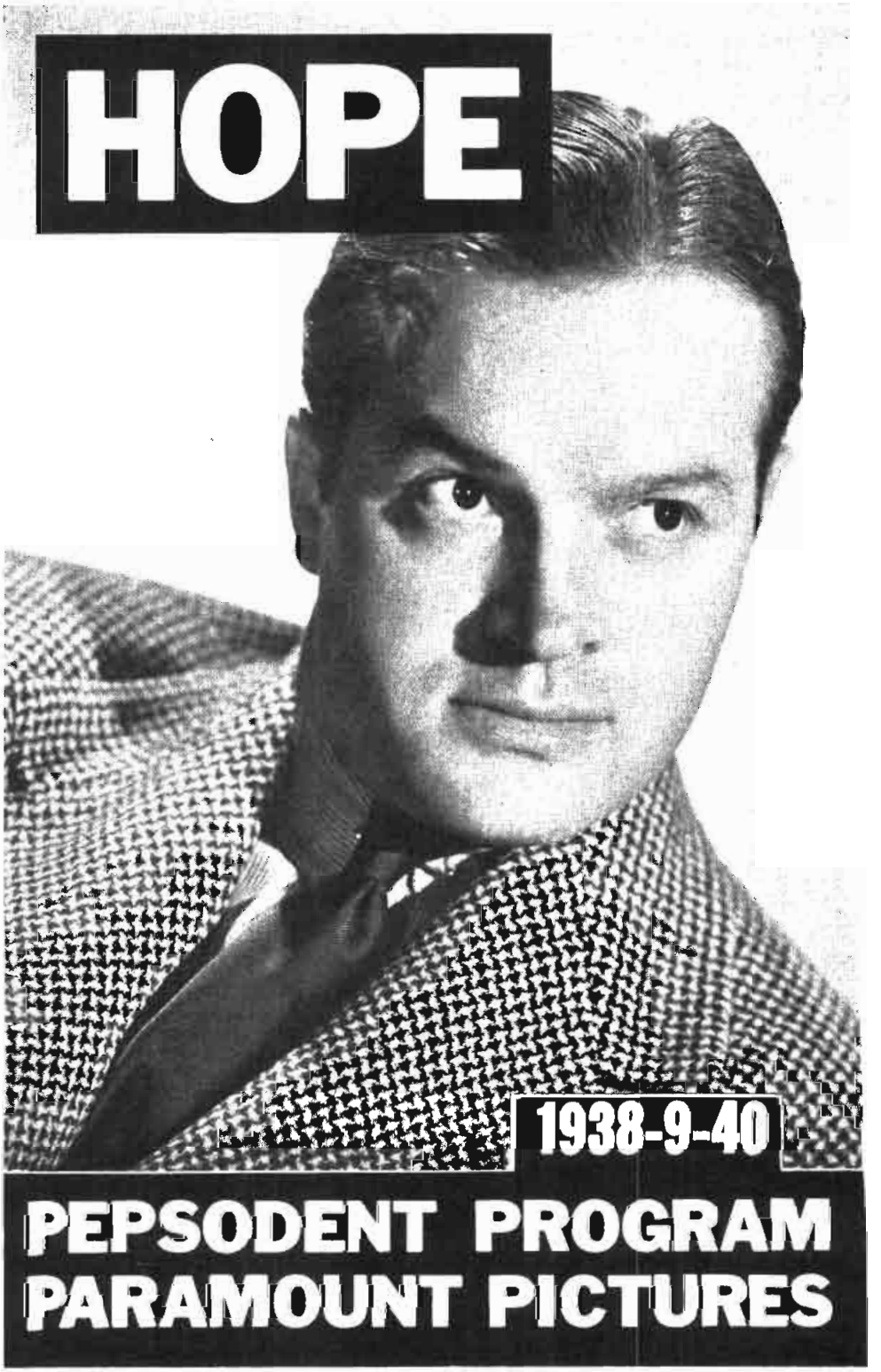




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# THE WOMEN

## Progress in Women's Programs in 1939

*By MARGARET CUTHBERT*
*Director Women's Activities Department*
*the National Broadcasting Company*

**During 1939 there has been more coordination between women listeners throughout the country and women on the inside in radio than ever before.**

### Coordination

**For four years, since its beginning, the Women's Activities Department of the National Broadcasting Company has been working to achieve this goal.. Through direct mail response and with the aid of women's organizations, the thoughts and desires of women listeners have gradually become clearer and more constructive, so that this year we have been able concretely to round out the picture of radio programs for women to meet the needs and desires of each representative type and group.**

### Cooperation

The dramatized series, "Gallant American Women," is a case in point. This program, which tells the story of women pioneers in every field of endeavor and shows how their work is being carried on today, has done much to foster the spirit of cooperation with women's organizations. June Hynd's "Guest Book" and Alma Kitchell's "Brief Case" are two series which have brought a wealth of response from individual listeners of all walks of life throughout the country.

Three new series for women just inaugurated by NBC are "Echoes of History," a dramatized program, the "Quilting Bee," a spontaneous discussion among typical American women about interests close to their hearts, and "Streamline Journal," a woman's magazine of the air. These programs are indicative of a small part of our planned pattern. They have been inspired by the cooperation which women listeners have given us.

### Children's Programs

Children's programs are being developed along the same lines. Here the problem is to coordinate the desires of both adults and the children in their charge.

Mrs. Saidie Orr Dunbar, president of the General Federation of Women's Clubs, representing mothers and teachers, says, "Of paramount interest to women is the safety, well-being, comfort, happiness and education of our children."

Dr. Alice Keliher, eminent psychologist, states, "We know from the Wickman studies and others that parents and teachers don't like noisy things and that children do. Children are living in a world that is narrowing down, that is more mechanical and less creative. Their emotions get jammed up. I am not at all sure a good war whoop doesn't keep children from kicking their mother's shins."

Keeping both the adult and child attitudes in mind, we have succeeded this year in rounding out the numbers of programs of high calibre which answer both demands—and this is only the beginning.

### Excellent Shows

We are proud of such children's programs as Dorothy Gordon's "Yesterday's Children," dramatized stories of favorite juvenile books of famous people now alive, Vernon Crane's "Story Book," modern American fairy tales. Ireene Wicker's musical stories, the "Bright Idea Club," in which children participate, and a number of others. Through the response the women of the country are giving us, we find these programs are entertaining to children as well as educational and profitable for a variety of age levels and interests.

This close cooperation and contact with our women listeners is gratifying to women on the inside in radio. We are not only building on it, we are banking on it.



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# MILTON BERLE

**"Stop Me If You've Heard This One"**

**Quaker Puffed Wheat — Quaker Puffed Rice**

**NBC-Red**



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# FOREIGN

## Looking at Radio Abroad During 1939

*By JOHN H. PAYNE*
*Chief, Electrical Division*
*Bureau of Foreign and Domestic Commerce*

**Editor's Note: The American radio industry's progress during 1939 in the foreign market has been paced by the splendid and comprehensive service rendered by the Radio Section of the Electrical Division of the Bureau of Foreign and Domestic Commerce of the Department of Commerce.**

### Scope

It is the Radio Section of the Electrical Division of the U. S. Department of Commerce, one of the major trunk lines leading to the Federal central switchboard of American business, which keeps the industry abreast of the changes abroad and which correlates the unending flow of statistics upon which the successful pursuit of foreign markets is predicated.

The scope of the Section is comprehensive, embracing as it does the sales promotion of all communication apparatus such as receiving and transmitting equipment, tubes, parts, and accessories, as well as including the publicizing of domestic short wave programs as beamed on other countries. Obviously, much of the data thus placed at the disposal of the American industry cannot otherwise be obtained.

### Demands

To a marked degree, radio entails peculiar demands. It is essential that the Federal Government, through its accredited agents abroad, note the widely varying conditions and interpret them in terms of world demands, prospective markets and required adaptations. Differing characteristics, tastes and customs are vital factors in the correct marketing approach.

### Political Aspect

The changing political complexion of Europe and elsewhere serve to further emphasize the value of the Bureau's various other divisions to the radio industry. The sphere of the Commercial Intelligence Division is that of listing and rating possible foreign agents and buyers. The Commercial Laws Division, among other valuable services, provides assistance in foreign industrial property problems—trade marks, copyrights, patents, unfair competition, etc.

### Tariff Reports

From the Bureau's Tariff Division, the American radio industry receives reports of all changes in customs tariffs, trade regulations and commercial policy, as well as the latest information on foreign customs decrees.

Probably one of the most valuable contributions of the Bureau is the statistical service which shows the amount and value of a given commodity—sets, tubes, parts, etc.—exported from the U.S.A. to each country throughout the world.

### Finance

The Finance Division covers an essential service in reporting on the rate and basis of exchange available in each country. Sales are unimportant unless exact information regarding payment is available. The Trade Agreements Unit is the Bureau's point of contact with the negotiations involving our Reciprocal Trade Agreements with other countries.

### Service

The Radio Section of the Electrical Division will be glad to be used by the Radio Industry as its contact with the Bureau of Foreign and Domestic Commerce.



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# EDGAR BERGEN

# CHARLIE McCARTHY

# MORTIMER SNERD

CHASE & SANBORN PROGRAM

N. B. C.



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# RADIO DRAMA

## Progress of Drama in Broadcasting

*By ORSON WELLES*

**Although radio has been with us for twenty years it must not be forgotten that in its function as a medium for projection of drama it is still in a highly experimental stage. It is only the gratifying success of a few dramatic programs that gives us any assurance that we are finding valid methods for offering drama on the air. Radio, of course, is ideally suited for the transmission of news, the broadcasting of music and of comedy because by the mere act of reciting news into a microphone, of playing music or by telling jokes, the best form automatically is accomplished. Drama is another thing.**

### Drama

The less a radio drama resembles a play the better it is likely to be. This is not to indicate for one moment that radio drama is a lesser thing. It must be, however, drastically different. This is because the nature of the radio demands a form impossible to the stage. The images called up by a broadcast must be imagined, not seen. And so we find that radio drama is more akin to the form of the novel, to story telling, than to anything else of which it is convenient to think.

Certainly, radio drama is the first new method of projecting entertainment which has come along since the invention of talkies and the animated cartoon. We are still in the midst of discovering valid techniques for its operation. I think the first step in that direction has been successfully made with the revival from desuetude of Chorus, the fellow who used to come out between the acts and explain what was going to happen next and why. Radio's particular amendment is the personalizing of Chorus, of making him a character in the play instead of an outside character looking in. The first person singular method of having the teller of the story also a character in it is now widely used by all first-class radio dramatists. To hear a voice saying "I am Hamlet" is dramatically more interesting than to hear a commentator say, "You are now going to hear from Hamlet."

### Progress

Radio drama has done another thing. It has continued the process of bringing the actor near the audience, a development which has been detectible for about a hundred years. The actor's problem of projection has ceased to be troublesome and the test of a good performance has come to be its honesty and integrity. The close-up, invented by the silent movies, was an enormous step forward and had a profound effect upon stage acting. The penetrating effect of radio performing, the last word in bringing the actor and audience face to face, has also had its effect on the stage. The further development of radio drama will continue this process.

### Future

Looking ahead, I see radio as a great field for the presentation of literary and poetic images; as the coming great field for fantasy. The most important and interesting recent experiments in radio have been in these departments. Radio can do things which the realistic theater cannot and which, because of the multiplicity of images, would be impractical in the films. A few words can conjure up a scene beyond the furthest extension of the powers of the boldest and most resourceful technicians.

This is radio's strongest challenge to the existing mediums of entertainment. Is it commercial? Can you argue, in these days of "Snow White" and "Pinnocchio" that radio fantasy cannot be as good box office as romance?



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# EDWARD G. ROBINSON

*Third Year*

## "BIG TOWN" PROGRAM

OVER CBS

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RUTHRAUFF & RYAN, INC.
(Advertising Agency)

MOTION PICTURES; WARNER BROS.



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# AUDIENCES

## Social Stratification of Radio Listeners

**Classical and semi-classical music, news broadcasts and certain types of drama hold the interest of radio listeners in $5,000-and-up-a-year families, while comedy and daily serials are preferred dial fare of listeners in the $2,000 income bracket, according to an analysis of radio audiences by H. M. Beville, Jr., Research Manager of the National Broadcasting Company. This comprehensive study of the social stratification of the radio audience was made at the suggestion of the Office of Radio Research in the School of Public and International Affairs at Princeton University, directed by P. F. Lazarfeld. The digest is divided into four sections, each illustrated with examples and charts. The Cooperative Analysis of Broadcasting and the C. E. Hooper reports served as a background for the studies.**

### First Section

The first section of the report is devoted to general listening habits, including economic and geographic differences. With the audience divided into four income groups, ranging from families with an annual income of more than $5,000 a year to those with less than $2,000, it was found that radio is most popular with the $2,000 to $3,000 group.

Reasons for these differences may be that in the higher brackets a bigger income affords many other social interests and entertainments and, possibly, the fact that the average radio program is directed to the middle class listener.

### Geographic Differences

An analysis of geographic differences in radio popularity shows that the Pacific Coast has, on the average, a higher set use than any other section of the country. This may be explained, the report points out, by the selection of programs available because of time difference. Most of the better eastern programs are broadcast on the West Coast in addition to many additional Pacific network features.

### South

The South listens to radio the least. A smaller number of stations and reduced competition among programs—particularly network programs — is suggested as a reason for this. In the East interest is slightly below average except between 8 p.m. and Midnight. Smaller family units and a larger number of apartment dwellers probably result in a lower radio family availability during the day. In addition, however, most of the larger network programs are broadcast on a New York time basis, which puts them on the air during the 8 p.m. to Midnight period during both Standard and Daylight time schedules.

### Midwest

Midwest section listens to more of the daytime programs before 5 p.m., and is about average during the later hours. This may be because, for one thing, the daytime dramatic serial type of program developed principally in Chicago and is apparently extremely popular in the Midwest. Too, this section has a larger percentage of so-called "average families" at which most daytime programs are directed.



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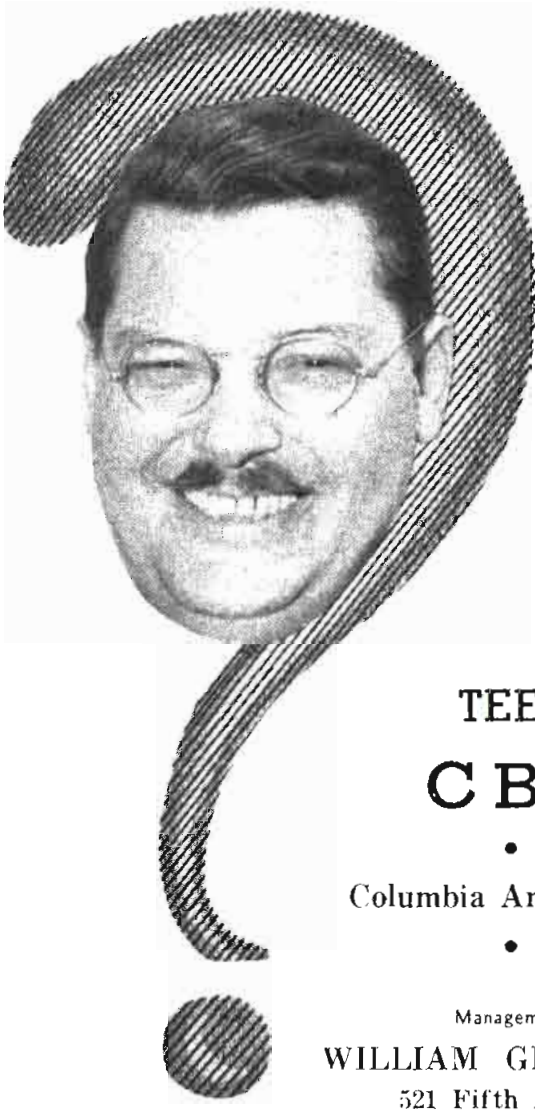
# PROFESSOR QUIZ



TEEL

CBS

•

Columbia Artists, Inc.

•

Management

WILLIAM GERNANNT

521 Fifth Avenue

New York



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## Audiences

Another section of the survey is devoted to actual program audiences analyzed by income groups. For this study the programs were roughly segregated into the following five classifications:

1. General Entertainment—including all variety, comedy and light musical programs.
2. Classical and semi-classical music—the symphonies and the somewhat lighter and higher quality musical programs.
3. News—the commentator, the dramatic presentation and the Broadway and Hollywood reporter.
4. Educational—talk, and questions and answers programs which by reason of presentation would be considered educational by listeners.
5. Dramatic—various types of dramatic programs with the exceptions of comedy drama (Amos 'n' Andy and Easy Aces), musical drama (Beauty Box Theater, Showboat) and news drama (March of Time).

Again the listening audience was divided into four groups. A, with incomes of $5,000 and over; B, $3,000 to $5,000; C, $2,000 to $3,000 and D, under $2,000.

## Results

A tabulation of results showed, roughly, that in the evening groups "A" and "B" listened to the variety type of general programs. "A" tuned in on the classical music, "B" to the semi-classical. Both "A" and "B" listened to the news broadcasts and both groups, with a few exceptions, favored these programs over the dramatic and educational features.

Groups "C" and "D" tuned in on comedy and drama. "C" listened to the educational features. Both groups favored these programs over the classical and semi-classical music and the news broadcasts. Few programs had a uniform appeal to all groups.

About the same conclusions are drawn from a tabulation of daytime listeners.

## Section Three

Section three of Beville's report is devoted to the effect of competition on program audiences. In it is discussed five principal types of changes or breaking points in program competition which it is possible to study by the use of existent telephone survey data. These five types are as follows:

1. Change of talent in competitive program.
2. New competitive program coming on.
3. Old competitive program going off.
4. Change of competition during a given program.
5. Change of competition by moving program to different period.

## Examples

As an example of the findings under the first type a famous columnist and news commentator was replaced by a relatively unknown commentator with a loss of more than 50 per cent of the program's audience. While this second commentator was on the air a symphony orchestra showed a substantial rise, going from 16 per cent to 26.5 per cent. When the first commentator returned to the program, the 50 per cent loss was immediately regained and orchestra dropped back to about its former place.

Another charting shows clearly the effect of new competition. A popular light orchestra and a commentator with a folksy, back-woods style held most of the listening audience until, on a third network, a famous comedian made his appearance. Both of the other shows lost heavily in audience appeal, while the third show started off well and gained rapidly. This case would seem to indicate that the first two programs were short in audience-building and holding qualities while the third show probably had extensive advance merchandising and publicity.

Under the third listing Beville shows that even an old, well-established favorite on the air can gain from loss of a competitive program. In this case listings were charted on an established program of comedy and music and a fast-talking news commentator. Though the first program held the greater part of the listening audience there was a decided leap to a new level when the second program went off the air.



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*and Now—*

# Westinghouse
# MUSICAL AMERICANA

PRODUCED BY KENNETH L. WATT

★

NBC BLUE • COAST-TO-COAST • 97 STATIONS
AND AROUND THE WORLD BY SHORT WAVE
8:00 P.M. E.S.T. • 7:00 P.M. C.S.T. • 9:30 P.M. M.S.T. • 8:30 P.M. P.S.T.



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## Competition Changes

In illustrating what is liable to happen when a change of competition occurs during a given program, Beville selected one particular Sunday. Between 8:00 and 8:30 p.m. that day 42.9 per cent of all radio families were using their sets, with 15.5 per cent listening to a well-known singer and 14.2 per cent to a program which featured audience participation. In the following half-hour the total audience increased to 48.1 per cent and a popular comedian, following the singer, gained an audience nearly twice the size of his predecessor's. The result of this was to seriously reduce the number listening to the audience participation program. Computed in terms of the total audience listening for each half-hour period, this program dropped from one-third to little better than one-sixth of the total.

Several examples of change in competition which result in moving a program to a different period are shown in Beville's survey. For instance, one program ranking a poor third in audience appeal, due to the competition of two popular network features, was shifted from its Friday night spot to Saturday night where it met no serious competition. The program immediately doubled its audience and made constant gains for several months.

## Final Section

In the fourth and last section of his survey, the author has combined the findings of section two and three so that the income group variations are studied in the terms of competition. These analyses emphasize the fact that program popularity, even by income groups, is largely relative.

For the purpose of this phase of the study a number of examples of directly competing programs were selected. These examples were for programs of the same length and approximate size of network, and included only programs broadcast opposite each other for a sufficient length of time to yield adequate competitive income group data. Only the actual ratings (per cent of all sets) were used.

The examples divided themselves into three types:

1. Clear-cut difference in income group appeal.
2. Similarities in income group appeal.
3. Changes in income group ratings resulting from changing competition.

## Conclusions

Conclusions drawn from the many charts in this part of the report are:

1. Just as the total audience or popularity of an individual program must be considered in relation to its competing program, so must the income group breakdowns be studied from the standpoint of competition.
2. To obtain truly accurate data on relative appeal by income groups it is necessary to spot individual programs opposite other programs of various types.

Here are two findings on programs of different appeal:

## Program Comparisons

Two examples of findings on programs of different appeal are as follows: "Voice of Firestone," by income groups: A, 8.0; B, 7.5; C, 6.9; D, 5.4; total, 6.9. "Pick and Pat": A, 4.6; B, 8.0; C, 9.5; D, 9.9; total, 8.8. Contented program: A, 7.6; B, 6.5; C, 5.7; D, 4.3; total, 5.8. "Lady Esther Serenade": A, 5.8; B, 8.4; C, 10.3; D, 7.2; total, 8.8.

Findings on programs of uniform appeal: "Cavalcade of America": A, 5.0; B, 7.6; C, 8.3; D, 5.4; total, 7.3. "One Man's Family": A, 10.6; B, 13.6; C, 16.8; D, 13.6; total, 14.8. (As between these two programs, other than the normal listening trend, there appears to be little variation by income groups except that the former is slightly lower in group D.)

Findings on programs under two different competitive conditions: Eddie Cantor: A, 9.6; B, 14.4; C, 17.3; D, 14.6; total, 15.2. Jack Benny: A, 18.1; B, 26.5; C, 29.1 D, 21.8; total, 21.8.

A year later the program of Eddie Cantor faced different competition with results as follows: Eddie Cantor: A, 19.9; B, 24.8; C, 28.3; D, 18.8; total, 24.9. "So You Want To Be An Actor": A, 6.3; B, 11.5; C, 14.6; D, 12.6; total, 12.7 (this comparison illustrates clearly the tremendous effect competitive programs have, not only on total audience, but on the income groups).



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# CONNIE BOSWELL



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# SHORT WAVE

## International Programs Making Rapid Strides

*By GUY C. HICKOK*
*Program Director*
*NBC International Division*

**Greatly increased acceptance of the National Broadcasting Company's international short wave programs throughout Latin America in particular and the rest of the world in general was noted during 1939. This was due principally to three factors: Unbiased and extensive coverage of war news, considerable augmentation of program service to countries below the Equator, and installation of a steerable antenna which vastly increases signal strength to either Buenos Aires or Rio de Janeiro merely by throwing a switch. A resultant highpoint of the year was the establishment of the first commercial shortwave broadcasting service.**

### Popularity

Proof of the growing popularity of NBC's short wave programs was provided by the number of foreign stations which started rebroadcasting them during the year and by a tremendous increase in mail response from abroad. Programs were rebroadcast in 1939 by at least 20 stations and networks abroad, while regular pickups are now being carried throughout Uruguay, Paraguay, Colombia, Mexico, Guatemala, Cuba, Puerto Rico and Argentina. As for mail response, this has grown from only 157 pieces of mail in May, 1938, to approximately 40,000 letters and cards received this year.

### War News

Probably the greatest single factor in building good-will for NBC international programs during the year has been the broadcasting of war news over its stations WRCA and WNBI. Such news has been delivered, every hour on the hour, in six languages, during eleven of the sixteen hours during which the stations are on the air each day. Uncensored, impartial and comprehensive, it has won a tremendous following from persons who dislike the propagandizing of foreign government-owned or controlled stations.

### Latin America

The augmentation of program service to Latin America this year was accomplished by using WRCA to beam southward three and a half hours of programs which previously had been sent exclusively to Europe over WNBI. These broadcasts, in English, Italian, German and French, have been received with great enthusiasm by colonies of Europeans located below the equator.

### New Antenna

The new steerable antenna has proven directly responsible for gaining a much wider audience because, although WRCA and WNBI operate with 25,000 watts of power, the antenna delivers an effective signal of more than 600,000 watts and concentrates this upon centers of population along the east and west coasts of South America.

### Sponsorship

Lastly, the opening of short wave broadcasting to commercial programs has made possible the further building of good will between the Americas. Such service was authorized by the Federal Communications Commission in May, when it was decided that WRCA and WNBI had outgrown their experimental stages and was inaugurated on December 1 when the United Fruit Company assumed sponsorship of a daily news program for the purpose of purely institutional advertising.



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# WARD'S "TIP-TOP" BREAD

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# Joe Penner

NBC BLUE NETWORK — EVERY THURSDAY

8:30 EST—7:30 CST.

SCREEN—Under Exclusive Engagement
To R. K. O. Radio Pictures Inc.



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# THE NEWS

## Radio Paramount in Covering Special Events

*By A. A. SCHECTER*
*NBC Director of News and Special Events*

**The year 1939 has probably been the most successful and sensational in the history of news and special events coverage by radio in America. In this year radio had its first baptism of world war coverage. Today, because of its success in spanning oceans and continents, people in the backwoods know just as well what is happening as people in key cities.**

### U. S. System

And the American system of competitive broadcasting probably has made it possible for citizens of this country to know more about the war in Europe than the Europeans themselves. American newsmen and radio men are the finest reporters in the world. It is their training in competitive methods that has made radio so successful in the transmission of news from the war fronts.

Public interest in news broadcasts increased considerably during the year and the average volume of such broadcasts since the war began has jumped from about 10½ hours to almost 16 hours per week.

### Radio War

This has, in fact, been somewhat of a radio war. Chamberlain's declaration of war was made on the air. Hitler's answer was broadcast as was Daladier's war declaration for France. Subsequent reports on developments given by statesmen of Europe to their own people also were heard throughout the world.

Incidents in the hostilities themselves also have been broadcast in spectacular fashion. The Athenia sinking was first known to the world by air while rescue of most of its passengers was made possible because of the ship's SOS signals. And the destruction of the Graf Spee in Montevideo Harbor, a description of which was flashed to America while she was sinking, may go down in radio history as one of the all-time highs in listener interest.

### Flint Coverage

The first interview with the captain of the City of Flint after his strange Odyssey through the North Atlantic was another big radio story of the year. Air raid warnings heard in Paris while an American commentator was talking to the United States made another sensational broadcast while first hand reports of the conquests of Poland, Czecho-slovakia, Albania and Memel were not far behind in excitement. To all networks must go credit for some striking angle of this war coverage.

### 1939 Highlights

Nineteen-thirty-nine brought many other remarkable broadcasts. For the first time radio reported the death of a Pope and the election and coronation of his successor. Additional amazing news stories in which it participated included the bitter fight for American neutrality and the special session of Congress; President Roosevelt's appeal for peace, Hitler's answer and the peace plea of the Duke of Windsor from Verdun, and the visit of the King and Queen of England to the North American continent.

The submarine "Squalus" disaster at Portsmouth, N. H., was another of the great stories of radio. Microphones were on the scene as the rescues took place. And the "Cavalier" disaster, in which a plane from Bermuda "sat down" on the Atlantic Ocean, was equally striking. In fact, it was the radio on the ship that first summoned help and secured the rescue of nearly every passenger and crew member, while broadcasters were on the scene to cover this rescue.

### Sports

Although pushed out of the spotlight by national and international events, the Louis-Galento fight, the coverage of football games and other events which never fail to grip the listener should not be overlooked as highlights of 1939.



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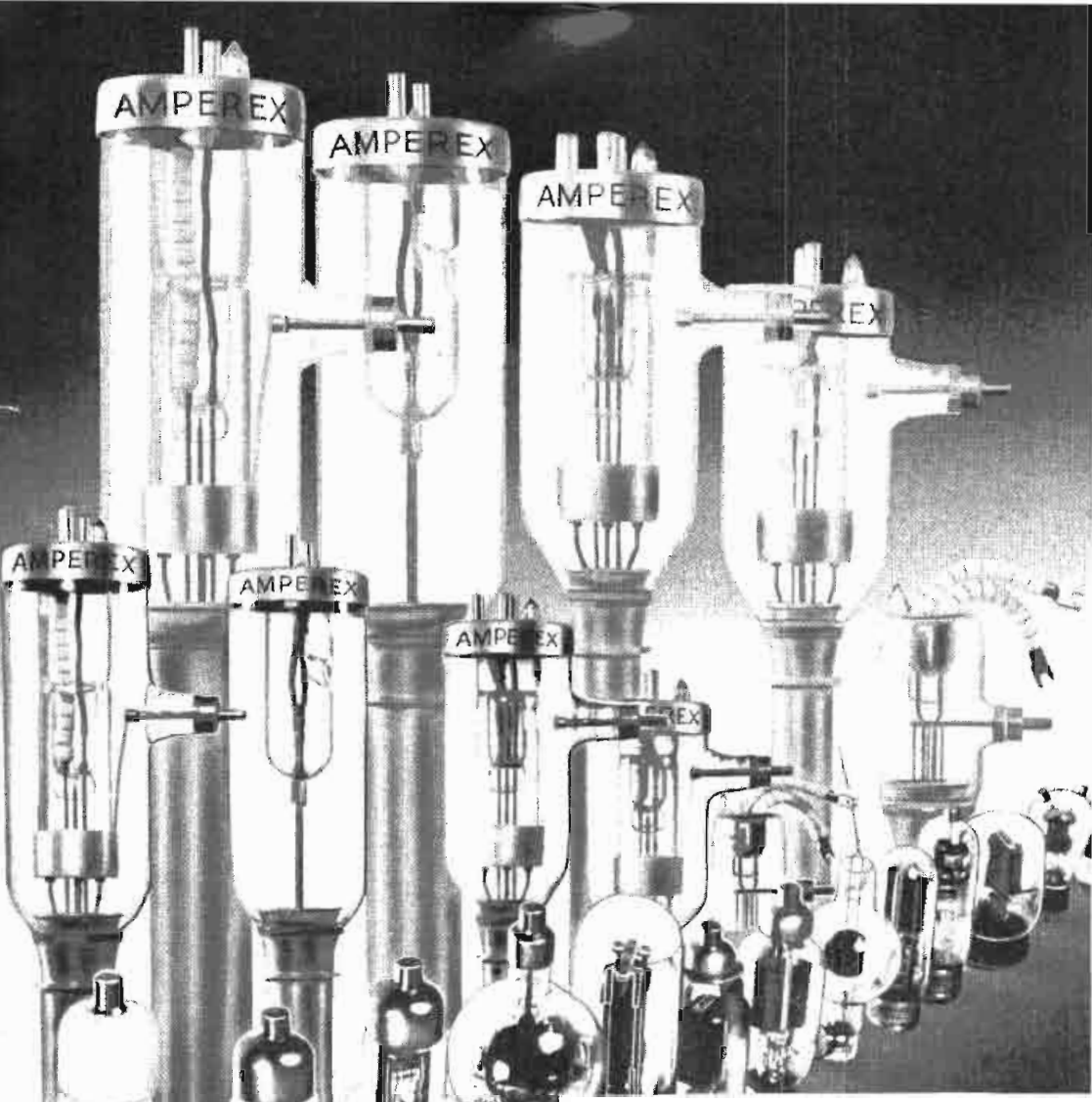


## *Modern Engineering*

Amperex tubes are not fashioned along design and engineering principles of a previous decade

Independent research and experiment has resulted in the application of new engineering principles and an advanced concept of vacuum tube mathematics, to the design of the exclusive Amperex types, and to the redesigning of the older models.

The unquestioned leadership of Amperex in the design and production of U.H.F. tubes such as the HF 100, 200, 300, 849H, the popularity of the redesigned older models and the wide acceptance of the newly designed water-cooled line, containing structural and design improvements and refinements which enhance their efficiency and increase their longevity, are mainly due to this modern engineering.

**AMPEREX ELECTRONIC PRODUCTS, Inc**

**9 WASHINGTON STREET** **BROOKLYN, NEW YOR**

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# WORLD'S FAIR

## Radio Plans Already Completed for 1940

*By DR. JOHN S. YOUNG*
*Director of Radio and Television*

**The 1939 World's Fair in New York brought to network audiences the "Salute of Nations" featuring leaders of the entire world, plus the finest radio fare, augmented by television, ever presented in conjunction with an event of such magnitude. A high standard was set up for the 1940 Fair to shoot at, and before the doors were again thrown open to a waiting nation, the radio, television and facsimile plans had been completed.**

Heading the array is a series of programs arranged between the United States and Latin-American countries, soon to get underway, featuring presidents of the Latin-American countries broadcasting a series of goodwill talks directly to the New York World's Fair, and all residents of the United States.

Sound broadcasting will play the major part in the 1940 Fair coverage. The three major networks, CBS, MBS and NBC, have all made arrangements for a thorough coverage of the Fair exceeding their efforts of 1939. In addition, located on the grounds will be facilities of WMCA and the Inter-City network; WINS and the New York State network; WLW, Cincinnati; WHN, WNEW, WNYC, WQXR, WEVD, WWRL, WHOM, and virtually every station in the area of the Fair.

All the stations have agreed to broadcast on an expanded basis this year, and are even now completing plans for the elaborate coverage they have promised to give their listeners.

### Television

The greatest number of television transmitters and receivers ever assembled at any one time or place in the United States will be on exhibit at the Fair in '40. Television's "eyes" will be brighter, keener, more observing than ever, and at the great exposition you will see them at work. Television history was made on April 30, 1939 when President Roosevelt opened the huge extravaganza; brilliant chapters will be added in 1940.

At this time plans are not available regarding the developments in television by NBC, CBS, RCA, and Westinghouse, but we understand that the General Electric Exhibit at the World's Fair, with its man-made lightning, "House of Magic" and television demonstrations, will bring back in 1940 substantially the show which was one of the hits of the Fair in '39.

Newest developments of the General Electric research laboratories will be added to the science show in the "House of Magic," and Dr. K. B. McEachron, director of the high voltage laboratory, is working out new ways of demonstrating the tremendous power of the 10,000,000-volt artificial lightning generator in Steinmetz Hall.

A new feature of the "House of Magic" theater will be a sound control device by which the effect of an invisible band marching around the theater may be achieved.

A projection receiver will be added to the General Electric television demonstrations. The same television studio in which visitors were televised during 1939 will be retained, and the space devoted to the television receivers will be doubled.

### Facsimile

In the realm of facsimile, the onward march of this means of communication will be a spectacular feature of the Fair in '40. Detailed plans are not available at this early date, but it is expected that the RCA building will be the scene of latest developments, and Crosley, it is anticipated, will have large-scale demonstrations in its building . . . showing the work of the Crosley Reado, a printer designed by the Finch Telecommunication Laboratories, Inc.

Plans are being discussed with John V. L. Hogan, President of WQXR, whereby the New York World's Fair 1940 may participate in experimental broadcasts featuring the new frequency modulation (static-less) system and high speed radio facsimile by utilizing W2XQR and W2XR. This is one of radio's most recent advances and will be followed with keen interest by the scientific world.

On Saturday, May 11, the 1940 edition of the New York World's Fair will get underway. In addition to the gala celebration planned by the Fair officials, television and radio broadcasts on that day will play a major role in presenting to the people of the nation a preview of this greatest of Fairs.



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# MARION AND JIM JORDAN

as

# "FIBBER McGEE AND MOLLY"

DON QUINN
WRITER

BILL THOMPSON
"OLD TIMER"
"NICK DEPOPOLOUS"
"HORATIO K. BLOOMER"

HAROLD PEARY
"GILDERSLEEVE"

ISABEL RANDOLPH
"MRS. UPPINGTON"

HARLOW WILCOX
ANNOUNCER

"THE KING'S MEN"

BILLY MILLS
AND HIS ORCHESTRA

FIFTH YEAR FOR THE MAKERS OF JOHNSON'S WAX



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# CO-OP SHOWS

## Their Importance to the Advertiser

*By FRED WEBER*
*General Manager, MBS*

**Since Mutual's very beginning, way back in 1934, this network has made new ideas work. I need not tell you about the flexibility it affords the advertiser—the full rates that it gathers for affiliated stations—and its fundamental cooperative policy as the network created "by the stations for the stations." These pioneering steps have been responsible for its rapid, yet careful growth from a hookup of four strong stations to a nationwide chain of some 118 affiliates. Built securely to service the listener and the affiliated station, Mutual has ever been on the lookout for contributions to enhance this service. The cooperative radio program falls prominently into this category.**

### Costs

How many times have you met the advertiser who could afford a radio program on a local station, but who was still far removed from the big-time prestige and talent of network sponsorship? If he bought at all, it was a "participating" sponsorship, a mediocre live show, or a transcribed program.

But all that was before the arrival of the cooperative program. This radio phenomenon helped not only the advertiser, but the station and the network. It gave the advertiser a chance to buy a network program for the price of a good local show. It meant a new type of lucrative selling job for the station, and more revenue for the network. And it also had its by-product—the producer of the cooperative campaign.

### Definition

The cooperative show is a network program sponsored by a different advertiser in each market, with not more than one sponsor to a city. Each cooperative sponsor is identified with the network show in his locality by the use of "cut-in announcements," which are made at the local station. At the moment there is a break in the program for the commercial announcement, the local announcer in Denver, for example, reads the advertising message of the Wadge Coal Company, the cooperative in that city. The local commercial is superimposed against theme music broadcast from the network to insure a smooth effect. Simultaneously, announcements are being cut in from other cities for local advertisers. Each sponsor has his own commercial adapted to his particular product or market.

### Initial Attempts

The sponsors of a cooperative program need not be makers of the same type of product. The cooperative set-up has spread out in various directions. The Lone Ranger had been enormously successful for one sponsor in certain outlets. But this client's distribution did not reach many other markets. The client agreed to the sale of the program on a cooperative basis in these other markets. Three bakers, two on the west coast, and one in upstate New York, were the first purchasers. Then it spread rapidly.

Today the Lone Ranger is sponsored in many cities by the General Baking Company, has 40 or more other clients on a cooperative basis all over the country.

### Agency Recognition

The cooperative program idea has attracted advertising agencies. The Redfield-Johnstone agency in New York led the field with "Thirty Minutes in Hollywood" which they syndicated over Mutual to 40 local advertisers in 1937. George Jessel was the star.

Since each local advertiser paid for the time and talent costs according to the size of his sales area, the cost of this program ranged from $50 to $1,000 per advertiser.

Redfield-Johnstone followed their first coop campaign with one called "Headlines" and "The Show of the Week." The latter program is still going strong over Mutual at 6:30 p.m. on Sundays.

The net result of the cooperative movement to date is a record of satisfying experiences on the part of advertisers who have bought time and talent on a syndicated basis, sufficient to stamp the cooperative idea as a definite trend in 1940 network broadcasting.



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# KEN MURRAY

★

TEXACO STAR THEATRE



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# FACSIMILE

## New Radio Service Passes First Milestone

**Facsimile broadcasting on an experimental basis under the rules and regulations of the Federal Communications Commission was conducted by approximately 25 broadcast station licensees during the year 1939. This period represents the first full year of facsimile operation for a majority of the licensees, most of whom undertook to deliver a regularly scheduled daily program of several hours duration, in order to determine the performance characteristics of the terminal equipment which they had purchased and to check public reaction to facsimile broadcasting as a new type of radio service.**

### Availability

Although many of the present licensees have reported in detail on their operations and have made a conscientious effort to determine public reaction to facsimile, the fact that only a small number of receiving or recorder units were available to the public through normal trade channels has made it difficult, if not impossible, to secure any extensive appraisal of facsimile from any large number of "ultimate consumers," which group will in the last analysis pass on the utility, character and extent of any future recorded broadcast service.

### Units

To many observers it is a disquieting fact that complete figures are not readily available on the number of facsimile recorders actually in operation during the year. Estimates made, however, have placed the number of facsimile recorders supplied by manufacturers at a figure more than 1,000 and not in excess of 2,000 units. The major portion of the facsimile equipment used by the broadcast licensees was supplied by Finch Telecommunications, Inc., and the R.C.A. Manufacturing Company. The two types of recording units which have had the widest distribution and use are different in design and operation and require different standards of transmission to be used, which has made it impossible to receive any given broadcast as delivered on a single frequency with either type of recorder. In the opinion of many competent and unbiased observers, this lack of standardization has operated as a severe handicap in the introduction of facsimile broadcasting and in the efforts made to obtain a true picture of the extent of public interest in the programs that have been broadcast for record reception in the home.

### Introduction

A substantial beginning has been made, however, to acquaint the general public with facsimile and from the broadcasting as conducted by licensees and the demonstrations of facsimile apparatus by manufacturers at the New York World's Fair and elsewhere. Certain trends have been observed which may likely influence future developments in this field. Foremost is the fact that during the past year the FCC put into effect a reallocation of frequencies, one result of which was to discontinue the use of three medium frequencies for facsimile broadcast development, and the substitution in place thereof of groups of ultra high frequencies in the 25, 43 and 116 megacycle bands. Approximately two-thirds of the present facsimile licensees have already elected to conduct their experimental operations on the newly assigned frequencies. There has



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# CHARLES BOYER

*Woodbury Hollywood Playhouse*

NBC
(Wednesdays)



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been no recent additional request from broadcasters for permission to use a standard broadcast frequency during the experimental or morning hours extending from midnight to 6 a. m., during which period special authorization for facsimile broadcasting had been previously granted to a limited number of applicants.

## Operation

A second point that has been freely commented on by both broadcasters and users is the desirability of increased speed of operation and there seems to be fairly unanimous opinion on the advantages to be gained by increasing the amount of received copy from the present standard to at least 15 square inches per minute, which is the equivalent of a letterhead sheet of copy being produced in approximately 5 minutes. The doubling of the present speed of transmission will increase the number of words that can be transmitted in a minute to 150 to 300 words, depending on the type size selected. The use of the ultra high frequencies on which programs may be transmitted during the daytime, as well as at night, and transmission of copy at speeds now indicated as feasible, should permit the rendering of a more comprehensive facsimile service than has been attempted to date.

## Set Prices

In addition to the problem of available and satisfactory frequencies and the performance characteristics of facsimile equipment offered to home users, much speculation and some fact finding has been devoted to the problem of determining what price a user would be willing to pay for facsimile equipment and the expense to be incurred by its operation. From the limited facts available, there is every indication that a figure in excess of $100.00 for a complete home facsimile installation will meet with a high sales resistance. The economic aspect of facsimile is therefore, in a degree, comparable with that of television. In both fields wide distribution cannot be expected without the lower cost resulting from mass or large scale production. The relative simplicity of facsimile equipment, which would normally result in a low, initial, first-cost is offset at the present time by the absence of any accepted common standard of transmission to permit all facsimile recorders in operation to receive any broadcast program within a given service area. Radio manufacturers as a group have therefore shown little interest in working out the economics of supplying facsimile recorders.

## Commercial Aspect

As contrasted with the experimental facsimile broadcasting activities during 1939, very considerable progress has been made in commercial applications of facsimile. Among these may be noted the use by R.C.A. Communications in two of its commercial circuits of a method of sub-carrier frequency modulation which is reported to considerably reduce distortion and to permit greatly increased speed of transmission. The Western Union Telegraph Company, a pioneer in facsimile developments, demonstrated during the year their improved terminal facsicile apparatus and publicly introduced a new automatic telegraph, which permits the filing of a telegram by facsimile in much the same manner that one mails a letter. In Canada where the use of radio frequencies for facsimile has been withheld from private companies, facsimile apparatus developed by John V. L. Hogan was used by a leading Toronto newspaper in a study of the feasibility of rendering a wire news bulletin service by facsimile.

## Conclusion

The impetus given to facsimile by the improvements in the commercial radio and wire services may well be reflected in an increased activity in facsimile broadcasting during 1940. The possibility of further extended use of frequency modulation in local broadcast services at ultra-high-frequencies appears to offer to broadcasters and manufacturers alike a real opportunity to determine whether facsimile does in fact meet the requirements of "public interest, necessity and convenience."

***For Further Information Regarding Facsimile, Please Turn to Pages 631-637.***



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# BENNY

# GOODMAN

*Greetings*

Exclusive Management

MUSIC CORPORATION OF AMERICA



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# TELEVISION

## A Review of 1939 and a Forecast for 1940

*By NORMAN S. WEISER*
*Associate Editor, Radio Daily*

**The long awaited debut of television finally took place April 30 when President Franklin D. Roosevelt's speech opening the World's Fair was telecast by NBC. Since that time, only a few months have elapsed, and the record, which far surpasses that of radio in its initial year, shows not only the rudimentary pattern of television's future greatness, but also definite proof of the amazing progress brought about by the pioneer work in this newest of industries.**

### Progress

Progressing so swiftly that much of the historical value will inevitably go unrecorded marks television's story to date. In eight months of 1939 television created its first audience among the public; made gigantic steps forward in program production; rebuilt and improved its physical framework, and began the solution of the unavoidable problem of making a living for itself.

During 1939 a total of 600 telecasts were chalked up, with the schedule increased from two hours weekly to about 15 hours over the same span, on a five day a week. Of the total, 30 per cent were remote telecasts, 30 per cent were film, and 40 per cent were live talent telecasts from the NBC studios in Radio City.

Moving towards a solution of tele's most difficult problem—the business of becoming self-supporting—NBC cooperated with advertisers and their agencies in presenting more than 30 semi-commercial telecasts of various types. In these programs, sponsor paid all, or part of, the talent costs, with NBC meeting the expenses of production and overhead. Too, more than 100 commercial films were telecast during 1939.

### Network

The biggest job facing telecasters during the coming year is the establishment of network facilities, for only through this means can a profitable basis of operation be accomplished. RCA has already readied a new type booster station, to be constructed at a very low figure, which will be tested late in the spring, and which may be the answer to the problem.

Another new avenue recently opened up to the commercial angle is the use of television by large national advertisers at sales conventions, where mass demonstrations can be held with ease. Pioneered by Bulova, the movement has gained momentum steadily, and appears to be the first major trend developed in '40.

### Programming

Added emphasis on live talent presentations will be in order during the current year, with a gradual trend away from the old films. Use of commercial films, however, appears to play a prominent part in the new industry, and will undoubtedly be increased during the succeeding months.

A definite television technique in the presentation of live shows will be developed, combining the major points of all audio-visual entertainment, and even now experiments are going forward full blast at NBC.

### CBS

With the adoption of a "pattern transmission," CBS, towards the end of the year finally came to life, and to all intents and appearances, will begin an active schedule before the end of the current year. Continued experimentation is in order, according to President Paley, and programming and preliminary preparations will be emphasized.

***For complete information regarding Television, please turn to page 613 where a 23-page section will be found.***



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# FRED WARING

*and his*

## PENNSYLVANIANS

◆

*Chesterfield Pleasure Time*

◆

Management, John O'Connor
1697 Broadway
New York City



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# GROWTH OF RADIO STATIONS IN THE U. S. FROM 1937—1939

## (As of December 1, 1939)

| As of: | Licensed Stations | Construction Permits | Special Broadcast Stations | Total |
|---|---|---|---|---|
| January 1937 | 642 | 39 | 4 | 685 |
| February 1937 | 646 | 41† | 4 | 691 |
| March 1937 | 650 | 42‡ | 4 | 696 |
| April 1937 | 650 | 44‡ | 4 | 698 |
| May 1937 | 657 | 38‡ | 4 | 699 |
| June 1937 | 659 | 37‡ | 4 | 700 |
| July 1937 | 662 | 38‡ | 4 | 704 |
| August 1937 | 666 | 44‡ | 4 | 714 |
| September 1937 | 671† | 40§ | 4 | 715 |
| October 1937 | 673† | 40§ | 4 | 717- |
| November 1937 | 676† | 37§ | 4 | 717 |
| December 1937 | 679† | 36‡ | 4 | 719 |
| January 1938 | 685† | 32† | 4 | 721 |
| February 1938 | 688† | 31† | 4 | 723 |
| March 1938 | 689† | 34† | 4 | 727 |
| April 1938 | 693† | 35† | 4 | 732 |
| May 1938 | 693† | 40* | 4 | 737 |
| June 1938 | 696† | 41* | 4 | 741 |
| July 1938 | 697† | 46* | 4 | 747x |
| August 1938 | 700† | 46* | 4 | 750 |
| September 1938 | 705† | 45* | 4 | 754 |
| October 1938 | 711† | 44* | 4 | 759 |
| November 1938 | 711 | 46† | 4 | 761 |
| December 1938 | 718* | 41† | 4 | 763 |
| January 1939 | 718* | 42† | 4 | 764 |
| February 1939 | 723* | 39* | 4 | 766 |
| March 1939 | 725* | 37* | 4 | 766 |
| April 1939 | 728* | 37* | 4 | 769 |
| May 1939 | 730* | 38* | 4 | 772 |
| June 1939 | 731* | 38* | 4 | 773 |
| July 1939 | 731* | 43* | 4 | 778 |
| August 1939 | 734* | 56* | 4 | 794 |
| September 1939 | 735* | 59* | 4 | 798 |
| October 1939 | 739* | 57z | 4 | 800 |
| November 1939 | 747* | 58z | 4 | 809 |
| December 1939 | 751 | 57z | 4 | 812 |

*Including one stay order.
†Including two stay orders.
‡Including three stay orders.
§Including four stay orders.

xAnnual report shows 748, additional station being in Court of Appeals.

zIncluding one construction permit for a special broadcast station.



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# THE ANDREWS SISTERS

## Maxene ★ Patty ★ La Verne

| Year | Decca Recordings Sold | Theatre Weeks | Radio Programs |
|---|---|---|---|
| 1937 | 30,000 | 1 | 0 |
| 1938 | 500,000 | 21 | Wrigley Show 28 weeks |
| 1939 | 1,300,000 | 13 | Dole Pineapple Show 39 weeks |
| 1940 (to Feb 15th) | 550,000 | 2 | Chesterfield Show 13 weeks |

**Personal Management LOU LEVY**

GENERAL AMUSEMENT CORPORATION

THOMAS G ROCKWELL PRESIDENT

NEW YORK • CHICAGO • HOLLYWOOD • LONDON

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# RADIO DAILY

**Third Annual Poll of the Radio Editors and Critics for 1939-40**

*(Released January 19, 1940)*

## Programs

| | |
|---|---|
| JELL-O PROGRAM | 379 |
| Chase & Sanborn Program | 365 |
| Kraft Music Hall | 251 |
| Information Please | 245 |
| Fred Allen Show | 221 |
| Bob Hope Program | 175 |
| Lux Radio Theater | 175 |
| Ford Sunday Evening Hour | 160 |
| Kay Kyser's College | 153 |
| Good News of 1940 | 124 |

## Entertainers

| | |
|---|---|
| JACK BENNY | 416 |
| Edgar Bergen (Charlie McCarthy) | 389 |
| Fred Allen | 312 |
| Bing Crosby | 276 |
| Bob Hope | 238 |
| Kay Kyser | 160 |
| Fibber McGee & Molly | 121 |
| Orson Welles | 92 |
| Alec Templeton | 90 |
| Kate Smith | 79 |

## Dance Orchestras

| | |
|---|---|
| GUY LOMBARDO | 331 |
| Kay Kyser | 293 |
| Glenn Miller | 215 |
| Paul Whiteman | 179 |
| Benny Goodman | 168 |
| Wayne King | 166 |
| Horace Heidt | 163 |
| Tommy Dorsey | 130 |
| Fred Waring | 113 |
| Bob Crosby | 105 |

## Commentators

| | |
|---|---|
| H. V. KALTENBORN | 413 |
| Lowell Thomas | 271 |
| Elmer Davis | 259 |
| Raymond Gram Swing | 206 |
| Paul Sullivan | 194 |
| Walter Winchell | 121 |
| Ed. C. Hill | 73 |
| H. R. Baukage | 59 |
| Bob Trout | 58 |
| John Gunther | 54 |



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# Irene Rich

☆

Seventh Consecutive Year for Welch Grape Juice Company

☆

SUNDAYS

9:30-9:45 P. M. E.S.T.
NBC Blue Network

5:30-5:45 P. M. P.S.T.
NBC Red Network



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# RESULTS OF RADIO DAILY 1939 CRITICS POLL

## FAVORITE COMEDIAN

| | |
|---|---|
| JACK BENNY | 488 |
| Fred Allen | 376 |
| Edgar Bergen | 331 |
| Bob Hope | 321 |
| Fibber McGee & Molly | 161 |
| Burns & Allen | 74 |
| Bob Burns | 61 |
| Bob Benchley | 52 |
| Al Pierce | 36 |
| Fanny Brice | 33 |

## SERIALS

| | |
|---|---|
| ONE MAN'S FAMILY | 253 |
| I Love a Mystery | 85 |
| Aldrich Family | 74 |
| Big Town | 62 |
| Vic & Sade | 56 |
| Sherlock Holmes | 55 |
| Second Husband | 39 |
| District Attorney | 29 |
| Amos 'n' Andy | 28 |
| Easy Aces | 28 |

## SYMPHONIC PROGRAMS

| | |
|---|---|
| N. Y. PHILHARMONIC-SYMPHONY | 396 |
| Ford Sunday Evening Hour | 362 |
| NBC Symphony | 340 |
| Voice of Firestone | 107 |
| Radio City Music Hall | 77 |

## EDUCATIONAL PROGRAMS

| | |
|---|---|
| AMERICA'S TOWN MEETING OF THE AIR | 214 |
| Chicago "U" Round Table | 195 |
| American School of the Air | 120 |
| Music Appreciation Hour | 84 |
| Americans at Work | 82 |

## FEMALE VOCALIST CLASSICAL

| | |
|---|---|
| MARGARET SPEAKS | 199 |
| Gladys Swarthout | 184 |
| Marion Anderson | 174 |
| Lily Pons | 168 |
| Lucille Manners | 142 |

## CHILDREN'S SHOW

| | |
|---|---|
| LET'S PRETEND | 197 |
| Lone Ranger | 93 |
| March of Games | 73 |
| Little Orphan Annie | 71 |
| Music Appreciation Hour | 53 |

## DRAMATIC SHOWS

| | |
|---|---|
| LUX RADIO THEATER | 383 |
| Orson Welles (Campbell Playhouse) | 295 |
| First Nighter | 85 |
| Hollywood Playhouse | 84 |
| Texaco Star Theater | 77 |
| Arch Oboler Plays | 64 |
| CBS Workshop | 62 |
| Silver Theater (CBS) | 61 |
| Great Plays (NBC) | 43 |

## QUIZ PROGRAMS

| | |
|---|---|
| INFORMATION PLEASE | 542 |
| Kay Kyser | 219 |
| Dr. I. Q. | 189 |
| I Love a Mystery | 83 |
| Battle of Sexes | 75 |
| Name Three | 73 |
| Ask-It-Basket | 55 |
| What's My Name | 53 |
| Quick Silver | 49 |
| Gag Busters | 33 |

## MALE VOCALIST POPULAR

| | |
|---|---|
| BING CROSBY | 499 |
| Kenny Baker | 372 |
| Lanny Ross | 160 |
| Frank Parker | 142 |
| Dennis Day | 103 |
| Barry Wood | 103 |

## FEMALE VOCALIST POPULAR

| | |
|---|---|
| CONNIE BOSWELL | 292 |
| Kate Smith | 233 |
| Frances Langford | 225 |
| Virginia Simms | 186 |
| Judy Garland | 73 |

## MALE VOCALIST CLASSICAL

| | |
|---|---|
| NELSON EDDY | 428 |
| Lawrence Tibbett | 424 |
| Richard Crooks | 364 |
| Donald Dickson | 250 |
| John Charles Thomas | 238 |

## SPORTS COMMENTATOR

| | |
|---|---|
| BILL STERN | 464 |
| Ted Husing | 394 |
| Red Barber | 168 |
| Clem McCarthy | 112 |
| Ed Thorgersen | 80 |



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# HAL KEMP

And His

ORCHESTRA

With

THE SMOOTHIES • BOB ALLEN • JANET BLAIR

# SKINNAY ENNIS

And His

ORCHESTRA

SECOND SEASON

ON

## THE BOB HOPE PROGRAM

NBC-RED, TUESDAY, 10 P. M., E.S.T.

Personal Management

ALEX HOLDEN

Direction

MUSIC CORPORATION OF AMERICA



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

## Jell-O

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

☆

## Chase & Sanborn

Sponsored by Standard Brands, Inc., for Chase & Sanborn coffee; Sundays, 8-8:30 p.m. on NBC Red network. *Agency*: J. Walter Thompson Co. *Cast*: Edgar Bergen and Charley McCarthy, Rudy Vallee and a different guest star each week. *Orchestra*: Robert Armbruster.

☆

## Kraft Music Hall

Sponsored by Kraft Cheese Corp.; Thursday, 10-11 p.m. on NBC Red network. *Agency*: J. Walter Thompson Co. *Cast*: Bing Crosby, Bob Burns and guest talent weekly. *Orchestra*: John Trotter.

☆

## Information Please

Sponsored by Canada Dry Ginger Ale, Inc.; Tuesdays, 8:30-9 p.m. on NBC Red network. *Agency*: J. M. Mathes, Inc. *Cast*: Clifton Fadiman, Franklin P. Adams, John Kiernan, Oscar Levant, Milton Cross and guests.

☆

## Fred Allen Show

Sponsored by Bristol-Myers Co. for Ipana and Sal Hepatica; Wednesdays, 9-10 p.m. on NBC Red network. *Agency*: Young & Rubicam, Inc. *Cast*: Fred Allen, Portland Hoffa, Harry Von Zell and guest talent. *Orchestra*: Peter Van Steeden.

☆

## Bob Hope Program

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m. on NBC Red network. *Agency*: Lord & Thomas, Inc. *Cast*: Bob Hope, Judy Garland, Jerry Colonna and guest stars. *Orchestra*: Skinnay Ennis.

☆

## Lux Radio Theater

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

☆

## Ford Sunday Evening Hour

Sponsored by Ford Motor Co.; Sundays, 9-10 p.m. on CBS network. *Agency*: N. W. Ayer & Son. *Cast*: Ford Symphony Orchestra and Chorus, guest soloists, instrumentalists and conductors.

☆

## Kay Kyser's College

Sponsored by American Tobacco Co. for Lucky Strike cigarettes; Wednesdays, 10-11 p.m. on NBC Red network with repeat broadcast Thursdays over MBS network. *Agency*: Lord & Thomas, Inc. *Cast*: Kay Kyser, emcee, Virginia Simms, Harry Babbitt, Sully Mason, and members of the audience participating in quiz. *Orchestra*: Kay Kyser.

☆

## Good News of 1940

Sponsored by General Foods Corp. for Maxwell House coffee; Thursdays, 9-10 p.m. on NBC Red network. *Agency*: Benton & Bowles. *Cast*: Edward Arnold, emcee, Fanny Brice, Connie Boswell and guest stars. *Orchestra*: Meredith Willson.



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# HAVANA

## Pan-American Treaty Becomes a Reality

**Adopted in Havana on December 17, 1937, the treaty became a reality with the ratification by Mexico on December 28, 1939, thus paving the way for important reallocations of broadcasting facilities in the United States, Canada, Cuba, Mexico, Haiti and the Dominican Republic.**

### Changes

Nearly 700 stations in the United States will in some way be affected by the treaty since all outlets on channels above 710 kc. will be moved around anywhere from 10 to 40 kc. higher from their present frequency. Stations on 1500 kc. may be moved down to 1490 kc. Number of United States clear channels are to be increased.

Some of the benefits to be derived from the treaty have been more or less anticipated by the FCC in giving many outlets power boosts, although the procedure by the FCC at the turn of the year was to set an effective date for the reallocations; new frequencies will become operative in December 1940.

### Interference

It is understood by all signators to the treaty that local frequency shifts and power boosts will not take precedence over the treaty and that superpower Mexican stations will not crowd the border so as to cause interference with either United States or Canadian outlets. Also, the interference growing out of Cuban frequencies will be eliminated.

Countries covered by the North American treaty distribute 105 broadcast bands and while some broadcasters may be adversely affected by the move, hearings by the FCC will seek to iron out such matters. However, certain stipulations agreed to in the treaty must take precedence in each country, otherwise the original plan will fail due to the respective concessions asked by all concerned.

### FCC Action

As mentioned above, the FCC has anticipated ratification and numerous licensees concerned have already been notified of proposed changes which affect them.

One of the net results will bring the clear-channel 50,000-watt stations in the United States up to 63; Mexico will have 15 of these Class I outlets, Canada 14, Cuba 5, and Newfoundland, Santo Domingo and Haiti, one each. Engineers have worked out the adjustments so that none of the stations now in operation in the United States will have to discontinue or be materially curtailed.

### Conclusion

Unless unforeseen developments arise, the Havana Treaty will clear up a somewhat chaotic condition in North America prevalent for a decade, due mostly to outside conditions.

***For Complete Information Regarding Broadcast Stations in Mexico, Cuba and South America, Please Turn to Page 961.***



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# MANAGERS
# of
# DISTINGUISHED
# ARTISTS

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# FREQUENCY MODULATION

*By ROBERT A. LITZBERG*
*Associate Editor, RADIO ANNUAL*

**In its meteoric history of the past twenty years commercial broadcasting's progress has been cumulative. This has been true all the way down the line: receiving sets have graduated from crystal type of instruments to the modern push-button multiple-tubed console models; transmitters have been transformed from one-room studio-control combinations to modern plants like Radio City in New York as the need for larger facilities demanded. During 1939, attention has been directed to a new system of broadcasting known as frequency modulation which completely reverses the present method of radio transmission and threatens to obsolete the now-used amplitude modulation equipment as well as the 40,000,000 radio receiving sets in this country.**

## Staticless Radio

This basic invention, which has received an unusual amount of publicity in recent months, was patented in 1933 by Major Edwin Armstrong. According to the inventor, his purpose, when he first started his experiments, was to eliminate noise and interference and produce a staticless reception. The result, according to observers, is not only staticless radio but a high fidelity reception which borders on perfect sound reproduction.

Among the claims made for it as a superior method of broadcast transmission is that it possesses characteristics whereby it is possible to eliminate all kinds of disturbances including atmospheric static, electrical noises and background signal interference.

Without going into technical detail, the basic difference between frequency and amplitude modulation is in the method of transmitting sound on sound wave. In the latter system each station is allotted a narrow wave on which to operate. To get its signals over this band, the station has to use considerable power, with varying strength determined by the type of sound desired to be transmitted. AM signal is not constant and, because the power behind it is not at one level, varies and fades. In the frequency modulation system of transmission high frequencies are used because of the need for a wider band for the individual station. In this manner the signal is allowed a wider band on which it travels from side to side. Sound is imposed on the carrier wave by "wobbling" its frequency over a wave band instead of varying the power. Frequency modulation starts with a wave that maintains its amplitude at all times but a wave that is always changing its frequency in accordance with changes in the sounds affecting the microphone. Power is constant, thus eliminating fading.

## Present FM Activity

In 1935 Major Armstrong demonstrated his FM system before the Institute of Radio Engineers. Since then FM transmission has graduated from the laboratory stage into the practical experimental period of its development. Several broadcasters have evidenced an interest in this work. Pioneers in the development of FM transmission are John Shepard III, whose Yankee Network has invested over $250,000 in a transmitter at Paxton, Mass., to carry on further experiments in this new field; Franklin Doolittle of WDRC, Hartford, whose experimental transmitter has a regular schedule of programs; and John V. L. Hogan of WQXR, New York. Interest among commercial broadcasters has reached a point where an organization of stations experimenting and other interested parties has been organized. At the first meeting 49 organizations interested in frequency modulation attended.

Of the twenty odd stations authorized to operate using frequency modulation at the end of 1939 at least nine were broadcasting on a definite experimental schedule. It is estimated that before Spring there will be an additional twenty. Receiving set manufacturers are keeping up with the trend and four companies have announced the introduction of new lines of FM sets, with more to follow.



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# IMPORTANT RADIO
# Telephone Numbers
## in NEW YORK

## Radio Stations

| | |
|---|---|
| WAAT (N. Y. Office) | CIrcle 5-5780 |
| WABC | WIckersham 2-2000 |
| WARD | TRiangle 5-3300 |
| WBBC | TRiangle 5-6690 |
| WBBR | MAin 4-9735 |
| WBNX | MEirose 5-0333 |
| WSAU (N. Y Office) | WIckersham 2-2000 |
| WCNW | MUrray Hill 4-9690 |
| WEAF | CIrcle 7-8300 |
| WEVD | BRyant 8-2360 |
| WFAS | WIsconsin 7-2299 |
| WGN (N. Y. Office) | MUrray Hill 2-3033 |
| WHBI (N. Y. Office) | VAnderbilt 6-0785 |
| WHN | BRyant 9-7841 |
| WHOM | PLaza 3-4204 |
| WINS | ELdorado 5-6100 |
| WJZ | CIrcle 7-8300 |
| WLTH | ORchard 4-1203 |
| WMCA | CIrcle 6-2200 |
| WNBF (N. Y. Office) | MUrray Hill 2-5767 |
| WNEW | PLaza 3-3300 |
| WNYC | WOrth 2-5600 |
| WOR | PEnnsylvania 6-8383 |
| WOV-WBIL | BRyant 9-6080 |
| WQXR | COlumbus 5-6366 |
| WVFW | TRiangle 5-0313 |
| WWRL | NEwtown 9-3300 |

## National Networks

| | |
|---|---|
| Columbia Broadcasting System | WIckersham 2-2000 |
| Mutual Broadcasting System | PEnnsylvania 6-9602 |
| National Broadcasting Co. | CIrcle 7-8300 |

## Station Representatives

| | |
|---|---|
| John Blair & Co. | MUrray Hill 9-6084 |
| The Branham Co. | MUrray Hill 6-1860 |
| British Broadcasting Corp. | CIrcle 7-0630 |
| Bryant-Griffith & Brunson, Inc. | MUrray Hill 2-2174 |
| Burn-Smith Co. | MUrray Hill 2-7462 |
| Capper Publications, Inc. | MOhawk 4-3280 |
| Cox & Tanz | MUrray Hill 2-8284 |
| Forjoe & Co. | VAnderbilt 6-3816 |
| Free & Peters, Inc. | PLaza 5-4131 |
| Furgason & Walker, Inc. | MUrray Hill 2-3734 |
| Gellatly, Inc. | CIrcle 7-6120 |
| Arthur H. Hagg & Associates | VAnderbilt 3-1265 |
| Headley-Reed Co. | MUrray Hill 3-5470 |
| Hearst Radio, Inc. | PLaza 8-2600 |
| George P. Hollingberry Co. | MUrray Hill 3-8078 |
| International Radio Sales | PLaza 8-2600 |
| The Katz Agency | LOngacre 5-4595 |
| Joseph Hershey McGillvra | MUrray Hill 2-8755 |
| J. P. McKinney | CIrcle 7-1178 |
| National Broadcasting Co. | CIrcle 7-8300 |
| John H. Perry Associates | BRyant 9-3357 |
| Edward Petry & Co. | MUrray Hill 2-4401 |
| Radio Advertising Corp. | MUrray Hill 4-0212 |
| Radio Sales | WIckersham 2-2000 |
| William G. Rambeau Co. | CAledonia 5-4940 |
| Paul H. Raymer Co. | MUrray Hill 2-8690 |
| Reynolds-Fitzgerald, Inc. | ELdorado 5-7020 |
| Sears & Ayer | PLaza 8-1312 |
| Texas State Network. | PLaza 5-9800 |
| Weed & Co. | VAnderbilt 6-4542 |
| Howard A. Wilson Co. | MUrray Hill 6-1230 |

## Advertising Agencies

| | |
|---|---|
| Austin & Spector | ELdorado 5-1270 |
| N. W. Ayer & Son, Inc. | CIrcle 6-0200 |
| Badger & Browning & Hersey | CIrcle 7-3720 |
| Batten, Barton, Durstine & Osborn, Inc. | ELdorado 5-5800 |
| Benton & Bowles, Inc. | WIckersham 2-0400 |
| Bermingham, Castleman & Pierce, Inc. | LExington 2-7550 |
| The Biow Co., Inc. | CIrcle 6-9300 |
| Blackett-Sample-Hummert, Inc. | WIckersham 2-2700 |
| Brooke, Smith, French & Dorrance, Inc. | MUrray Hill 6-1800 |
| Franklin Bruck Advertising Corp. | CIrcle 7-7661 |
| Buchanan & Co. | MEdallion 3-3380 |
| Campbell-Ewald Co. of N. Y. | CIrcle 7-6383 |
| The Caples Co. | MUrray Hill 6-6500 |
| Cecil-Presbrey, Inc. | WIckersham 2-8200 |
| Compton Advertising Inc. | CIrcle 6-2800 |
| D'Arcy Advertising Co. | ELdorado 5-3765 |
| Donahue & Coe, Inc. | COlumbus 5-4252 |
| Doremus & Co. | REcter 2-1600 |
| Sherman & Ellis Co. | LAckawanna 4-3570 |
| Erwin, Wasey & Co. | MOhawk 4-8700 |
| William Esty & Co. | CAledonia 5-1900 |
| Federal Advertising Agency, Inc. | ELdorado 5-6400 |
| Albert Frank-Guenther Law, Inc. | COrtland 7-5050 |
| Fuller & Smith & Ross, Inc. | MUrray Hill 6-5600 |
| Gardner Advertising Co. | COlumbus 5-2000 |
| J. Stirling Getchell, Inc. | MUrray Hill 6-4800 |
| Geyer, Cornell & Newell, Inc. | WIckersham 2-5400 |
| Lawrence C. Gumbinner Co. | MUrray Hill 2-5680 |
| Hellwig-Miller Co. | LExington 2-3030 |
| Charles W. Hoyt Co., Inc. | MUrray Hill 2-0805 |
| H. W. Kastor & Sons Advertising Co. | COlumbus 5-6135 |
| Joseph Katz Co. | WIckersham 2-2740 |
| Kenyon & Eckhardt, Inc. | WIckersham 2-3920 |
| H. M. Kiesewetter Advertising Agency, Inc. | LExington 2-0025 |
| Knox Reeves, Advertising, Inc. | MUrray Hill 4-3982 |
| Arthur Kudner, Inc. | CIrcle 6-3200 |
| Lambert & Feasley, Inc. | COlumbus 5-3721 |
| Lennen & Mitchell, Inc. | MUrray Hill 2-9170 |
| Lord & Thomas | WIckersham 2-6600 |
| Marschalk & Pratt, Inc. | VAnderbilt 6-2022 |
| J. M. Mathes, Inc. | LExington 2-7450 |
| Maxon, Inc. | ELdorado 5-2930 |
| McCann-Erickson, Inc. | CIrcle 5-7000 |
| McKee & Albright | COlumbus 5-2058 |
| Neff-Rogow, Inc. | CIrcle 7-4231 |
| Newell-Emmett Co., Inc. | AShland 4-4900 |
| Paris & Peart | CAledonia 5-9840 |
| Peck Advertising Agency | PLaza 3-0900 |
| Pedlar & Ryan, Inc. | ELdorado 5-7700 |
| Redfield-Johnstone, Inc. | PLaza 3-6121 |
| Ruthrauff & Ryan, Inc. | MUrray Hill 6-6400 |
| Stack-Goble Advertising Co. | PLaza 3-7444 |
| J. D. Tarcher & Co. | CIrcle 6-2626 |
| J. Walter Thompson Co. | MOhawk 4-7700 |
| Tracy-Locke-Dawson | AShland 4-1690 |
| Warwick & Legler | MUrray Hill 6-8585 |
| Norman Weill, Inc. | PLaza 5-3213 |
| Wessel Company | MUrray Hill 6-1566 |
| Ward Wheelock Co. | LExington 2-4926 |
| Young & Rubicam, Inc | AShland 4-8400 |

## Publications

| | |
|---|---|
| Advertising Age | BRyant 9-6432 |
| Advertising & Selling | CAledonia 5-9770 |
| Broadcasting and Broadcasting Advertising | PLaza 5-8355 |



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| | |
|---|---|
| Metronome | CIrcle 7-4500 |
| Printers' Ink | AShland 4-6500 |
| Radio Advertising (Rates and Data) | MOhawk 4-1220 |
| Radio Craft | WAlker 5-0730 |
| RADIO DAILY | WIsconsin 7-6336 |
| Radio Guide | MUrray Hill 2-4690 |
| Radio & Electric Appliance Journal | CIrcle 7-5842 |
| Radio Markets | PLaza 3-7222 |
| Radio Retailing | MEdallion 3-0700 |
| Radio Today | PLaza 3-1340 |
| Radio Weekly | WAlker 5-2576 |
| Standard Advertising Register | MEdallion 3-5850 |
| Tide | AShland 4-3390 |
| Variety | BRyant 9-8153 |

## News Agencies and Associations

| | |
|---|---|
| Associated Press | CIrcle 6-4111 |
| International News Service | MUrray Hill 2-0131 |
| News Features, Inc. | CIrcle 6-1738 |
| Press-Radio Bureau | MUrray Hill 2-5670 |
| Radio News Association | MUrray Hill 2-4054 |
| Transradio Press Service, Inc. | MUrray Hill 2-4054 |
| United Press | MUrray Hill 2-0400 |

## Talent Agencies

| | |
|---|---|
| James Appell | CIrcle 7-5278 |
| Artists Management Bureau Inc. | MUrray Hill 2-1888 |
| Authors & Artists, Inc. | COlumbus 5-1811 |
| Ayers-Prescott | COlumbus 5-1811 |
| Batchelor Enterprises, Inc. | CIrcle 6-4224 |
| Herman Bernie | VAnderbilt 6-3980 |
| Columbia Artists, Inc. | WIckersham 2-2000 |
| Columbia Concerts Corp. | CIrcle 7-6900 |
| Consolidated Radio Artists, Inc. | COlumbus 5-3580 |
| Evans & Salter | CIrcle 7-6900 |
| Fanchon & Marco | CIrcle 7-5630 |
| Moe Gale | LOngacre 3-6111 |
| General Amusement Corp. | CIrcle 7-7550 |
| William Gernannt | VAnderbilt 6-1750 |
| Hesse & McCaffrey | ELdorado 5-1076 |
| International Attractions, Inc. | MEdallion 3-1232 |
| Leading Attractions, Inc. | PLaza 3-8093 |
| Ben B. Lipset, Inc. | CHickering 4-2466 |
| A. & S. Lyons, Inc. | PLaza 3-5181 |
| Mills Artists, Inc. | CIrcle 7-7162 |
| William Morris Agency, Inc. | CIrcle 7-2160 |
| Leo Morrison, Inc. | CIrcle 7-6413 |
| Music Corporation of America | WIckersham 2-8900 |
| NBC Artists Service | CIrcle 7-8300 |
| Harry Norwood | CIrcle 5-8242 |
| Rockwell-O'Keefe, Inc. | CIrcle 7-7550 |
| Myron Selznick Co. of N. Y. | CIrcle 7-6201 |
| Roger White | CIrcle 7-4943 |
| Roy Wilson (Wilson, Powell & Hayward) | PLaza 5-5480 |
| Ed Wolf & Associates | COlumbus 5-1621 |
| WOR Artists Bureau | PEnnsylvania 6-8383 |

## Program Producers and Transcription and Recording Companies

| | |
|---|---|
| A. A. Recording Studios | EDgecombe 4-7600 |
| Advertisers Recording Service | CIrcle 6-0141 |
| Aerogram Corp. | MUrray Hill 4-4717 |
| Air Features, Inc. | WIckersham 2-0077 |
| Authors & Artists, Inc. | COlumbus 5-1811 |
| Associated Music Publishers, Inc. | BRyant 9-0847 |
| Ayers-Prescott | COlumbus 5-1811 |
| Ted Collins | CIrcle 7-0094 |
| Columbia Recording Corp. | CIrcle 7-7301 |
| Commercial Recording Studios | VAnderbilt 6-3008 |
| Decca Records, Inc. | COlumbus 5-5662 |
| Empire Broadcasting Corp. | PLaza 8-3360 |
| Federal Transcribed Programs, Inc. | CAledonia 5-7530 |
| Gellatly, Inc. | CIrcle 7-6120 |
| H. S. Goodman | WIckersham 2-3338 |
| Jean V. Grombach, Inc. | CIrcle 6-6540 |
| Hansen Associates | LExington 2-5457 |
| Heffelfinger Radio Features | VAnderbilt 6-2450 |
| Intercontinental Audio Video Corp. | CIrcle 7-4560 |
| Walter Patrick Kelly | CIrcle 5-5780 |
| Langlois & Wentworth | ELdorado 5-1620 |
| Phillips H. Lord, Inc. | WIckersham 2-2213 |
| Charles Michelson | MUrray Hill 2-3376 |
| Miller Broadcasting System, Inc. | CIrcle 6-0141 |
| Musicraft Records, Inc. | BRyant 9-6565 |
| NBC Thesaurus | CIrcle 7-8300 |
| Lilian Okun, Inc. | COlumbus 5-0600 |
| Peterson Radio Productions | WIsconsin 7-0069 |
| Radio Attractions | CIrcle 7-4483 |
| Radio Events Syndicate | MUrray Hill 6-3487 |
| Radioscript Productions Co. | CIrcle 7-2849 |
| RCA Manufacturing Co. | BOgardus 4-6200 |
| Reeves Sound Studios | CIrcle 6-6686 |
| Rocke Productions, Inc. | CIrcle 7-7630 |
| Henry Souvaine, Inc. | CIrcle 7-5566 |
| Speak-O-Phone Recording & Equipment Co. | COlumbus 5-1350 |
| Star Radio Programs | PLaza 3-4991 |
| Douglas F. Storer | CIrcle 7-1150 |
| Edwin Strong, Inc. | BRyant 9-5758 |
| Time Abroad, Inc. | PLaza 3-3015 |
| Transamerican Broadcasting & Television Corp. | PLaza 5-9800 |
| Transcribed Radio Shows, Inc. | LOngacre 5-3440 |
| United States Record Corp. | CIrcle 5-7190 |
| Universal Recording Co. | CIrcle 5-4895 |
| Victor Recording Laboratory | BOgardus 4-6200 |
| Roger White | CIrcle 7-4943 |
| WHN Transcription Service | BRyant 9-7800 |
| Wilson, Powell & Hayward, Inc. | PLaza 5-5480 |
| Wolf Associates | COlumbus 5-1621 |
| WOR Electrical & Recording Service | PEnnsylvania 6-8383 |
| World Broadcasting System | WIckersham 2-2100 |

## Organizations, Unions and Government Agencies

| | |
|---|---|
| Actors' Equity | BRyant 9-3550 |
| Advertising Club | CAledonia 5-1810 |
| Advertising Federation of America | BRyant 9-0430 |
| American Association of Advertising Agencies | MOhawk 4-7932 |
| American Communications Association | BOwling Green 9-3006 |
| American Federation of Musicians | PEnnsylvania 6-2545 |
| American Federation of Radio Artists | VAnderbilt 6-1810 |
| ASCAP | COlumbus 5-7464 |
| Institute of Radio Engineers | MEdallion 3-5661 |
| National Association of Performing Artists | CIrcle 7-8194 |
| National Labor Relations Board | HAnover 2-4174 |
| New York World's Fair 1940, Inc. | WOrld's Fair 6-1212 |
| Radio Club of America | LOngacre 5-6622 |
| SESAC | BRyant 9-3223 |
| Society of Jewish Composers, Publishers and Song Writers | LOngacre 5-9124 |
| Songwriters' Protective Association | COlumbus 5-3758 |

## Railroad Terminals

| | |
|---|---|
| Grand Central | MUrray Hill 6-9100 |
| Pennsylvania | PEnnsylvania 6-5600 |

## Hotels

| | |
|---|---|
| Algonquin | MUrray Hill 2-0101 |
| Ambassador | WIckersham 2-1000 |
| Astor | CIrcle 6-6000 |
| Biltmore | MUrray Hill 2-7920 |
| Commodore | MUrray Hill 6-6000 |
| Edison | CIrcle 6-5000 |
| Lincoln | CIrcle 6-4500 |
| Lombardy | PLaza 3-8600 |
| New Yorker | MEdallion 3-1000 |
| New Weston | PLaza 3-4800 |
| Park Central | CIrcle 7-8000 |
| Pennsylvania | PEnnsylvania 6-5000 |
| Plaza | PLaza 3-1740 |
| Ritz Carlton | PLaza 3-4600 |
| Ritz Tower | WIckersham 2-5000 |
| Roosevelt | MUrray Hill 6-9200 |
| St. Moritz | WIckersham 2-5800 |
| St. Regis | PLaza 3-4500 |
| Savoy Plaza | VOlunteer 5-2600 |
| Sherry Netherland | VOlunteer 5-2800 |
| Vanderbilt | AShland 4-4000 |
| Waldorf-Astoria | ELdorado 5-3000 |
| Warwick | CIrcle 7-2700 |



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# IMPORTANT RADIO Telephone Numbers in LOS ANGELES

## Radio Stations

| | |
|---|---|
| KECA | FAirfax 2121 |
| KFAC | Fltzroy 1231 |
| KFI | RIchmond 6111 |
| KFOX | MUtual 2510 |
| KFVD | DRexel 2391 |
| KFWB | HEmpstead 5151 |
| KGER | MAdison 2551 |
| KGFJ | PRospect 2434 |
| KHJ | VAndyke 7111 |
| KIEV | CHapman 5-2388 |
| KMPC | 8Radshaw 2-1166 |
| KMTR | HIllside 1161 |
| KNX | HOllywood 1212 |
| KRKD | TUcker 7111 |
| XEMO-XERB (L. A. Office) | PRospect 9136 |

## Networks

| | |
|---|---|
| Columbia Broadcasting System | HOllywood 1212 |
| Between 10 P.M. and 8:30 A.M. | HOllywood 7052 |
| Don Lee Broadcasting System | VAndyke 7111 |
| Mutual Broadcasting System | VAndyke 7111 |
| National Broadcasting Co. | HOllywood 6161 |

## Station Representatives

| | |
|---|---|
| Walter Biddick Co. | RIchmond 6184 |
| R. J. Bidwell Co. | PRospect 3746 |
| John Blair & Co. | PRospect 3584 |
| The Branham Co. | MIchigan 1269 |
| Free & Peters, Inc. | VAndike 0569 |
| McClatchy Broadcasting Co. | TUcker 8350 |
| Joseph Hershey McGillvra | PRospect 1975 |
| National Broadcasting Co. | HOllywood 3631 |
| Edward Petry & Co. | MIchigan 8729 |
| Radio Sales | HOllywood 1212 |
| Paul H. Raymer Co. | VAndike 1901 |
| Reynolds-Fitzgerald, Inc. | TUcker 2474 |

## Advertising Agencies

| | |
|---|---|
| Alber R. H. Company | PRospect 3331 |
| Barnes Chase Co. | PRospect 4118 |
| Batten, Barton, Durstine & Osborn | HOllywood 7337 |
| Benton & Bowles Inc. | HIllside 9151 |
| Botsford, Constantine & Gardner | PRospect 0206 |
| Brisacher, Emil & Staff | PRospect 9368 |
| Buchanan & Company, Inc. | MIchigan 2156 |
| Campbell-Ewald Company | PRospect 1275 |
| The Caples Co. | PRospect 4143 |
| Erwin, Wasey & Company | PRospect 5317 |
| Glasser Advertising Agency | Fltzroy 2141 |
| Hillman-Shane Advertising Agency Inc | VAndyke 5111 |
| Hixson-O'Donnell Advertising | MUtual 8331 |
| Lenner & Mitchell | CRestview 1-5206 |
| Lockwood-Shackelford Advertising Agency | TRinity 9801 |
| Lord & Thomas | HOllywood 6265 |
| McCann-Erickson Inc. | MIchigan 4049 |
| Miner, Dan B. | RIchmond 3101 |
| Morgan, Raymond R. Co. | HEmpstead 4194 |
| Needham, Louis & Brorby | GRanite 8803 |
| Neisser-Meyerhoff, Inc. | MAdison 1151 |
| Ruthrauff & Ryan Inc. | HIllside 7593 |
| Scholts Advertising Service | MIchigan 2396 |
| Barton A. Stebbins Advertising Agency | TRinity 8821 |
| Thompson, J. Walter Co. | HIllside 7241 |
| Ward Wheelock Co. | HIllside 1091 |
| Weinberg, Milton, Advertising Co. | TUcker 4111 |
| Young & Rubicam Inc. | HOllywood 2734 |

## Program Producers and Transcription and Recording Companies

| | |
|---|---|
| Aerogram, Inc. | HIllside 7211 |
| Associated Transcriptions of Hollywood | HIllside 4229 |
| Walter Biddick Co. | RIchmond 6184 |
| Columbia Recording Corp. | GRanite 4134 |
| Paul Cruger | HOllywood 9352 |
| Davis & Schwegler | TRinity 2006 |
| Eccles Disc Recordings | HIllside 5257 |
| Electro-Vox Recording Studios | GLadstone 2189 |
| Fields Bros. Radio Corp. | HOllywood 7305 |
| Irving Fogel & Associates | HOllywood 5107 |
| Hollywood Recording Co. | GLadstone 2191 |
| Lippe & Lazarus Productions | WAlnut 2445 |
| C. P. MacGregor | Fltzroy 4191 |
| R. U. McIntosh & Associates | SUnset 2-9275 |
| Mertens & Price | DRexel 1118 |
| Raymond R. Morgan Co. | HEmpstead 4194 |
| Music Corporation of America | BRadshaw 2-3211 |
| NBC Radio-Recording Division | HOllywood 6161 |
| Radioaids, Inc. | HOllywood 5107 |
| Radio Producers of Hollywood | HOllywood 6288 |
| Radio Recorders, Inc. | HOllywood 3917 |
| Radio Transcriptions Co. of America | Hollywood 3545 |
| RCA Manufacturing Co. | HIllside 5171 |
| Rec-Art Studios | PRospect 9232 |
| Edward Sloman Productions | CRestview 1-2242 |
| Speed-Q Sound Effects | PRospect 2035 |
| Standard Radio, Inc. | HIllside 0188 |
| Twentieth Century International Radio Newsreel | HIllside 1161 |
| Wolf Associates, Inc. | GLadstone 6676 |
| World Broadcasting System | HOllywood 6321 |



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## Radio Artists Agencies

| | |
|---|---|
| Batchelor Agency, Walter | CRestview 1-8181 |
| Columbia Artists Bureau | HOllywood 6365 |
| Columbia Management of Calif. | HOllywood 6365 |
| Consolidated Radio Artists | HIllside 7124 |
| Everett N. Crosby, Ltd. | BRadshaw 2-2771 |
| Dolan & Doane | CRestview 1-9185 |
| Fanchon & Marco | HOllywood 5341 |
| Irwin, Lou | OXford 1005 |
| KMTR Artists Bureau | HOllywood 0777 |
| Lee Artists Service, Thomas | VAndike 7171 |
| Lyons, A. & S. | BRadshaw 2-2893 |
| Morris Agency, William | CRestview 1-6161 |
| Morrison, Leo | CRestview 1-9191 |
| Music Corporation of America | BRadshaw 2-3211 |
| NBC Artists Service | HOllywood 6161 |
| Rockwell-O'Keefe, Inc. | CRestview 1-8101 |
| Selznick, Myron | CRestview 1-9171 |
| Swanson, H. N. | CRestview 1-5115 |

## Publications

| | |
|---|---|
| The Broadcaster | GLadstone 7353 |
| Broadcasting & Broadcast Advertising | GLadstone 7353 |
| Daily Variety | HOllywood 1141 |
| Printers' Ink | MIchigan 7701 |
| Radio Advertising (Rates and Data) | TUcker 9706 |
| RADIO DAILY | GRanite 6607 |
| Radio Guide | OXford 2061 |
| Variety | Hollywood 1141 |
| Western Advertising | VAndyke 6320 |

## Air Lines

| | |
|---|---|
| American Airlines | MIchigan 8822 |
| Grand Central Air Terminal | CHapman 5-1222 |
| Los Angeles Municipal Airport | THornwald 1126 |
| Pan American Airways | MIchigan 2121 |
| TWA | MIchigan 8881 |
| Union Air Terminal | CHarleston 6-2161 |
| United Air Lines | TRinity 4771 |

## Sport Arenas

| | |
|---|---|
| American Legion (Stadium-Hollywood) | HOllywood 2951 |
| Los Angeles Coliseum | Richmond 6391 |
| Gilmore Stadium | WHitney 1163 |

## Railway Terminals

| | |
|---|---|
| Santa Fe | MUtual 0111 |
| Southern Pacific | MIchigan 6161 |
| Union Pacific | TRinity 9211 |

## Hotels

| | |
|---|---|
| Ambassador Hotel | DRexel 7011 |
| Biltmore Hotel | MIchigan 1011 |
| Christie Hotel | HOllywood 2241 |
| Clark Hotel | MIchigan 4121 |
| Del Monte Hotel (L. A. Offices) | EXposition 9767 |
| Ensenada Hotel Playa | MUtual 5544 |
| Garden of Allah Hotel | HOllywood 3581 |
| Hollywood Hotel | HEmpstead 4181 |
| Hollywood Knickerbocker | GLadstone 3171 |
| Hollywood Plaza Hotel | GLadstone 1131 |
| Roosevelt Hotel | HOllywood 2442 |
| The Town House | EXposition 1234 |

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

## Federal Departments and Agencies

| | |
|---|---|
| White House | NAtional 1414 |
| State Department | DIstrict 4510 |
| Treasury Department | NAtional 6400 |
| War Department | NAtional 2520 |
| Justice Department | NAtional 0185 |
| Post Office Department | DIstrict 5360 |
| Navy Department | DIstrict 2900 |
| Interior Department (Office of Education) | REpublic 1820 |
| Agriculture Department | REpublic 4142 |
| Commerce Department | DIstrict 2200 |
| Labor Department | NAtional 8472 |
| Federal Trade Commission | NAtional 8206 |
| FEDERAL COMMUNCATIONS COMMISSION | DIstrict 1654 |
| Securities Exchange Commission | DIstrict 3633 |
| National Labor Relations Board | NAtional 9716 |
| Wage & Hour Administration | NAtional 8472 |
| Social Security Board | DIstrict 2812 |
| Supreme Court of the U. S. | NAtional 5321 |
| D. C. Court of Appeals | NAtional 4624 |
| U. S. District Court (for D. C.) | DIstrict 2854 |
| Capitol (Senate and House) | NAtional 3120 |

## Non-Governmental

| | |
|---|---|
| National Association of Broadcasters | NAtional 2080 |
| Radio Manufacturers' Association | NAtional 4901 |
| National Press Club | MEtropolitan 0345 |

## Radio Stations

| | |
|---|---|
| WJSV | MEtropolitan 3200 |
| WMAL-WRC | REpublic 4000 |
| WOL | MEtropolitan 0012 |

## Hotels

| | |
|---|---|
| Carleton Hotel | MEtropolitan 2626 |
| Mayflower Hotel | DIstrict 3000 |
| Raleigh Hotel | NAtional 3810 |
| Willard Hotel | NAtional 4420 |

## News Services

| | |
|---|---|
| Associated Press | DIstrict 1500 |
| International News Service | NAtional 1733 |
| Transradio Press | NAtional 1178 |
| United Press | NAtional 9052 |

## Railway Terminals

| | |
|---|---|
| Baltimore & Ohio R. R. | DIstrict 3300 |
| Pennsylvania R. R. | DIstrict 1424 |
| Union Station | NAtional 2760 |



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# GENERAL AMUSEMENT CORPORATION

*Thomas G. Rockwell, president*

NEW YORK · CHICAGO · HOLLYWOOD · LONDON

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# IMPORTANT RADIO Telephone Numbers in CHICAGO

## Radio Stations

| | | |
|---|---|---|
| CKLW (Chicago office) | WHItehall | 4262 |
| KSTP (Chicago office) | SUPerior | 8660 |
| WAAF | RANdolph | 1932 |
| WBBM | WHItehall | 6000 |
| WCAU (Chicago office) | STAte | 0366 |
| WCBD | SEEly | 8066 |
| WCFL | SUPerior | 5300 |
| WCRW | DIVersey | 4440 |
| WEDC | CRAwford | 2436 |
| WENR | SUPerior | 8300 |
| WGES | SEEly | 8066 |
| WGN | SUPerior | 0100 |
| WHFC | LAWndale | 8228 |
| WHIP | SUPerior | 5200 |
| WHN (Chicago office) | RANdolph | 5254 |
| WIND (Chicago office) | STAte | 4176 |
| WJJD | STAte | 5466 |
| WLS | HAYmarket | 7500 |
| WLW (Chicago office) | STAte | 0366 |
| WMAQ | SUPerior | 8300 |
| WMBI | DIVersey | 1570 |
| WMCA (Chicago office) | STAte | 9493 |
| WOR (Chicago office) | SUPerior | 5110 |
| WSBC | SEEly | 8066 |
| WSAI (Chicago office) | STAte | 0366 |
| WWAE (Chicago office) | PLAza | 4300 |

## National Networks

| | | |
|---|---|---|
| Columbia Broadcasting System | WHItehall | 6000 |
| Mutual Broadcasting System | SUPerior | 0100 |
| National Broadcasting Co. | SUPerior | 8300 |

## Station Representatives

| | | |
|---|---|---|
| Allied Representation Co. | CENtral | 2079 |
| John Blair & Co. | SUPerior | 8660 |
| The Branham Co. | CENtral | 5726 |
| Bryant, Griffith & Brunson, Inc. | ANDover | 1040 |
| Burn-Smith Co. | CENtral | 4270 |
| Cox & Tanz | FRAnklin | 2095 |
| Forjoe & Co. | ANDover | 1685 |
| Free & Peters | FRAnklin | 6373 |
| Furgason & Walker, Inc. | STAte | 5262 |
| Arthur Hagg & Associates | CENtral | 7553 |
| Headley-Reed Co. | FRAnklin | 4687 |
| George P. Hollingbery | STAte | 2898 |
| International Radio Sales | CENtral | 4547 |
| The Katz Agency | CENtral | 4238 |
| Joseph Hershey McGillvra | SUPerior | 3444 |
| J. R. McKinney & Son | SUPerior | 9866 |
| National Broadcasting Co. | SUPerior | 8300 |
| John H. Perry Associates | HARrison | 8085 |
| Edward Petry & Co. | DELaware | 8600 |
| Radio Sales | WHItehall | 6000 |
| Radio Advertising Corp. | WHItehall | 4262 |
| William G. Rambeau Co. | ANDover | 5566 |
| Paul H. Raymer Co. | SUPerior | 4473 |
| Reynolds-Fitzgerald, Inc. | STAte | 4294 |
| Sears & Ayer | SUPerior | 8177 |
| Texas State Network | WHItehall | 6747 |
| Weed & Co. | RANdolph | 7730 |
| Howard H. Wilson Co. | CENtral | 8744 |

## Advertising Agencies

| | | |
|---|---|---|
| Aubrey, Moore & Wallace Inc. | RANdolph | 0830 |
| N. W. Ayer & Son, Inc. | RANdolph | 3456 |
| Beaumont & Hohman, Inc. | CENtral | 4231 |
| Batten, Barton, Durstine & Osborn, Inc. | SUPerior | 9201 |
| Beaumont & Hohman, Inc. | CENtral | 4231 |
| Blackett-Sample-Hummert, Inc. | DEArborn | 0900 |
| William Blair Baggaley, Inc. | STAte | 2154 |
| Buchanan & Co. | SUPerior | 3047 |
| Leo Burnett Co. | CENtral | 5959 |
| Campbell-Ewald Co. | CENtral | 1946 |
| Caples Co. | SUPerior | 6016 |
| Cecil-Presbrey | CENtral | 5255 |
| Compton Advertising | STAte | 8747 |
| Critchfield & Co. | SUPerior | 3061 |
| Doremus & Co. | CENtral | 9132 |
| John H. Dunham Co. | STAte | 0511 |
| Sherman K. Ellis & Co. | HARrison | 8612 |
| Erwin, Wasey & Co., Ltd. | RANdolph | 4952 |
| Albert Frank-Guenther Law, Inc. | DEArborn | 8910 |
| J. Stirling Getchell | HARrison | 2606 |
| Henri, Hurst & McDonald, Inc. | SUPerior | 3000 |
| H. W. Kastor Advertising Co., Inc. | CENtral | 5331 |
| Lord & Thomas | SUPerior | 4800 |
| Maxon, Inc. | DELaware | 3536 |
| Hays, MacFarland & Co. | RANdolph | 9360 |
| McCann-Erickson, Inc. | WEBster | 3701 |
| McJunkin Advertising Co. | STAte | 5060 |
| Needham, Louis, & Brorby, Inc. | STAte | 5152 |
| Neisser-Meyerhoff, Inc. | DELaware | 7860 |
| Roche, Williams & Cunnyngham | HARrison | 8490 |
| Rogers & Smith | DEArborn | 0021 |
| Ruthrauff & Ryan, Inc. | RANdolph | 2625 |
| Sherman & Marquette, Inc. | DELaware | 8000 |
| Stack-Goble Advertising Agency | RANdolph | 0160 |
| J. Walter Thompson Co. | SUPerior | 0303 |
| Wade Advertising Agency | STAte | 7369 |
| Wessel Co. | VICtory | 1300 |
| Young & Rubicam, Inc. | CENtral | 3144 |

## Program Producers and Transcription and Recording Companies

| | | |
|---|---|---|
| Chicago Recording Studios | WEBster | 7288 |
| Decca Records, Inc. | DELaware | 8800 |
| Jones & Hawley | STAte | 5096 |
| Estelle Lutz Artists Bureau | HARrison | 6061 |
| Harry Martin Enterprises | RANdolph | 3842 |
| Music Corporation of America | DELaware | 1100 |
| Donna Parker Productions | WEBster | 2277 |
| Press Radio Features | RANdolph | 9333 |
| RCA Manufacturing Co. | DELaware | 4774 |
| Radio Recording Studios | EDGewater | 6461 |
| Norman Ross | SUPerior | 2168 |
| Selviair Broadcasting System | RANdolph | 8877 |
| Standard Radio, Inc. | STAte | 3153 |
| Transamerican Broadcasting & Television Corp. | STAte | 0366 |
| L. A. Weinratt & Associates | STAte | 4207 |
| Carl Wester & Co. | RANdolph | 6922 |
| World Broadcasting System | SUPerior | 9114 |

## News Agencies and Associations

| | | |
|---|---|---|
| Associated Press | STAte | 7700 |
| International News Service | ANDover | 1234 |
| Transradio Press Service | STAte | 8091 |
| United Press | RANdolph | 3666 |

## Organizations and Unions

| | | |
|---|---|---|
| Actor's Equity | WELlington | 6377 |
| American Federation of Musicians | STAte | 0063 |
| American Federation of Radio Artists | SUPerior | 6517 |
| Ascap | RANdolph | 1805 |
| University Broadcasting Council | CENtral | 2015 |



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ESTABLISHED 1898

# "The Agency of Show Business"

offers to advertising agencies an imposing array of name talent—star singers, actors, comedians, writers—scripts and serial ideas, popular dance orchestras and musical conductors with established reputations.

"The Agency of Show Business"

offers to performers and writers assurance of a service that, since its inauguration in 1898, has developed more talent from novice to established star than any other agency in show business, a service reaching into every field of the entertainment world.

WILLIAM MORRIS AGENCY
INC.

RADIO CITY, NEW YORK

LONDON CHICAGO HOLLYWOOD



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# AIR SCHOOL

## 200,000 Classrooms Listen to CBS Air School

*By STERLING FISHER*
*CBS Director of Talks and Education*

**1939 has been a significant year for radio education. Today, Columbia's American School of the Air can be called the largest educational institution in the world. Its daily classes have seven and a half million pupils in 200,000 classrooms throughout the country. Nine states have officially adopted the School of the Air as part of their education curriculum. Hundreds of cities have done the same. The five programs of the School of the Air are now being produced and promoted in cooperation with the National Education Association, representing 983,000 schoolteachers.**

### Growth

This year's startling growth in classroom education by radio is partly due to new organizational methods set up by Columbia. A few Columbia stations in the past had local education directors. Last August a drive was started to make this network-wide. Now there are 110 education directors of Columbia stations. In addition, five regional directors have been appointed: Lloyd del Castillo for the New England area; Michael R. Hanna for the east central states; William C. Winter for the south; Mrs. L. S. Schwartz for the midwest; and Mrs. Frances Farmer Wilder for the west.

The American School of the Air started as a nationwide series of educational programs. It is now becoming a nationwide educational organization. The programs are intended for local use, to enter the local classrooms. But CBS, with its educational headquarters in New York, had never before been able to cope properly with the multitude of local problems. Letters had poured in—from Yankton, South Dakota to Portland, Maine—asking all sorts of questions. How can our schools get radios? How can we break down local prejudices against radio education? How can the hourly schedules of the pupils be fitted in with the broadcast time? These problems are now being handled locally—as they should be. Local education directors—with both radio and education experience—consult with school principals, with parent-teacher associations. Many of them teach courses in local teachers' colleges on how to use radio to best educational advantage. They attend local and regional education conventions and demonstrate the workings of the School of the Air.

### Participation

One of our School of the Air programs this fall has been designed particularly for local participation—the Friday "This Living World" series. Last spring New York City high schools agreed on an experimental basis to allow broadcasting



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of this program from the auditorium of a different high school each week before audiences averaging 2,000 pupils. They permitted their students to go on the air for ten minutes of the program to discuss informally the national problems presented to them in dramatic form. Students and teachers alike were enthusiastic about it. It was continued this fall. Now the plan is being adopted all over the country. In scores of cities, students are gathering in their high school auditoriums to listen to the first half of the program originating in New York. Then they go on the air themselves in a local broadcast of their own views. A typical reaction comes from Milwaukee: ". . . training American youth to appreciate its greatest heritage, freedom of speech."

### Consultants

Another organizational change is now making the American School of the Air and other educational series not only Columbia's projects, but products of the ideas of educators all across the country. A new board of educational consultants is being appointed by CBS, 550 members representing educators in all parts of the country. The National Education Association has been asked to appoint a six-member steering committee, which can meet in New York or Washington for any quick decisions. In addition, the education director of each CBS station will appoint a five or six-member board of consultants, including the local superintendent of schools and a representative of the local parent-teacher association. Their job will be mainly to advise on proper utilization of educational programs and questions of curriculum. Thus the School of the Air and other programs will become more vitally the product of the educational needs of the country.

### Programming

In the field of programming, Columbia has been specializing during the past year in the development of programs emphasizing the democratic process. Three forum programs, "This Living World," "Bull Session" and "The People's Platform" bring high school and college students, and adults—just plain John Citizens—to the air to discuss informally current problems. "Bull Session," incidentally, was a local program, developed in Chicago, which attained such wide popularity that it was brought to the network. Local education directors are being encouraged to develop their own series along these lines.

Other programs in the same sphere are "Democracy in Action," produced in cooperation with the U. S. Office of Education, which tells of the processes of democratic government; "What Price America?", produced with the department of the Interior, about the conservation of our natural resources; "Frontiers of Democracy," exploring the opportunities for youth under our system; "Americans at Work," now in its second year of bringing working America before the microphone.

### New Experiment

One of Columbia's notable experiments this year was the broadcasting in cooperation with the University of Chicago of "The Human Adventure," an experimental series of eight full-hour programs, dramatizing the cultural and intellectual contributions of universities. Next February, the series will return to the air.

Reaction to Columbia's educational programs can be best expressed by one anecdote. Children at the Honomu school in Hawaii had no radio and wanted to listen to Columbia's American School of the Air. They didn't wait for a donation; they organized a school party, charged every child admission and bought a radio with the proceeds.



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# *Spreading the Good Word*

★ *One reason for the Red Network's ability to produce extra sales results . . .*

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# *Its Extra Audience is One Reason Why the RED is America's No. 1 Network!

***There are other reasons, too . . . reasons that prove why year after year NBC Red Network is the country's No. 1 advertising medium!***

**Take Audience** . . . No other network offers advertisers a regular listening audience as large as the Red's. In addition, more families "listen most" to the Red than to any other network. *A CAB rating on the Red means a greater nationwide audience for a program than the same rating on any other network!*

**Take Facilities** . . . Not only does the Red Network offer you *more* power, *more* stations on the desirable frequencies—*more* clear channel stations than any other network, but *better* stations as well! The kind of stations that build an audience with clean-cut, easy reception of popular programs.

**Take Programs** . . . Ever since network broadcasting began seventeen years ago, the Red has set the program pace. And ever since the CAB began checking program appeal in 1930, this network has broadcast the majority of the most popular day and night-time shows. In addition, the Red—year in and year out, walks off with the overwhelming majority of honors in program popularity polls.

**Take Selling Power** . . . The volume of business placed with the Red Network by the country's leading advertisers is eloquent testimony to this network's selling power. Every year since the beginning of network broadcasting more advertisers have used the Red than any other network. In 1939 national advertisers invested $31,982,163 in the Red—*more money than was spent in any other single advertising medium in the world.*

The Red will bring *you* extra sales results!

NATIONAL BROADCASTING CO.
*A Radio Corporation of America Service*

## NBC Red NETWORK

**The network *most* people listen to *most***

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# RADIO HISTORY MAKERS OF 1939

***Brief reviews of leaders in the industry whose activities in 1939 made possible radio's greatest year.***

www.americanradiohistory.com

# BEN BERNIE

*The Ol' Maestro*

AND ALL THE LADS

Heard over CBS, Sundays at 5:30 P. M. EST. for Good Old Half and Half Smoking Tobacco . . . Yowsah!



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## JAMES L. FLY

Assuming office as Chairman of the FCC on Sept. 5, the successor to Frank R. McNinch lost no time in making an exhaustive study of the duties that confronted him in a somewhat turbulent organization. Although it appeared that Fly had picked up a "hot one", he applied himself thoroughly, even to the extent of coming out flatly in favor of the NAB Code.

## DAVID SARNOFF

The past year saw a dream come true for the RCA prexy when RCA-NBC television became a reality and made its debut to the public at the World's Fair. A firm believer in the audio-visual art, Sarnoff continues to be the No. 1 man guiding its destinies and the coming year is fully expected to further develop the art, what with limited commercial tele being permitted.

## LENOX R. LOHR

Re-organization of the executive set-up of NBC, the advent of tele, commercial short-wave and personal tour of NBC outlets throughout the U. S. kept the NBC chief on the go during the entire year. One tribute is the fact that NBC again broke the all-time high cumulative billing record during 1939.

## WILLIAM S. PALEY

Acquisition of Columbia Recording Corp., active work being started on additional property acquired to house the expanded, fast-moving network, and thorough coverage of the European situation were only a few of the important matters that concerned CBS's president during 1939. Other activity is reflected in a banner business year.

## NEVILLE MILLER

Serving his initial first term as the paid president of the NAB, Miller has been working day and night during the past year on Ascap, AFM, and Code problems which confront the NAB. Instrumental in forming Broadcast Music, Inc., Miller spent virtually all of his time during late 1939 and early days of 1940 on BMI activity.

## ALFRED J. McCOSKER

Aiding in broadcasting the World Series on an exclusive basis for Gillette, and guiding MBS to a new all-time high in billings kept McCosker on the go during '39. In addition, he took time out to address many organizations on radio, and lead a most successful drive for his favorite charity, a cardiac foundation.



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# WE THANK OUR LUCKY STARS!

*Eddie Cantor*

*Al Jolson*

*Joe Penner*

*Jimmy Durante*

*Bob Burns*

*Ed Wynn*

*Jack Haley*

*Jack Pearl*

*The Mad Russian*

*Parkyakarkas*

*W. C. Fields*

*Milton Berle*

*Lou Holtz*

*Jack Oakie*

*Ben Blue*

*Willie & Eugene Howard*

*Three Stooges*

CURRENTLY WRITING THE JOE PENNER WARD'S TIP TOP SHOW

Pictures: Radio City Revels
Shows: George White's Scandals (1940)
For Fall Production: Riding High (Musical)

*Management:*
LOUIS SHURR
New York and Hollywood

*Matt Brooks*
and
*Eddie Davis*



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## NILES TRAMMELL

Highlighting a colorful career in midwest radio, Niles Trammell was appointed executive vice-president in New York of NBC, second in command to Major Lohr. In his new job, Trammell took an active part in all AFM, Ascap and NAB activities as the representative of NBC, and was a frequent visitor at NBC stations from coast-to-coast.

## EDWARD KLAUBER

As CBS's executive v.-p., Klauber has been an active supporter of NAB's Broadcast Music, Inc. to make available a source of tax-free music. Although keeping in the background, he contributed greatly to the smooth operations that figured in one of CBS's banner years.

## LEWIS ALLEN WEISS

As general manager of Don Lee, Lewis Allen Weiss was active in promoting television on the west coast, with Don Lee leading telecasters in that area. High caliber of programs aired by Don Lee and smooth cooperation with MBS were several of the matters handled ably by Weiss.

## WILLIAM S. HEDGES

NBC's vice-president in charge of station relations completed his second year in office with an illustrious record. Traveling around the country all year, Hedges played host at the KDKA party, appointed Vince Callahan assistant manager of WBZ, and garnered an assistant, John H. Norton, to share some of the load.

## MARK ETHRIDGE

One of the busiest men in the industry, Mark Ethridge gave time and energy to radio activities, including Ascap, AFM, IRNA and disk problems. Besides these activities, Ethridge also served as unofficial advisor to industry organization members as well as continuing his work as an executive of the "Louisville Times."

## ELLIOTT ROOSEVELT

Apart from operating his Texas State Network, Roosevelt during the year came to the fore as a commentator of note, took the opposite viewpoint on the NAB Code, and then resigned his membership. Worked on organization of Transcontinental Broadcasting System but resigned his presidency to return to Texas to reorganize his regional web there.



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Call NBC

## FOR LOCAL STATION PROGRAMS

NBC THESAURUS—"A Treasure House of Recorded Programs"—supplies a wide variety of fine musical material recorded by established "name" artists and ensembles, with weekly continuity for eighteen sparkling program series (total, 65 programs per week).

NBC Syndicated Programs include skilfully produced dramatic and musical shows such as "The Lone Ranger," "Secret Agent K-7 Returns," "Carson Robison and His Buckaroos," "Heart Throbs of the Hills," "Five Minute Mysteries," and others.

Call NBC

## FOR "SPOT" PROGRAMS

NBC plans and produces complete "custom" recorded programs. This service covers writing, casting and production of the show, plus recording, processing, manufacturing and distribution of duplicate pressings.

For agencies having their own production facilities, recording—NBC ORTHACOUSTIC—together with processing and manufacturing of pressings is available.

"Spot" and local advertisers have discovered a gold mine in NBC THESAURUS programs available for sponsorship at economical cost on over 200 stations. NBC Syndicated Programs are also available to "spot" advertisers in one or more markets.

Call NBC

## FOR PLANNING AID

NBC Radio-Recording Division is eager to assist advertising agencies in planning recorded programs. It offers the outstanding facilities of the "Program Center of Radio"—studios and the finest technical service with or without casting help and other production aids. . . . And your recorded program is the nearest thing to a live studio broadcast when reproduced—it's NBC ORTHACOUSTIC.

Call NBC

## FOR AIR-CHECKS

If you are a radio artist, call NBC for your "off-the-line" or "off-the-air" recording requirements.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

*A Radio Corporation of America Service*

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood



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## JAMES D. SHOUSE

Acclaimed one of the outstanding men in radio at a recent dinner in his honor, James Shouse, v.-p. in charge of broadcasting for Crosley Corp., had a busy year in 1939. Besides materially adding to the station personnel, guiding station to maximum commercial business, and keeping a weather eye on WLW and WSAI, he managed to make many business trips during the year.

## JOHN SHEPARD III

Despite the many duties involved in running two large regional webs, Shepard found time to act as one of the leaders in NAB and labor activities during 1939. Involved in the Code controversial provisions, due to prior pacts, Shepard solved the problem, meanwhile continuing his active experiments in frequency modulation.

## ROY C. WITMER

NBC's banner year insofar as billings are concerned can in no small measure be credited to Roy Witmer, vice president in charge of sales. With the network surpassing the $43,000,000 mark, and setting new highs each month during 1939, Witmer's office was a beehive of activity during the entire year.

## LAWRENCE W. LOWMAN

Complex union negotiations in addition to regular network duties gave CBS's v.-p. in charge of operations, Lawrence W. Lowman, one of his busiest years. Lowman aided in effecting a peaceful settlement with AFRA, preventing what might have developed into a serious strike.

## DONALD THORNBURGH

Handling the affairs of CBS on the west coast kept Donald Thornburgh on the jump. Further expansion of CBS facilities was completed, and an educational conference that was designed to set up 1940 standards of broadcasting was headed by Thornburgh.

## SAMUEL R. ROSENBAUM

Landing in the headlines with regularity was a habit formed by Samuel Rosenbaum during 1939. Highlighting the activity was the AFM-IRNA tangle that resulted from contractual problems. A spearhead for the affiliates, Rosenbaum was active in that organization while also handling duties as prexy of WFIL.



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# WHY IS WORLD

## THE BIGGEST SINGLE FACTOR IN SPOT RADIO?

*Because*

**WORLD ALONE** offers an exclusive and complete radio transcription service. World operates studios and recording facilities in New York, Chicago, and Hollywood, and its own fully-equipped processing, pressing and shipping facilities in New York.

**WORLD ALONE** among all transcription companies provides true Wide Range quality because only World records on Western Electric equipment, by the Western Electric Wide Range method.

**WORLD ALONE** in its field offers advertisers a completely flexible group of tested stations—the Gold Group—with one headquarters for production, responsibility and control, just like network operation.

In 1939 over 100 leading national advertisers and hundreds of regional and local advertisers specified World transcriptions for their spot radio campaigns. This business involved more than 30,000 station hours—$10,000,000 in time alone—testifying to World quality and World service.

TRANSCRIPTION HEADQUARTERS IS SPOT BROADCASTING HEADQUARTERS

# WORLD BROADCASTING SYSTEM

NEW YORK · CHICAGO · HOLLYWOOD · SAN FRANCISCO · WASHINGTON



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## JOHN F. ROYAL

Continuing NBC's high program standards, John Royal, v.-p. in charge of programs, aided in keeping the web running smoothly during the many crises experienced this year. His study of Latin American programs and listening habits was followed by an extended program service to the Latin American nations.

## FRED WEBER

Banner year in the short history of MBS is the major achievement of Fred Weber in 1939. Not only did he garner an exclusive on the World Series, but the web expanded in the south and midwest to swell total affiliates to over 118 and billings were the largest since the network's inaugural in 1934.

## GEORGE HENRY PAYNE

Active FCC Commissioner again figured prominently in the radio news during 1939, what with the new chairman taking office, and the ruling on the question of intervention in FCC cases which caused considerable comment early in October among attorneys in radio.

## L. B. WILSON

One of the most progressive men in radio, L. B. Wilson, president and general manager of WCKY, this year put through an increase in power to 50,000 watts for his station, and switched from NBC to CBS early last fall. Duties at the station, however, did not interfere with his other activities which were many.

## JOHN PATT

His suggestion for greater variety on daytime schedules through additional non-serial productions caused widespread interest in the industry. Another stand taken by the WGAR-WJR and KMPC executive which aroused many discussions was his opposition to sections of the NAB Code which he believes imposed censorship of programs.

## STERLING FISHER

As Director of Education and Talks at CBS, Fisher in 1939 carried out the most comprehensive educational program ever attempted in the industry. Directing the Adult Education Board and the "American School of the Air" took up the majority of his time, but Fisher managed to appear in person at all major conferences.



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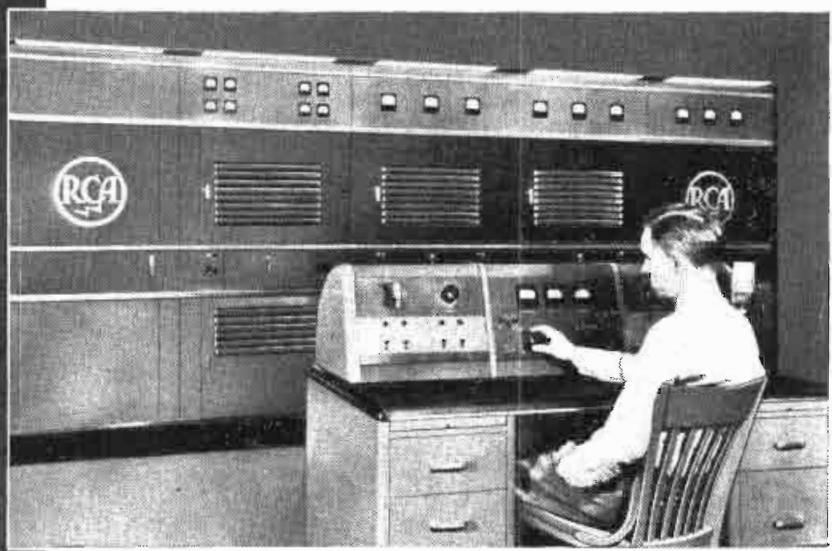
RCA

# Offers a complete line of RCA Transmitters from 100 watts to 50,000 watts




To meet the needs of the nation's radio stations, RCA makes two lines of transmitters...a de luxe line and an economy line. Both are backed by capable engineering, extensive production facilities, a thorough test system, and an organization recognized among broadcasters for its ability to produce functional apparatus at reasonable prices.

RCA de luxe transmitters offer you high fidelity, reliable performance at low operating cost. They are designed for flexibility that permits you to increase power by adding standard amplifier units to the original equipment. They feature modern, attractively styled cabinets, full metering, circuit breaker protection, and heavy, oversize components.

The RCA economy line of transmitters combine excellent performance with low initial cost and low operating cost. They are thoroughly dependable and are built to the highest standards.

The many stations it is the privilege of RCA to serve are active examples of how it pays to go "RCA All the Way."

*Use RCA Tubes in Your Station for reliable performance*

RCA

# Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. - A Service of the Radio Corporation of America

www.americanradiohistory.com

## JOHN S. YOUNG

As radio director of the World's Fair, Young was responsible for the initial tele show, a series of programs from every major point in Europe, and a successful promotion campaign by radio for the Fair. Taking a South American jaunt, Young completed arrangements for a series of Pan-American airings for early 1940.

## FRANK MASON

Following European activities closely to insure complete coverage, Frank Mason, NBC v.-p. in charge of the press division, also helped guide the network's expanded short wave activities. He also spent considerable time in Washington and in the field, keeping in close touch with the industry and public pulse.

## DR. JAMES R. ANGELL

With education entering radio on a major scale in 1939, Dr Angell kept well abreast of the situation organizing the educational setup of NBC on a coast-to-coast basis. Although a comparative newcomer to radio, Dr. Angell has proven to be a most important cog in the network picture in the past year.

## POWEL CROSLEY, JR.

Continuous upswing of WLW, was a tribute to Powel Crosley in the past year. The radio fare from the Crosley booth at the World's Fair, improved rural service and increased billings also kept the boss busy. He made sports headlines when the Cincinnati Reds won the N. L. pennant.

## KEITH KIGGINS

Appointed Director of the Blue Network in July, 1939. Kiggins has been largely responsible for the accelerated growth of the Blue Network as a national advertising medium. Not tied down to any single function in connection with building up the Blue Network, Kiggins supplied a central personality around which the increasingly energetic Blue Network activities have revolved. At year's end, the Blue reported a healthy increase.

## DONALD FLAMM

Concentrating his efforts on building WMCA into one of the foremost public service stations in the country, Flamm in 1939 headed the air campaign for the cause of Democracy. Institution of policies governing that phase of broadcasting, further strengthening the Inter-City network, and acquiring a considerable number of national accounts highlighted his business year.



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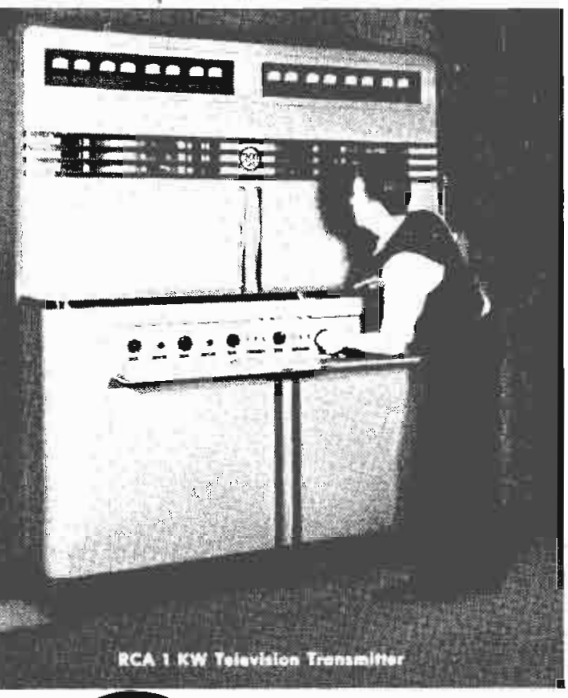
# RCA EQUIPMENT

## for Complete Television Service...

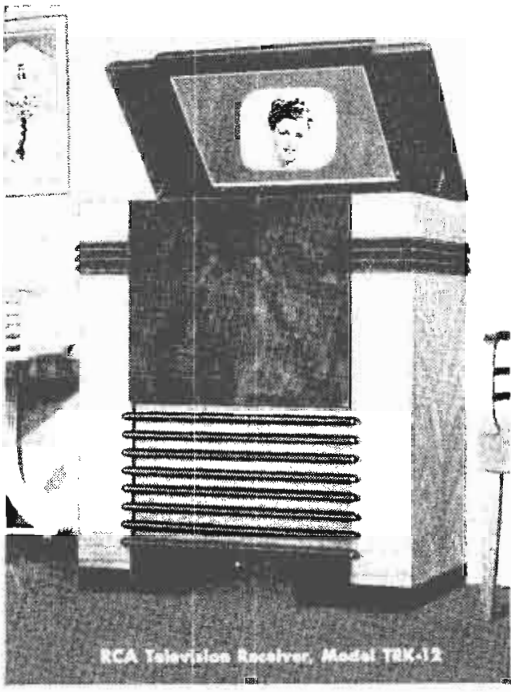
RCA Television Camera

RCA Television Equipment has already earned the right by performance to take its place with RCA Broadcast Equipment. The technical excellence achieved by RCA picture apparatus is another example of the value of the intensive research and pre-testing of equipment which precedes the marketing of any type of RCA Broadcast Equipment.

RCA Television Equipment is integrated just as is RCA Broadcasting Equipment. It includes receivers of several different types, video amplifier and terminal equipment, transmitters, vacuum tubes, measurement apparatus and television field pick-up units. We are prepared to equip stations with apparatus for complete television broadcasting service.



RCA 1 KW Television Transmitter



RCA Television Receiver, Model TRK-12

# RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York, 1270 Sixth Avenue • Chicago, 589 E. Illinois Street • Atlanta, 530 Citizens & Southern Bank Building

Dallas, Santa Fe Building • San Francisco, 170 Ninth Street • Hollywood, 1016 N. Sycamore Avenue

## JOHN V. L. HOGAN

In addition to duties as prexy of WQXR, John Hogan, one of the most important engineers in radio, was extremely active in experimentation with the new frequency-modulation system of broadcasting developed by Major Armstrong. Hogan was one of the first to experiment, and was also associated with the first f.m. no-wire network experiments.

## FRANK E. MULLEN

Long and colorful career, culminated on May 1, with Mullen being elected vice-president in charge of advertising and publicity of RCA. One of the most active executives of the organization, he was especially interested in the inauguration and development of television by NBC and RCA during the past year.

## ARTHUR H. HAYES

Closing 1939 with almost all local time sold out, Arthur Hull Hayes, sales manager of CBS's key station, WABC, continues intent on selling every available minute of local time. Hayes and George Allen, program director, continue the formula of developing shows with punch—and selling 'em.

## HERBERT L. PETTEY

Assuming full charge of WHN during 1939, Herb Pettey has been responsible for the amazing growth of the station during 1939. Setting a new all-time high in billings and steadily improving the program standards of the New York station, Pettey still found time to visit Washington frequently during the year.

## MILTON BIOW

Concentrating on his own advertising agency during the past year, Milton Biow was responsible for the continued success of the Philip Morris Co. account via radio, and also planned the radio drive that introduced Dunhill cigarettes into the American market. Agency was among the top ten in expenditures on MBS in 1938.

## O. B. HANSON

With 1939 marking the kick-off of television, O. B. Hanson was kept on the jump most of the year overseeing NBC's telecasts, and improving the technique constantly. However, the new audio-visual art did not take all his time, as he conducted technical field tests, and studied technical advances of NBC outlets from coast-to-coast.



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# AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

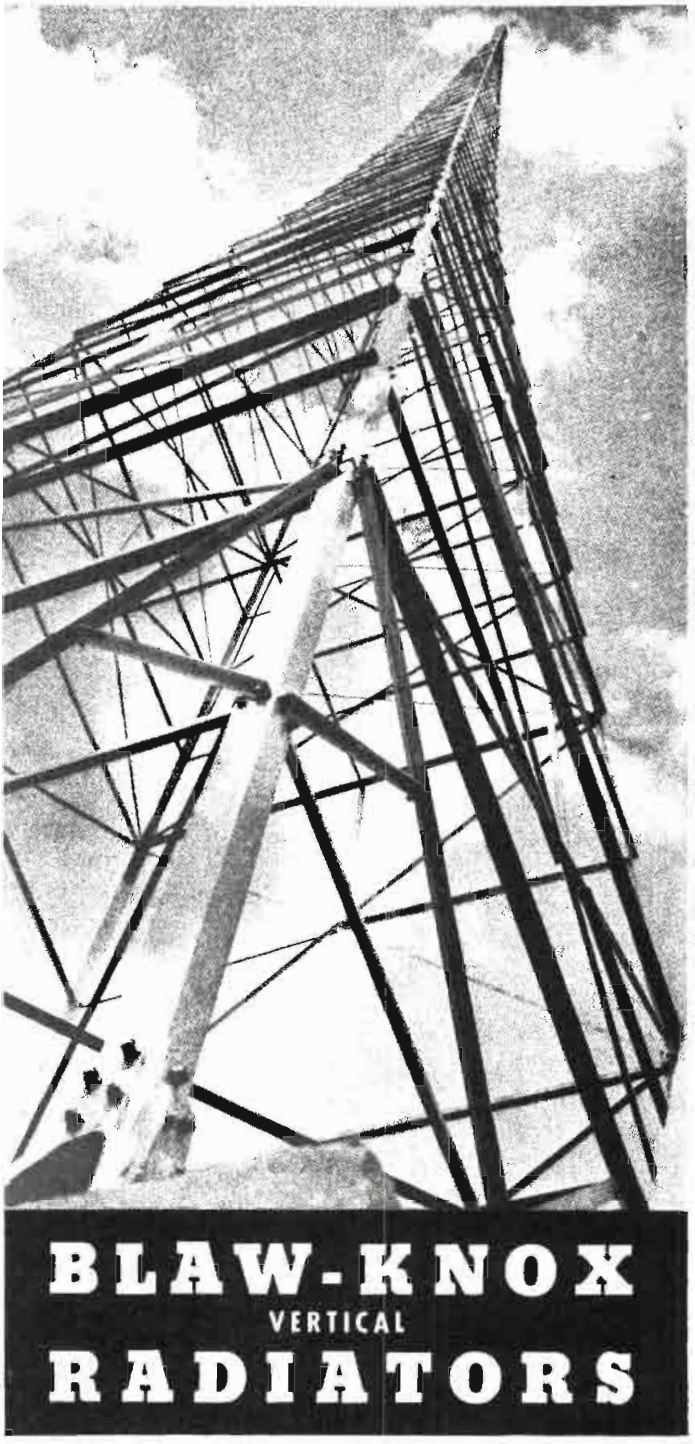
Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

**BLAW-KNOX DIVISION**
OF BLAW-KNOX COMPANY
**2038 Farmers Bank Bldg. · PITTSBURGH, PA.**

*. . . Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?*



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## VICTOR RATNER

Appointment of several new sales promotion managers at CBS M. & O. stations, augmenting the CBS sales promotion staff, and coordinating the entire headquarter staff were only a few of matters handled by the CBS director of sales promotion during the past year. One of the younger execs in radio, Ratner is regarded as one of the most efficient.

## CLAY MORGAN

Climaxing his third 12th month as a director of public relations for NBC, Clay Morgan during the year was appointed assistant to the president as well. In his new position, Morgan acted as host to NBC visitors from all over the world during 1939, and was instrumental in building good-will for the network.

## ALFRED H. MORTON

Completing his first year as an NBC vice-president, A. H. Morton doubled in brass so to speak when he was appointed to handle television activities in addition to his M. & O. station duties. Busy at all times "Doc" Morton has worked quietly, building and developing new tele technique.

## A. D. WILLARD, JR.

Pushing through a grant for 50,000 watts for WJSV, where he is general manager, was only one of the jobs accomplished by Willard in 1939. As Washington outlet for CBS, Willard was kept busy maintaining a thorough war coverage from that point, and also managed to keep the station practically 100 per cent commercial.

## LINCOLN DELLAR

Completing his first year as head of WBT, Dellar saw increased billings, a new rural market created and recognition on a national basis for WBT as fruits of his labors. Last month Dellar tendered his resignation to WBT in order to accept the managership of KSFO, San Francisco station.

## ROGER W. CLIPP

Completing his first year as general manager of WFIL, Roger Clipp, decided to devote his entire interest to the Philly outlet, and completed sale of his 50 per cent of WTBO to Arnold Nigron and Edward Pamphilon. Clipp also supervised the 17-station Quaker Network which he formed in 1938.



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# The Federal Recorder

## (16" SYMPHONIC MODEL)

## is particularly well adapted for use in Broadcasting Studios

## MANY NOW IN SUCCESSFUL USE IN WELL KNOWN STATIONS

● Easy to operate, portable and handy to use, with faithful recordings made economically,—these advantages of the Federal Recorder, "Symphonic" 16 inch Model, make it particularly well adapted for use in broadcasting studios. Many are now in successful use in well known stations throughout the country.

This new professional model includes many new and exclusive improvements, in addition to features generally found only in very expensive commercial recorders, yet it is priced in the easy range of the most modest station.

### Specifications

•AMPLIFIER—Of a radically new design with a frequency response and power output superior to any other recording amplifier of comparable cost. Completely shielded, eliminating all possibility of hum due to external pickup by microphone grids.

•FEED MECHANISM — Overhead feed mechanism of an entirely original design, with precision ground lead screw. Cuts outside-in 120 lines per inch.

•CUTTING HEAD—A permanent magnet cutting head is used, matched to the amplifier.

•PICKUP—Specially designed pickup arm, giving absolutely accurate tracking. The cartridge is of a crystal type, with a frequency response matched to the cutter. Completely sealed to prevent any damage due to careless handling. Operates at low pressure.

•TURNTABLE—Heavy duty, 27-pound steel alloy turntable, assures freedom from "wows" and reduces possibility of slippage. Friction drive with oversized idlers between motor and turntable. Simple adjustment changes speed from 78 to 33⅓ R.P.M.

•LOUD SPEAKER Heavy duty, permanent magnet speaker, mounted in cover of case.

•MICROPHONE —Dynamic microphone, adjustable for operation either uni-directional or bi-directional. Complete with floor stand.

### Highest Professional Quality

The Federal is the only recorder checked for tone quality, and speed fluctuations by the Conn Chromatic Stroboscope, which accurately measures sound to 1/100th of a semitone. The unmatched advantages of this Federal Recorder for the highest type recording make it the finest all-purpose recorder ever produced. Write for fully descriptive and illustrated literature. Price, in airplane luggage case, complete with Dynamic microphone and floor stand.....$399.00

318

**FEDERAL RECORDER CO., INC.**

**Dept. 3754** **50 W. 57th St., New York City**



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## DR. LEON LEVY

As president of WCAU, Levy found time to devote much energy and attention to the direction and operation of short wave and television activities, including the installation of directive antennae to Europe and South America at WCAB. Late in October he filed application for a tele permit.

## TED C. STREIBERT

Some of the best news in radio came from Ted Streibert, WOR-MBS executive, during 1939 when he announced a return to good health. Watching the continued development of MBS, and being a key figure in WOR kept Streibert busy during the entire year, but he found time to follow the NAB activities with keen interest.

## DON E. GILMAN

NBC's v.-p. in charge of west coast operations put in a full year in 1939, supervising further expansion of the NBC plant, advocating the further use of transcriptions on the west coast, and keeping in constant touch with developments in his domain. All-time high in coast billings were traced directly to Gilman's energy during the year.

## H. LESLIE ATLASS

One of the famous Atlass Brothers who just about run radio in the windy city, Leslie Atlass, in addition to handling the CBS plant in that city, was one of the spearheads in the drive to fill late evening periods with listenable radio fare. He also actually found time to move his family to the country, and become a commuter.

## DR. LYMAN BRYSON

The end of his third year as CBS chairman of the Advisory Board found Dr. Bryson busy working on the expanded educational set-up being formulated by that network. Much of Bryson's energy was directed towards the further development of the "American School of the Air," and overseeing the educational programs which were so important at CBS in '39.

## JOHN BENSON

Serving his eleventh term as prexy of the AAAA, John Benson started off the year with a bang by successfully concluding the AFRA negotiations, and thus averting the threatened strike on commercial radio programs. Benson, the first paid president of the AAAA, was again elected to that office when the annual convention was held last summer.



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# INTERNATIONAL ATTRACTIONS, INC.

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REPRESENTING

THE FINEST IN TALENT

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JOHN N. GREENHUT, President

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701 Seventh Ave., New York City



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## H. ALLEN CAMPBELL

Guiding the growth of the Michigan Network and WXYZ did not hinder Campbell from following up his success with the "Lone Ranger" with a new series, "The Green Hornet." Responsible for making Detroit one of the key cities in the broadcasting industry during the past year, Campbell saw two other MN shows go network during 1938.

## PAUL MORENCY

In addition to handling the affairs of WTIC, 50,000 watter in Hartford, Paul Morency was extremely active in the NAB during the past year. One of the founders of that organization, Morency was also instrumental in furthering the cause of Broadcast Music, Inc., and acted as a director of the NAB from his district.

## LINUS TRAVERS

Further building up the Yankee Network as a top-flight regional kept Linus Travers, v.-p. in charge of sales and operations, on the go most of the past year. Working in a quiet, efficient manner Travers divided his attentions between the web and WAAB and WNAC in Boston, breaking billing records throughout the entire year.

## W. B. LEWIS

As CBS vice president in charge of programs, Bill Lewis had his hands full maintaining the schedules of the web during crisis and war times. Dropping his executive cloak, Lewis was on duty day and night with staff members to cover the European situation. He also took time off to act as CBS host at various social functions.

## HARRY C. WILDER

Celebrating the first anniversary of his newest station, WTRY, Harry C. Wilder, as president of the Central New York Broadcasting Corp., was busy dividing his time between WSYR, WJTN, WNBX and the Troy outlet. Wilder also served as one of the NAB directors, representing the Second District, which in itself kept him traveling often.

## HARRISON HOLLIWAY

A veteran of radio since 1911, the general manager of KFI-KECA in 1939 supervised construction of new studios and pushed through an FCC okay for a new frequency, with a total expenditure of $450,000. One of the most progressive broadcasters on the west coast, Holliway continued to put through new ideas in programming during '39.



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# NED WAYBURN

## STAGE, SCREEN, RADIO, AND TELEVISION PRODUCTION AND INSTRUCTION STUDIOS

*What about YOUR child—and how about yourself?*

What are you doing to make it possible for the body to keep pace with the mind? After years of experience a system of training for voice and body has been evolved that has produced miraculous results. Thousands who have benefited by this world famous method are evidence. The man who has devoted a lifetime to developing these amazing and thoroughly tested courses is

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who staged and helped create the Ziegfeld Follies, and over 600 other successful revues, musical comedies, light operas, motion picture presentations, headline vaudeville productions, dance units, pageants, fashion displays, Junior League shows, and private entertainment for individuals and social and business organizations and who coached, directed and helped up the ladder of fame such glamorous stars as:

| | |
|---|---|
| George M. Cohan | Jeanette MacDonald |
| Fred Astaire | Fannie Brice |
| Eddie Cantor | Mae West |
| Al Jolson | Grace Moore |

*and such new luminaries on the amusement horizon of stage, screen, and radio, as*

| | |
|---|---|
| Claire Luce | George Murphy |
| Gertrude Niessen | Hal Leroy |
| Paulette Goddard | Georgie Tapps |
| Patricia Ellis | Olsen & Johnson |

And Hundreds Of Others

*Announcing Rounded Class or Private Lesson Training Courses*

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Ages from 3 to 16
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ONCE-WEEKLY AFTER SCHOOL

ADULTS
Ages from 17 to 77
MORNING, AFTERNOON AND EVENING SESSIONS
MONDAYS THRU FRIDAYS
AND
SATURDAY AFTERNOONS

- BALL ROOM DANCE LESSONS
- Every type of stage dancing Tap, Classical, Acrobatic, Exhibition.
- Singing and rhythmic breathing.
- Speech work. Voice building.
- All phases of dramatic art, including facial make-up.
- Body culture—figure styling. Ladies classes once, twice, five times weekly.
- Home study course in stage dancing.
- Published dance routines.
- Recording service. Practice records.
- Staging for professional and amateur shows.
- Costumes, settings, properties, electrical equipment on rental basis.

FREE AUDITIONS—and consultations . . . careers and courses cheerfully planned without obligation or charge.

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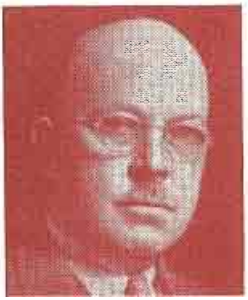
## E. H. GAMMONS



WCCO's general manager rounded out a full year with completion of the station's new 50,000 watt transmitter late in 1939. Early in May Gammons was re-elected head of the 11th District of the NAB; opened new studios in Minneapolis for the station, was instrumental in the formation of a new rate structure, and started work on a new antenna.

## ARTHUR PRYOR, JR.

Key man in Batten, Barton, Durstine & Osborn radio, Arthur Pryor holds the position of v.-p. in charge of radio at the agency, and as such is in charge of the heavy air campaigns put on by clients. His latest is "Cavalcade of America" which returned to the networks early in Jan. He attended NAB confabs and filled speaking engagements.

## WM. A. SCHUDT, JR.

CBS' ace trouble shooter, Bill Schudt completed his first year as general manager of CBS-owned WKRC in Cincinnati by placing the station in the ranks of the top outlets of the country. When CBS sold WKRC, Schudt was recalled to New York, and after a short Miami vacation, returned to take over management of Columbia Records, Inc., newest CBS subsidiary.

## MARK WOODS

Duties as vice president and treasurer of NBC kept Mark Woods moving fast during 1939. With the web celebrating its greatest year from a financial viewpoint, Woods still found time to actively participate in the AFM negotiations, AFRA contractual confabs, and towards the end of 1939, join in the tele jurisdictional talks among the unions.

## KEN R. DYKE

NBC's Director of National Sales Promotion, in charge of Network Advertising, Promotion and Research. His long experience on the buyer's side of the fence plus two years as Eastern Sales Manager of NBC have given him an unusually keen insight into what advertisers want. Under his direction, for the first time in NBC history, two distinctly complete advertising campaigns, for the Red and Blue networks respectively, were produced in 1939.

## HAROLD E. FELLOWS

Keeping WEEI among the leaders in Boston was the major job accomplished by Harold Fellows, manager of the station, during 1939. A firm believer in progressive tactics, Fellows started off the year by opening a special training school for his employees, and then followed through with many new and revolutionary program ideas which gained wide acclaim.



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# WHEN *TIME* IS THE MEDIUM

● You have decided to buy TIME to put your advertising message on the air! How about rates, power, station equipment, hours available and scores of other points of information you *must* have—just at the moment you are making your selection of stations?

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420 Lexington Avenue



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## JOHN A. KENNEDY

Head of WCHS and the West Virginia broadcasting chain, Kennedy was extremely active in the important matters that faced the NAB since he is on the Executive Committee, Chairman of the Legislative group, as well as head of the 4th District. He was especially active in BMI proceedings. Billings at WCHS went to a new all-time high during '39.

## HORTON HEATH

With television coming to the fore, and radio in general marking up a banner year, Horton Heath was kept on the jump handling the RCA tele from the New York's World Fair, actual launching of the visual - sound art, and the forthcoming developments of the new medium following its official introduction.

## ISAAC D. LEVY

Most fiery of the Philadelphia Levys, Ike, as he is known to everyone in the industry, continued his stormy methods in effecting a more solidified NAB, watched WCAU climb to the top in the Philadelphia scene, and especially went to bat for Broadcast Music, Inc.

## LEO FITZPATRICK

Early in '39 Fitzpatrick hit the headlines when he was appointed executive vice - president of the three Richards stations. In addition to his new duties, Fitzpatrick led WJR to a new all-time high in billings, was instrumental in maintaining the CBS affiliation for WJR.

## LESLIE W. JOY

Appointment of Griff Thompson as his assistant, participating in NLRB hearings, and guiding KYW, Philadelphia, to a new all-time high in billings, with an increase of 55 per cent in the total gross noted, were a few of the things accomplished by KYW's general manager during the past year.

## J. L. GRIMES

Proving that a new program idea can be carried through to a successful conclusion, J. L. Grimes, general advertising manager, supervised the steady growth of the Wheeling Steel broadcasts through 1939. Highspot of the all-company programs was a record-breaking appearance at the New York World's Fair last summer.



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## HAROLD W. SMITH

The past year was a full one for the president of WOKO - WABY, what with an affiliation with WHAZ effected, the opening of Albany's new Radio City late in the spring, and the continued climb in time billings. A pioneer of radio, Smith late in the fall applied to the FCC for a facsimile permit for further experimentation.

## EDWIN W. CRAIG

Despite the complex duties besetting Craig as vice president of a major insurance concern, he again proved a leader in NAB activities during 1939. Figuring prominently in the new Code, IRNA activities, copyright matters and AFM negotiations, Craig was a constant figure in the radio news of '39.

## BERENICE JUDIS

One of the few women executives in the industry, Berenice Judis again piloted WNEW to a record year in billings, which makes it a habit. Always on the job, her progressive ideas in the programming of the station have kept WNEW at the top as one of the favored local New York outlets, both from a client and listener viewpoint.

## LLOYD YODER

Handling the affairs of NBC managed and owned KPO-KGO in San Francisco, kept Lloyd Yoder occupied until late in the year, when he was shifted to KOA as general manager of that outlet. The success of the San Francisco outlets under Yoder's able management can be seen from the 1939 high billings.

## ARTHUR SIMON

Completing his first year as general manager of WPEN, Simon, one of the newer executives in the radio field, almost single-handed built the commercial billings up to a new all-time high. Through no fault of Simon's, WPEN proved a powder keg in regard to the AFM situation, yet it was handled as tactfully as possible.

## EUGENE O'FALLON

One of the most popular executives in the radio picture, O'Fallon, as director of the NAB, and head of the 14th District, was busy in IRNA matters, the organization of Broadcast Music, Inc., and Code problems during the past year. As KFEL prexy, he established a new all-time high in billings, following FCC okay for full time and more power.



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2,565,000 Italo-Americans Located in New York, New England and Pennsylvania are waiting to be entertained in their mother tongue. We reach this market.

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SCRIPT WRITING

Under the Direction of

*Mr. Syd Leipzig*

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## VINCENT F. CALLAHAN

One of radio's most colorful figures, Callahan figured in radio news from the south and north last year. As general manager of WWL, he placed that station in the Black in an industrious sales drive, then resigned to become assistant manager of WBZ-WBZA where he immediately set one of the largest local sales on record.

## HAROLD V. HOUGH

Despite the complex problems facing Hough in his position as manager of WBAP and KGKO, he was more than active in the NAB where he is a member of the executive committee, and a director-at-large. In September he was responsible for the formation of the Lone Star Chain, which is rapidly growing into a strong regional.

## WILLIAM F. MALO

In his capacity as commercial manager of WDRC, Hartford, Bill Malo was kept on the go during the major portion of the past year. Commuting between Hartford and New York became a weekly feature of his overflowing schedule. Malo was also busy with the inauguration of frequency modulation transmission at WDRC.

## E. P. H. JAMES

Now in his 13th year as NBC Advertising Manager, E. P. H. James also did some work in television during 1939. In the early spring, he was responsible for the publication of the first booklet on the use of television for advertising purposes, following this up in May by making the first public announcement (at the New York Sales Executives Club) of NBC's willingness to cooperate with advertisers in the experimental development of sponsored television programs.

## EDWARD SMITH

As radio director of one of the heaviest air advertisers, Ed Smith personally supervised General Mills' radio ventures during the past year, and added several new programs to the nine network shows heard the previous year on the networks. His background as producer, announcer and director has been invaluable.

## GRIFF B. THOMPSON

Appointed sales manager of KYW, Philadelphia, last July, Thompson closed the year with the highest billings in the history of the station, and started off the New Year with a 100 per cent hike in billings. Late in the year he was promoted to assistant general manager of the station, and in addition, continued as sales head.



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## D. H. LONG

Working in a quite, systematic manner, Dewey Long, WSAI general manager, more than doubled that station's billings during the past year, jumped the station definitely into the Cincinnati limelight. He put through personnel and policy changes, kept on the move traveling around the country and pushed through a grant for 5,000 watts night power.

## A. E. JOSCELYN

As head of CBS Radio Sales at the New York headquarters, Joscelyn proved to be a dynamic worker who never rested until a job was completed. After setting a record number of sales during 1939, Joscelyn was rewarded by CBS when he was named manager of WBT, Charlotte, to succeed Linc Dellar, who shifted to KSFO.

## FRANKLIN M. DOOLITTLE

Aside from his duties as general manager of WDRC in Hartford, Franklin Doolittle was one of the pioneers in the frequency modulation field, and just a few months ago participated in the first network broadcast with F-M. He is one of the directors of Frequency Modulation Broadcasters, Inc. At WDRC his efforts were rewarded by a continued influx of business. He is regarded as one of New England's most progressive executives.

## HYLA KICZALES

Bringing to a close a year of most successful management of three stations (WOV-WBIL, New York and WPEN, Philadelphia) Hyla Kiczales started off 1940 with WOV being granted full time and 5,000 watts. However, due to this added responsibility, Miss Kiczales relinquished her duties as general manager of WPEN. During 1939 she was honored by many prominent organizations for her outstanding work in Americanization.

## ED KIRBY

One of the busiest men in the industry, Kirby, in connection with the NAB, served as secretary of the Code committee, started the first industry-promotion campaign, arranged initial joint NAB-ANPA confab, sold radio and Code to eight million organized women, improved relations with educational leaders, made about fifty speeches, and started Bureau of Radio Advertising.

## JOHN GILLIN, JR.

As general manager of WOW, Omaha, John Gillin was responsible for the progressive radio fare that emanated from that station during 1939, and which saw billings climb steadily. Gillin was active fighting Ascap in the state legislature and appeared as chief radio witness in the Nebraska anti-Ascap trial during December.



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## *Our "call" letters!*

**P E 6 4 7 4 0**

*This is the . . .*

**BARNES PRINTING CO., INC.**

*Broadcasting on a wavelength of*

**229 W. 28th Kilocycles (St.)**

*through the courtesy of*

**Gutenberg**

*Serving the public 24 hours a day*
*for the past 21 years*

*"Commercial"—Printers of Radio Annual for the past 3 years.*




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## W. G. H. FINCH

One of the nation's most active facsimile leaders, W. G. H. Finch licensed some thirty broadcasters during 1939, as well as licensing foreign governments and commercial wire companies. Predicting a big year ahead for facsimile, Finch is readying his Passaic, N. J. plant for added production of facsimile units.

## GEORGE W. TRENDLE

Maintaining a position as one of the top regionals kept George Trendle on the hop during 1939. As head of the King-Trendle hook-up, he was one of the executives who placed Detroit on the map as a radio center, built the "Lone Ranger" and "Green Hornet" programs into major entertainment medias, and set two other coast-to-coast dramatic shows.

## PAUL PETER

Assembling the most complete factual history of Ascap was only one of the jobs accomplished by Paul Peter, NAB Research Director, during 1939. Study was broken down as to power and class of station and market covered. He is joint head of the Bureau of Radio Advertising, and is also working on new methods of market studies.

## BENEDICT GIMBEL, JR.

In addition to his duties as prexy of WIP, Philadelphia, Ben Gimbel managed to devote a great deal of time and energy to local and national problems as well during 1939. Proof of the job done at WIP is evidenced by the fact that business at WIP was at a new all-time high during the last year.

## GUNNAR WIIG

Relieved of his duties as NAB committeeman, Gunnar Wiig devoted most of his energies towards building WHEC into one of the major New York State outlets, with the station enjoying its greatest year in 1939. Wiig has been associated with the station in various capacities since 1927 and is one of the veterans of the industry.

## RALPH ATLASS

The name Atlass, synonymous with radio in the midwest, appeared frequently in the 1939 headlines as Ralph Atlass brought WJJD and WIND into the picture as leading outlets. Brother of Leslie Atlass, CBS boss in the windy city, Ralph was responsible for plenty of action in Chicago during the entire 12 months of '39.



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# FACTS OF 1939

## FROM THE RADIO DAILY

More than 9,000,000 receiving sets were sold in the past year.

•

400,000 persons are employed in the radio industry with an annual payroll totaling more than 500 million dollars.

•

Television transmission was officially launched, and seven new tele stations were authorized, three deleted, raising the total number of stations to 23 at the close of the FCC's fiscal year, June 30, 1939.

•

Number of network affiliated stations as of Jan. 1, 1940, were: NBC 181 (Red and Blue), CBS 118, and MBS 118.

•

7,500 applications were received by the FCC during 1939. Of that number, 1,650 requested increased power and facilities, 2,300 for renewals. 8 licenses were cancelled.

•

More than 375 bills related to the broadcasting industry were introduced in Federal and State legislatures.

•

Less than 5 per cent of all commercial copy submitted to the FTC by broadcasters in 1939 was found to contain misleading or objectionable material.

•

Net time sales in 1939 amounted to more than $131,000,000 it was estimated, with the percentage increase close to 12 per cent.

•

269 broadcasting stations in the United States and its possessions and 26 in Canada had newspaper interests included in their ownership as of Jan. 1, 1940.

•

Three major networks, for the first time in the history of broadcasting, reported combined gross billings exceeding $84,000,000.

•

A nationwide study showed that radio entertainment as a whole, was the most popular with persons in the income bracket of $2,000-$3,000 annually.



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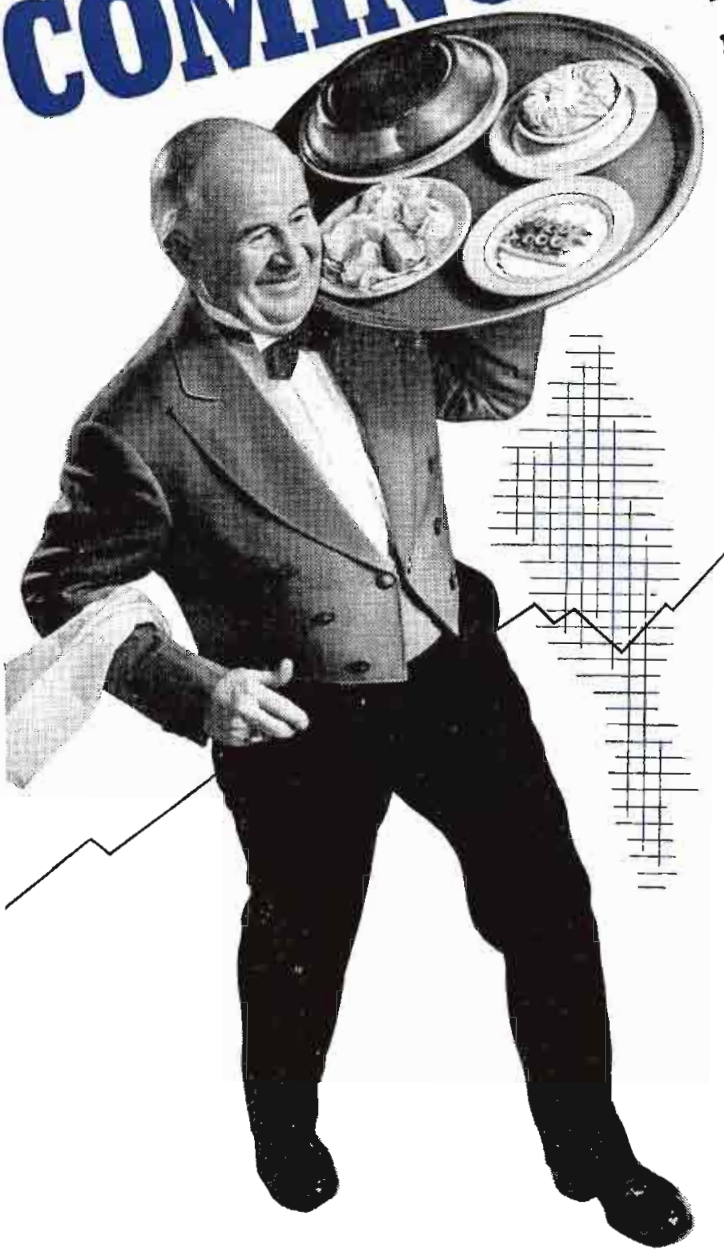
# COMING UP

A FOUR COURSE FEAST OF SALES



**The NBC Blue Network is the cream in the canny advertiser's coffee. And here's why . . .**

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# THE BLUE SERVES UP SALES AT LOWEST NATIONAL COST!

**Coverage Canape**... With the NBC Blue Network you reach the important sales areas of the nation, with concentration in the "Money Markets"—where 70% of all retail sales are made, where 72% of the effective buying income is located, where 73% of all food, 69% of all drugs, 68% of all new cars are sold.

**Economy Entree** . . . The Blue Network not only gives you coverage that is focussed on the markets with the spending money—but does it at lowest national cost. The Blue's low cost, which is unmatched by any other national medium reaching the home, enables advertisers to "go national" on an exceedingly modest budget.

**Facilities Supreme**... The Blue is up and coming! The network has become a more and more attractive buy for advertisers—because the circulation increases of the Blue, resulting from improvements in facilities, are offered to advertisers at *no extra cost!*

**Satisfaction Souffle** . . . The successful job this network has done for many canny, experienced buyers of network time is eloquently expressed in the fact that 70% of 1938 Blue Network advertisers came back for more in 1939—and 16 new ones signed up in the Fall of 1939.

The Blue Network can do a big job for you at low cost. The details are yours for a phone call. National Broadcasting Company, A Radio Corporation of America Service.

**NBC BLUE NETWORK**

*Sales through the air with the greatest of ease*

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

*Personnel as of January 1st, 1940*

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# FCC REVIEW OF PROGRESS IN RADIO FROM 1930—1940

*By E. K. JETT,*
*Chief Engineer*
*Federal Communications Commission*

**During the past ten years the broadcasting services have undergone rapid changes, and with each change has come some added improvement in quality of service to the public. It is not possible in the limited space here available to describe all of the important technical changes which have occurred in the field of broadcasting during the past decade; however, it may be of interest to compare some of the important standards, practices and rules which were in effect in 1930 with those which now obtain.**

## Standard Broadcasting

In 1930 the standard broadcast band comprised all frequencies between 550 and 1500 kilocycles. At that time, the band was divided into 96 channels, of which 6 were given over for exclusive use by Canada, and 11 for shared use between Canada and the United States. Since there was no formal international agreement regarding the use of frequencies with Cuba and Mexico, the old Radio Commission considered that the remaining 79 channels were available for exclusive use in the United States. The channels were classified as "clear," "regional," and "local." Clear channels were available for stations using power not in excess of 50,000 watts; regional channels for stations up to 1000 watts; and local channels for stations up to 100 watts.

As the year 1940 ushers in a new decade, we find a different situation. The band now includes all frequencies between 550 and 1600 kilocycles, which are divided into 106 channels. Ninety-two of these channels are available for use in the United States by 4 classes of broadcast stations. The three classes of channels generally remain as first projected, i.e., local, regional, and clear channels. There are 6 local channels, 42 regional channels, and 44 clear channels available for use by stations in the United States.

Local channels are assigned to Class IV stations which operate with a maximum power of 250 watts. These stations are designed to render a purely local service and a great many stations (50 to 100) may be assigned to each channel. Regional channels are assigned to Class III stations which operate with power from 500 watts to 5 kilowatts. This class of station is designed to serve centers of population and the immediate surrounding regions. The territory may extend from 40 to 100 miles in the daytime, but the service areas of the stations are generally much more restricted at night, due to mutual interference. Class III channels are divided into two classes: Class III-A and Class III-B. The Class III-A stations may be authorized to operate with power ranging from 1 to 5 kilowatts and are given greater protection from interference than Class III-B channels, on which the power is limited to 500 watts or 1 kilowatt night, and 5 kilowatts day.

Class I stations are assigned to clear channels and may be authorized to use power from 10 to 50 kilowatts. The purpose of these stations is to serve large centers of population and the large rural areas of the United States. The clear channels are divided into two groups so as to permit, (1) the exclusive operation of Class I stations at night, and (2) simultaneous operation of two or more Class I and also Class II stations. Class II stations are the secondary stations on clear channels which are subjected to such interference as the Class I or dominant stations on the channel may give to them. Their purpose is to make full use of clear channels and permit of more urban service when engineering circumstances permit.

There were no official standards of good engineering practice governing standard broadcast stations in 1930. Today, however, the industry is provided with such standards. They include standards of allocation; field intensities; data required with applications involving directional antenna systems; locations of transmitters; minimum antenna heights; requirements for measurements of power; power rating of vacuum tubes; operating power tolerance; construction, general operation and safety requirements; requirements with respect to indicating instruments; approval of broadcast transmitters, automatic frequency control; frequency monitoring apparatus; and many other important standards which all serve to improve constantly the quality of broadcast service to the public.



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## International Broadcasting

The first successful rebroadcasts in the United States of European programs received by short wave took place approximately ten years ago. Since that time international broadcasting has been constantly improved. Programs are now regularly received from all parts of the world and rebroadcasts are being made daily over the networks in the United States.

On May 23, 1939, the Commission approved new rules and regulations governing international broadcast stations which changed their status from experimental to commercial. These stations are licensed for the transmission of broadcast programs for international public reception and are assigned frequencies between 6000 and 26600 kilocycles in accordance with the provisions of the General Radio Regulations, Cairo, 1938. International broadcast stations may transmit sponsored programs, provided the program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction which is being advertised. There are further rules regarding the commercial aspect of international service which are now generally known and will not be repeated herein.

## Television

Ten years ago, the Commission, in its annual report to Congress, stated that "important preliminary information had been obtained" regarding television, and made special reference to "the relative definition of 24-48, and 60-line scanning under various conditions." At that time, all television transmission was carried out on five channels, each 100 kilocycles wide, in the frequency band 2000-3000 kilocycles.

Television is still licensed on an experimental basis; however, this service has been steadily improved and is now receiving the careful consideration of the Commission, with a view to providing rules and standards which may permit the inauguration of a scheduled service to the public.

There are 19 television channels which are divided into two groups, viz.: Group A, including 7 channels, each 6 megacycles wide, between 44 and 108 megacycles; and Group B, including 12 channels between 156 and 294 megacycles.

The Radio Manufacturers Association has recommended certain standards for television operation which are now generally recognized as being suitable for experimental program service to the public. These standards provide for television channel width, television and sound carrier spacing, polarity of transmission, frame frequency of 30 per second and a field frequency of 60 per second, interlaced; 441 lines per frame; and other standards including aspect ratio, synchronization, and modulation capability.

In its latest report, the Television Committee, consisting of Commissioner T. A. M. Craven, Committee Chairman, and Commissioners Norman S. Case and Thad H. Brown, reported on the progress which had been made in television since the submission of its first report in May 1939, and stated that a "crucial" stage has been reached. The Committee pointed out that "to date only 7 of the 19 channels available for television have been developed to the point of initial readiness for technical service of any character." Accordingly, the Committee made specific recommendations which embraced the following:

"1. Greater public participation in experimental operation.
"2. Construction of more stations by properly qualified applicants.
"3. Elimination of any regulation which interferes with proper business economic processes.
"4. Adoption of a license policy for television broadcasters.
"5. Allocation of the seven lower frequency channels as follows: 3 channels to metropolitan districts in excess of 1,000,000 population; 2 channels to areas of between 500,000 and 1,000,000, and 1 channel for districts of less than 500,000.
"6. Stimulation of technical development on additional channels now reserved for television.
"7. Development of program service in conjunction with research and experimentation.
"8. Establishment of minimum requirements for television transmitters.
"9. Protection of the public, as far as possible, against loss through obsolescence in receivers.
"10. Modification of prohibition against commercialism to permit sponsorship on experimental programs, under certain conditions."

## Facsimile Broadcasting

Facsimile broadcasting was only mentioned as a possible service in 1930. Since that time, apparatus has been developed and stations licensed on an experimental basis to provide for the transmission of images of still objects for record reception by the general public.

The rules and regulations of the Commission provide 25 frequencies for facsimile operation. Ten of these frequencies are in the 25 megacycle band, 11 in



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the 43 megacycle band, and 4 in the 116 megacycle band. In addition, other broadcast of experimental frequencies may be assigned on an experimental basis, provided a need is given and no interference will be caused to the established services.

Licenses to facsimile broadcasting stations are granted only after a satisfactory showing has been made regarding the program of research and experimentation. The program must include the distribution and operation of a sufficient number of facsimile recorders to obtain information regarding the performance of the service and must also be placed in charge of qualified engineers. As in the case of television, under existing rules, a licensee of a facsimile broadcast station may not make any charge, either directly or indirectly, for the transmission of programs.

## High Frequency Broadcasting Stations

In 1930 the Federal Radio Commission reported to Congress that "above 23,000 kilocycles there exists a wide band of very high frequencies whose characteristics and usefulness are not definitely known and which offers a fruitful field of experimentation." Since that time many thousands of stations have been experimenting in this range of frequencies and specific bands are now allocated to every class of service recognized under the rules and regulations of the Commission.

High frequency broadcast stations are authorized for the experimental transmission of aural programs for reception by the general public. They may be authorized to use frequencies in the following bands: 25.3-27 megacycles; 42-43.5 megacycles; 116.5-118 megacycles and any frequencies above 300 megacycles excluding the amateur band from 400 to 401 megacycles. The specific channels which may be licensed are given in Section 44.01 of the Commission's regulations. It will be noted that two general groups of channels are provided, depending upon the system of modulation used —i.e., amplitude and frequency modulation.

The greatest interest is now being directed toward the service possibilities of frequency modulated broadcast stations. This system of modulation is known to possess characteristics whereby it is possible to reduce the effects of all kinds of disturbances including atmospheric static, electrical noise and background signal interference.

There are, of course, many problems to be considered before frequency or amplitude modulation can be accepted on a regular basis for broadcasting in the ultra high frequency bands. Aside from the problem of deciding upon which of these systems should be accepted as standard, there is the important problem of allocating sufficient frequencies to accommodate all of the frequency modulated or amplitude modulated stations, as the case may be, which may be necessary to provide a satisfactory program service. In considering this problem, studies should be made with respect to the frequency needs of other services utilizing frequency modulation as well as amplitude modulation. In addition to broadcasting, the other services include television, government, aviation, police, common carrier and amateur.

**High Frequency Broadcast Stations**
(As of Nov. 27, 1939)

| | *Frequency Modulation* | *Amplitude Modulation* |
|---|---|---|
| Outstanding authorizations | 20 | 34 |
| Applications pending (new stations) | 15 | 1 |

## Summary

In general, it may be stated that broadcasting, which each year has become a more integrated part of the daily life of the nation largely because of its intimate character as an invited guest in each of the millions of homes for a regular period of time each day, has assumed a greater responsibility in its appreciation of public service with its growth in stature. In 1930 there were 15,000,000 receiving sets in American homes; today, a conservative estimate is 40,000,000 receiving sets.

By way of statistics, the following may be of interest:

| | 1930 | 1940 |
|---|---|---|
| Number of standard broadcast stations | 604 | 813 |
| Number of international broadcast stations | 27[1] | 13 |
| Number of television broadcast stations | | 21 |
| Number of facsimile broadcast stations | | 16 |
| Frequency tolerance: | | |
| Standard broadcast | 500 cycles | 20 cycles |
| International broadcast | 0.05% | 0.005%[4] |
| No. of directional antennas | None | 93 |

[1] In 1930, this class of station was known as "experimental relay broadcast." Since that time, the procedure for licensing international broadcast stations has been changed. All of the frequencies now authorized to be used with one call signal are counted as one station; therefore, the 13 stations now licensed utilize 37 frequencies between 6,000 and 26,600 kc.

[2] In 1930, television and facsimile stations were classed as "experimental visual broadcast stations." There were 30 such stations authorized.

[3] Transmitters installed prior to January 1, 1940 are authorized to be operated within 50 cycles of the assigned frequency until January 1, 1942. After that date, all standard broadcast stations shall be maintained within 20 cycles of the assigned frequency.

[4] 0.01% is allowed until January 1, 1941 for the operation of equipment installed prior to January 1, 1940.



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# FCC PROCEDURE IN REGULATING RADIO

*A summary of broadcasting procedure as followed by the Federal Communications Commission in the regulation of commercial radio in the United States and its possessions.*

**Problems of neutrality and the role radio would play in a national emergency have recently been added to the chores of the Federal Communications Commission. In the World War there was no broadcast as we know it today: only wireless. Today, in addition to ordinary regulation, the ether waves are necessarily subject to a degree of policing for the preservation of neutrality and in the interest of the national defense.**

Broadcasting has grown to the extent that there are now more than 40,000,000 receiving sets in this country, not to mention 800 broadcast stations, and more than 50,000 amateur stations and 5,000 commercial stations. The business of regulating this vast service in the public interest requires a major part of the time of the Commission.

## Early Radio

Before creation of the Commission in 1934, supervision of communications was shared by the Post Office Department, the Interstate Commerce Commission, and the Federal Radio Commission. The latter was set up in 1927 to handle this post-war "baby." The Communications Act of 1934 coordinated administration under a single agency—the Federal Communications Commission — and, at the same time, laid the framework for a national communications policy.

Since that time the Commission has pursued the mandate of Congress as set forth in the Act, as amended:

"For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, for the purpose of promoting safety of life and property through the use of wire and radio communication . . . additional authority with respect to interstate and foreign commerce in wire and radio communication."

## Services

An outstanding contribution to the broadcast industry during the year was revision of the Commission's rules and regulations covering all types of radio services. Chief among these were the rules pertaining to standard broadcast stations, which became effective August 1, 1939. More than 2,500 pages of testimony and more than 200 exhibits were considered as a result of hearings. Incorporated in the general revision were standards of good engineering practice, adoption of which was preceded by a conference with 45 representatives of broadcast equipment manufacturers.

During the year 7,500 applications were received for various types of broadcast stations. Of that number, 1,650 were for new or increased facilities, and 2,300 were renewals. In that same time the Commission heard oral argument in more than 100 broadcast matters, and adopted formal decisions in more than 200 such cases. Inspection was made of 265 broadcast stations, and licenses of eight stations were canceled or otherwise vacated.

## Public Service

Public service is the basic consideration in licensing broadcast stations. "Just as it may be a powerful instrumentality for public good," said the Commission in a recent case, "so a broadcast station has potentialities of causing great public harm, and it is accordingly imperative



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that the limited broadcast channels belonging to the public should be entrusted to those who have a sense of public responsibility."

Continued growth in the broadcast field was reflected in the number of new stations and increased facilities authorized by the Commission during the year. Twenty-nine new stations were licensed and 76 applications were denied.

Also of interest was action of the Commission in increasing the license period for standard broadcast stations from six months to one year starting August 1, 1939.

## Commercial Aspect

The commercial aspect of broadcasting was attested by reports received by the Commission during the fiscal year which showed that 660 stations, with an investment of $73,000,000 reported revenues of $111,000,000 compared with expenses of $92,500,000, or a net broadcast income of $19,000,000. These stations employed more than 23,000 persons with an annual payroll of more than $45,000,000.

During the year a committee of Commissioners sat for 73 days, listened to 100 witnesses, and examined some 700 exhibits and 9,000 pages of testimony with respect to "chain" broadcasting. It was in 1938 that the Commission launched its inquiry into network practices, such as contractual relationship in programs and advertising, competitive practices, and chain policies in general.

## International

The Commission's first attempt to define the nature of services to be rendered by international broadcast resulted in the issuance, on May 23, 1939, of certain fundamental rules governing international service. In doing so it adopted a new policy in opening these channels to commercial programs.

The Commission is also charged with carrying out certain provisions of treaties and international agreements to which the United States is a party which relate to communications. It cooperates with other Federal agencies in assisting other American Republics work out mutual radio problems.

## Field Staff

The Commission's field staff is particularly valuable in administering and enforcing laws, regulations, and international agreements pertaining to radio. This is done through 26 district offices located throughout the United States and its possessions, supplemented by seven monitoring stations, the latter at Atlanta, Baltimore, Boston, Grand Island, Nebraska; Great Lakes, Illinois; San Pedro, California; and Portland, Oregon.

During the year the Commission's administrative procedure was completely revised to eliminate much out-moded red tape. This has meant economy and expediency both for the Commission and for those doing business with it.

## FCC Unit

In its early years the Commission functioned with three divisions—Broadcast, Telephone, and Telegraph. Today it operates as a single unit. The Examining Department was abolished in November, 1938. Hearings are now conducted by Commissioners or suitably qualified employees. Effective in November, 1939, an Administrative Board was created to handle routine matters. However, matters of policy are reserved for the Commission as a whole.

The routine of the past year indicates that about four days out of every Commissioner's work-week is spent in personal attendance at formal meetings, informal conference, and hearings.

## Personnel

The present Commissioners are: James Lawrence Fly, chairman; Paul A. Walker, Norman S. Case, T. A. M. Craven, George Henry Payne, Frederick I. Thompson, and Thad H. Brown. On April 8 Commissioner Thompson succeeded Eugene O. Sykes, resigned, and, on September 1, Chairman Fly replaced Frank R. McNinch, also resigned.

The Commission is now assisted by a technical and administrative staff operating through four divisions:

Secretary's Office, which has charge of matters of internal administration, plus other routine duties.

Law Department, whose functions include the legal phases of broadcast licensing and regulation, and litigation before the courts.

Engineering Department, whose work embraces the engineering phases of broadcast, supervision of the field staff, and technical and research matters.



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Accounting, Statistical and Tariff Department, which handles accounting regulations, compilation and analysis of statistics, and tariff analysis and regulation.

The Commission has slightly more than 400 employees in Washington and less than 200 in the field.

## Authorizations

The Communications Act authorizes radio grants without hearing if the Commission is satisfied that such authorization would serve public interest, convenience and necessity. Formerly broadcast grants were subject to the right of interested parties to file protests within a 30-day period. The previous policy had been to hold hearings in virtually all these cases. This often involved needless expense to the parties without disclosing new pertinent information. Under the new practice, if the Commission is satisfied from the evidence before it that a grant is warranted, it proceeds to issue the license, which is final rather than conditional. The new rules fully protect the interests of persons other than the applicant by providing for filing of petitions for reconsideration within a 20-day period.

The Commission formerly required affirmative proof of all items enumerated in applications for hearings. As a result, the paperwork for hearings was extremely burdensome and hearings were unnecessarily prolonged by the applicant's tedious proof of many facts not in controversy. The Commission now limits the issues on which the result of the hearing must turn.

## Channels

Under former rules, three classes of standard broadcast channels were defined —clear, regional, and local. The new rules clarify the purpose of each class of channel and, in general, insure the protection of stations operating in these channels. Four general classes of stations are now established, namely:

Class 1—Dominant stations operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances.

Class 2—Secondary stations which operate on a clear channel and designed to operate over a primary service area which is limited by and subject to such interference as may be received from Class 1 stations.

Class 3—Stations which operate on regional channels and designed to render service primarily to a metropolitan district and the contiguous rural area. Class 3 stations are subdivided into two divisions: (a) Stations operating on a regional channel with power of not less than 1 kw. nor more than 5 kw.; (b) Stations operating on a regional channel with power of not less than 0.5 kw. nor more than 1 kw. at night and 5 kw. daytime.

Class 4—Stations operating on a local channel and designed to render service primarily to a city or town and adjacent suburban and rural areas.

## Conclusion

Although the broadcast band is extended to 1600 kc., no allocation of stations is proposed in the band 1500 to 1600 kc. except on the frequencies 1530 and 1550 kc. to which special broadcast stations are at present assigned. These stations are now called Class 3 broadcast stations instead of special broadcast stations.

The rules have been made as flexible as possible, as the Commission feels that by this means the fullest usage can be made of the broadcast facilities at the present time as well as providing for the future. Also, the rules have been made general insofar as possible, and all specific requirements, particularly of a technical nature, have been made applicable to change as further broadcast progress is made.

The flexibility of these regulations affords the Commission not only the means to bring about better equalization and distribution of facilities to states and communities, but also an opportunity to permit the exercising of judgment in licensing stations for service in accordance with the needs of a particular region or community.



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# 65,000 Active Call Letters Have Been Assigned By FCC

## Study

A study recently completed by the FCC shows that there are now about 65,000 active radio call letter assignments outstanding, exclusive of government stations. Broken down into round figures, this includes some 800 standard broadcast call letters; 600 broadcast other than standard; 400 experimental; 3,800 ship radio; 1,800 aviation radio; 1,100 police radio, etc.

Included in the study is a definite explanation of the dissemination of call letters, i.e., call letters starting with K are, generally, reserved for stations west of the Mississippi, while W precedes call letters of stations east of the dividing line. In instances such as KDKA, Pittsburgh, where the geographical location differs from the ruling, station was licensed prior to the inauguration of the rule.

## Construction

In the granting of call letters for experimental stations, including television and facsimile, the construction is as follows: initial letter is K for outside stations, and W for those within the continental limits of the U. S., followed by number designating the radio district, followed by X which designates experimental, followed by a group of not more than two letters.

Licensing of stations and operators, it is pointed out in the report, now follows a more definite plan. There are still many requests from stations for call letters with significance such as WGN, standing for the World's Greatest Newspaper, and WIOD, for the Wonderful Isle of Dreams.

The assignment of call letters in the United States is governed by international agreement. Under international agreement the first letter or the first two letters of radio call signals indicate the nationality of the station. According to Section I, Article 14, of the International Radio Conference at Cairo in 1938, as annexed to the International Telecommunications Convention at Madrid in 1932:

## International

"All stations open to the international service of public correspondence and all aircraft stations not open to the international service of public correspondence, as well as amateur stations, private experimental stations and private radio stations, must have call signals from the international series assigned to each country . . ."

The Cairo convention further provides that when a fixed station in the international service uses more than one frequency, each frequency is designated by a separate call signal used for that country only.

As a general rule, land stations use three letters, ship stations four letters, and aircraft stations five letters. One or two letters and a single figure followed by a group of not more than three letters identify amateur stations and private stations.

## Rulings

The 26 letters of the alphabet, as well as figures (with use of "0" and "1" limited to amateurs) may be used to form call signals. Chief exceptions are combinations beginning with A or B, these two letters being reserved for the International Code of Signals, and combinations which might be confused with distress and other emergency signals, and combinations reserved for certain approved abbreviations.

Says the international agreement further:

"Each country shall choose call signals for its stations from the international series which is allocated to it and shall notify the Bureau of the Union of the call signals which it has assigned to its stations. This notification does not concern the call signals allocated to amateur stations, to private experimental stations, and to private radio stations."



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# Allocation of Call Letters As Set In Cairo

| Call Signals | Country |
|---|---|
| CAA-CEZ | Chile |
| CFA-CKZ | Canada |
| CLA-CMZ | Cuba |
| CNA-CNZ | Morocco |
| COA-COZ | Cuba |
| CPA-CPZ | Bolivia |
| CQA-CRZ | Portuguese Colonies |
| CSA-CUZ | Portugal |
| CVA-CXZ | Uruguay |
| CYA-CZZ | Canada |
| D | Germany |
| EAA-EHZ | Spain |
| EIA-EJZ | Iveland |
| EKA-EKZ | Japan |
| ELA-ELZ | Liberia |
| EPA-EQZ | Iran |
| ERA-ERZ | Japan |
| ESA-ESZ | Estonia |
| ETA-ETZ | Ethiopia |
| EUA-EYZ | Japan |
| EZA-EZZ | Germany |
| F | France and Colonies |
| G | Great Britain |
| HAA-HAZ | Hungary |
| HBA-HBZ | Switzerland |
| HCA-HDZ | Ecuador |
| HEA-HEZ | Switzerland |
| HFA-HFZ | Poland |
| HGA-HGZ | Japan |
| HHA-HHZ | Haiti |
| HIA-HIZ | Dominican Republic |
| HJA-HKZ | Colombia |
| HLA-HMZ | Japan |
| HNA-HNZ | Iraq |
| HOA-HPZ | Panama |
| HQA-HRZ | Honduras |
| HSA-HSZ | Siam |
| HTA-HTZ | Nicaragua |
| HUA-HUZ | El Salvador |
| HVA-HVZ | Vatican City |
| HWA-HYZ | France and Colonies |
| HZA-HZZ | Saudi, Arabia |
| I | Italy and Colonies |
| J | Japan |
| K | United States |
| LAA-LNZ | Norway |
| LOA-LWZ | Argentina |
| LXA-LXZ | Luxemburg |
| LYA-LYZ | Lithuania |
| LZA-LZZ | Bulgaria |
| M | Great Britain |
| N | United States |
| OAA-OCZ | Peru |
| ODA-ODZ | Syria and Lebanon |
| OEA-OEZ | Austria |
| OFA-OJZ | Finland |
| OMA-OMZ | Czechoslovakia |
| ONA-OTZ | Belgium & Colonies |
| OUA-OZZ | Denmark |
| PAA-PIZ | Netherlands |
| PJA-PJZ | Curacao |
| PKA-POZ | Netherlands Indies |
| PPA-PYZ | Brazil |
| PZA-PZZ | Surinam |
| Q | (Abbreviations) |
| R | U.S.S.R. |
| SAA-SMZ | Sweden |
| SMA-SRZ | Poland |
| SSA-SUZ | Egypt |
| SVA-SZZ | Greece |
| TAA-TCZ | Turkey |
| TDA-TDZ | Guatemala |
| TEA-TEZ | Costa Rica |
| TFA-TFZ | Iceland |
| TGA-TGZ | Guatemala |
| THA-THZ | France and Colonies |
| TIA-TIZ | Costa Rica |
| TJA-TZZ | France and Colonies |
| U | U.S.S.R. |
| VAA-VGZ | Canada |
| VHA-VNZ | Australia |
| VOA-VOZ | Newfoundland |
| VPA-VSZ | British Colonies |
| VTA-VWZ | British India |
| VXA-VYZ | Canada |
| VZA-VZZ | Australia |
| W | United States |
| XAA-XFZ | Mexico |
| XGA-XUZ | China |
| XVA-XWZ | France and Colonies |
| XXA-XXZ | Portuguese Colonies |
| XYA-XZZ | Burma |
| YAA-YAZ | Afghanistan |
| YBA-YHZ | Netherlands Indies |
| YIA-YIZ | Iraq |
| YJA-YJZ | New Hebrides |
| YKA-YKZ | U.S.S.R. |
| YLA-YLZ | Latvia |
| YMA-YMZ | Danzig |
| YNA-YNZ | Nicaragua |
| YOA-YRZ | Rumania |
| YSA-YSZ | El Salvador |
| YTA-YUZ | Yugoslavia |
| YVA-YWZ | Venezuela |
| YXA-YZZ | U.S.S.R. |
| ZAA-ZAZ | Albania |
| ZBA-ZJZ | British Colonies |
| ZKA-ZMZ | New Zealand |
| ZNA-ZOZ | British Colonies |
| ZPA-ZPZ | Paraguay |
| ZQA-ZQZ | British Colonies |
| ZRA-ZUZ | Union of So. Africa |
| ZVA-ZZZ | Brazil |



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*Personnel as of January 1st, 1940*

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John H. Dodge, WRC, Washington, D. C.

**District 5**

Maurice Coleman, WATL, Atlanta, Ga.

**District 6**

Vernon Anderson, WJBO, Baton Rouge, La.

**District 7**

Edward Y. Flanigan, WSPD, Toledo, Ohio.

**District 8**

Ford Billings, WGL, Ft. Wayne, Ind.

**District 9**

Charles Caley, WMBD, Peoria, Ill.

**District 10**

Karl Koerper, KMBC, Kansas City, Mo.

**District 11**

Barney Lavin, WDAY, Fargo, N. D.

**District 12**

Ellis Atteberry, KCKN, Kansas City, Kans.

**District 13**

Sam Bennett, KGKO, Fort Worth, Texas.

**District 14**

W. E. Wagstaff, KDYL, Salt Lake City, Utah.

**District 15**

Wilt Gunzendorfer, KSRO, Santa Rosa, Calif.

**District 16**

Wilbur Eickelberg, KHJ, Los Angeles, Calif.

**District 17**

Loren B. Stone, KIRO, Seattle, Wash.

**Wage and Hour Act Committee**

Acting Chairman—Joseph L. Miller, National Association of Broadcasters, Washington, D. C.
H. W. Batchelder, WFBR, Baltimore, Maryland.
William B. Dolph, WOL, Washington, D. C.
John V. L. Hogan, WQXR, New York, N. Y.
C. T. Lucy, WRVA, Richmond, Virginia.



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# Station Members of the National Ass'n of Broadcasters

## Active Members

WAAB—Boston, Mass.
WAAF—Chicago, Ill.
WAAT—Jersey City, N.J.
WABC—New York, N. Y.
WABI—Bangor, Me.
WABY—Albany, N. Y.
WAGF—Dothan, Ala.
WAIR—Winston-Salem, N. C.
WAPO—Chattanooga, Tenn.
WATL—Atlanta, Ga.
WATR—Waterbury, Conn.
WAVE—Louisville, Ky.
WAWZ—Zarephath, N. J.
WBAL—Baltimore, Md.
WBAP—Fort Worth, Tex.
WBAX—Wilkes-Barre, Pa.
WBBM—Chicago, Ill.
WBCM—Bay City, Mich.
WBEN—Buffalo, N. Y.
WBEO—Marquette, Mich.
WBIG—Greensboro, N. C.
WBLK—Clarksburg, W. Va.
WBNS—Columbus, Ohio
WBNX—New York, N. Y.
WBOW—Terre Haute, Ind.
WBRC—Birmingham, Ala.
WBRY—Waterbury, Conn.
WBT—Charlotte, N. C.
WBZ-WBZA—Boston, Mass.
WCAE—Pittsburgh, Pa.
WCAO—Baltimore, Md.
WCAU—Philadelphia, Pa.
WCAX—Burlington, Vt.
WCBA—Allentown, Pa.
WCBM—Baltimore, Md.
WCBS—Springfield, Ill.
WCCO—Minneapolis, Minn.
WCHS—Charleston, W. Va.
WCKY—Covington, Ky.
WCLE—Cleveland, Ohio
WCLO—Janesville, Wisc.
WCLS—Joliet, Ill.
WCOL—Columbus, Ohio
WCOP—New York, N. Y.
WCOU—Lewiston, Me.
WCSC—Charleston, S. C.
WCSH—Portland, Me.
WDAE—Tampa, Fla.
WDAF—Kansas City, Mo.
WDAN—Danville, Ill.
WDAS—Philadelphia, Pa.
WDAY—Fargo, N. D.
WDBJ—Roanoke, Va.
WDBO—Orlando, Fla.
WDGY—Minneapolis, Minn.
WDNC—Durham, N. C.
WDRC—Hartford, Conn.
WDSU—New Orleans, La.
WDWS—Champaign, Ill.
WDZ—Tuscola, Ill.
WEAF—New York, N. Y.
WEAN—Providence, R. I.
WEBQ—Harrisburg, Ill.
WEEI—Boston, Mass.
WEEU—Reading, Pa.
WELL—Battle Creek, Mich.
WEMP—Milwaukee, Wisc.
WENR—Chicago, Ill.
WENY—Elmira, N. Y.
WEW—St. Louis, Mo.
WEXL—Royal Oak, Mich.
WFAA—Dallas, Tex.
WFAM—South Bend, Ind.
WFAS—White Plains, N. Y.
WFBG—Altoona, Pa.
WFBL—Syracuse, N. Y.
WFDF—Flint, Mich.
WFBM—Indianapolis, Ind.
WFBR—Baltimore, Md.
WFIL—Philadelphia, Pa.
WFLA—Tampa, Fla.
WGAL—Lancaster, Pa.
WGAR—Cleveland, Ohio
WGBF—Evansville, Ind.
WGBI—Scranton, Pa.
WGES—Chicago, Ill.
WGH—Norfolk, Va.
WGL—Fort Wayne, Ind.
WGN—Chicago, Ill.
WGPC—Albany, Ga.
WGR-WKBW—Buffalo, N. Y.
WGTM—Wilson, N. C.
WGY—Schenectady, N. Y.
WHAI—Greenfield, Mass.
WHAM—Rochester, N. Y.
WHAS—Louisville, Ky.
WHAT—Philadelphia, Pa.
WHB—Kansas City, Mo.
WHBC—Canton, Ohio
WHBF—Rock Island, Ill.
WHBL—Sheboygan, Wisc.
WHBY—Green Bay, Wisc.
WHDL—Olean, N. Y.
WHEC—Rochester, N. Y.
WHFC—Cicero, Ill.
WHIO—Dayton, Ohio
WHK—Cleveland, Ohio
WHKC—Columbus, Ohio
WHLS—Port Huron, Mich.
WHO—Des Moines, Iowa
WHOM—New York, N. Y.
WHP—Harrisburg, Pa.
WIBA—Madison, Wisc.
WIBG—Glenside, Pa.
WIBW—Topeka, Kans.
WIBX—Utica, N. Y.
WICC—Bridgeport, Conn.
WIL—St. Louis, Mo.
WIND—Gary, Ind.
WINS—New York, N. Y.
WIOD—Miami, Fla.
WIP—Philadelphia, Pa.
WIRE—Indianapolis, Ind.
WIS—Columbia, S. C.
WISN—Milwaukee, Wisc.
WJAC—Johnstown, Pa.
WJAG—Norfolk, Nebr.
WJAR—Providence, R. I.
WJBK—Detroit, Mich.
WJBL—Decatur, Ill.
WJBO—Baton Rouge, La.
WJMS—Ironwood, Mich.
WJR—Detroit, Mich.
WJSV—Washington, D. C.
WJTN—Jamestown, N. Y.
WJW—Akron, Ohio
WJZ—New York, N. Y.
WKBH—La Crosse, Wisc.
WKBN—Youngstown, Ohio
WKBO—Harrisburg, Pa.
WKBZ—Muskegon, Mich.
WKOK—Sunbury, Pa.
WKRC—Cincinnati, Ohio
WKZO—Kalamazoo, Mich.
WLAC—Nashville, Tenn.
WLAP—Lexington, Ky.
WLAW—Lawrence, Mass.
WLBC—Muncie, Ind.
WLBZ—Bangor, Me.
WLLH—Cambridge, Mass.
WLNH—Laconia, N. H.
WLS—Chicago, Ill.
WLVA—Lynchburg, Va.
WLW—Cincinnati, Ohio
WMAL—Washington, D. C.
WMAQ—Chicago, Ill.
WMAS—Cambridge, Mass.
WMAZ—Macon, Ga.
WMBD—Peoria, Ill.
WMBH—Joplin, Mo.



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WMBI—Chicago, Ill.
WMBR—Jacksonville, Fla.
WMC—Memphis, Tenn.
WMEX—Boston, Mass.
WMFD—Wilmington, N.C.
WMFR—High Point, N.C.
WMIN—St. Paul, Minn.
WMMN—Fairmont, W. Va.
WMPS—Memphis, Tenn.
WMT—Cedar Rapids, Iowa
WNAC—Boston, Mass.
WNAX—Yankton, S. D.
WNBX—Springfield, Vt.
WNEL—San Juan, P. R.
WNEW—New York, N. Y.
WOAI—San Antonio, Tex.
WOC—Davenport, Iowa
WOKO—Albany, N. Y.
WOL—Washington, D. C.
WOLS—Florence, S. C.
WOPI—Bristol, Tenn.
WOR—New York, N. Y.
WORC—Worcester, Mass.
WOW—Omaha, Nebr.
WPAR—Parkersburg, W. Va.
WPAX—Thomasville, Ga.
WPRO—Providence, R. I.
WPTF—Raleigh, N. C.
WQAM—Miami, Fla.
WQDM—St. Albans, Vt.
WQXR—New York, N. Y.
WRAK—Williamsport, Pa.
WRAL—Raleigh, N. C.
WRBL—Columbus, Ga.
WRC—Washington, D. C.
WRDW—Augusta, Ga.
WREC—Memphis, Tenn.
WRGA—Rome, Ga.
WRJN—Racine, Wisc.
WRNL—Richmond, Va.
WROK—Rockford, Ill.
WRTD—Richmond, Va.
WRUF—Gainesville, Fla.
WRVA—Richmond, Va.
WSAI—Cincinnati, Ohio
WSAL—Salisbury, Md.
WSAR—Fall River, Mass.
WSAZ—Huntington, W. Va.
WSB—Atlanta, Ga.
WSFA—Montgomery, Ala.
WSGN—Birmingham, Ala.
WSIX—Nashville, Tenn.
WSJS—Winston-Salem, N. C.
WSM—Nashville, Tenn.
WSMB—New Orleans, La.
WSOC—Charlotte, N. C.
WSPD—Toledo, Ohio
WSPR—Springfield, Mass.
WSTP—Salisbury, N. C.
WSUN—St. Petersburg, Fla.
WSYB—Rutland, Vt.
WSYR—Syracuse, N. Y.
WTAD—Quincy, Ill.
WTCN—Minneapolis, Minn.
WTAG—Worcester, Mass.
WTAM—Cleveland, Ohio
WTAR—Norfolk, Va.
WTBO—Cumberland, Md.
WTEL—Philadelphia, Pa.
WTHT—Hartford, Conn.
WTIC—Hartford, Conn.
WTMJ—Milwaukee, Wisc.
WTMV—East St. Louis, Ill.
WTOC—Savannah, Ga.
WTRC—Elkhart, Ind.
WVFW—Brooklyn, N. Y.
WWJ—Detroit, Mich.
WWL—New Orleans, La.
WWNC—Asheville, N. C.
WWRL—Woodside, N. Y.
WWVA—Wheeling, W.Va.

KABR—Aberdeen, S. D.
KALB—Alexandria, La.
KALE—Portland, Ore.
KANS—Wichita, Kans.
KARM—Fresno, Calif.
KAST—Astoria, Ore.
KATE—Albert Lea, Minn.
KBTM—Jonesboro, Ark.
KCKN—Kansas City, Kans.
KCMO—Kansas City, Mo.
KDFN—Capes, Wyo.
KDKA—Pittsburgh, Pa.
KDLR—Devil's Lake, N.D.
KDON—Monterey, Calif.
KDYL—Salt Lake City, Utah
KECA—Los Angeles, Cal.
KELO—Sioux Falls, S. D.
KERN—Bakersfield, Calif.
KREX—Portland, Ore.
KFAB—Lincoln, Nebr.
KFBB—Great Falls, Mont.
KFBI—Abilene, Kansas
KFBX—Sacramento, Calif.
KFDM—Beaumont, Texas
KFEL—Denver, Colo.
KFH—Wichita, Kans.
KFI—Los Angeles, Calif.
KFIZ—Fond du Lac, Wisc.
KFJB—Marshalltown, Iowa
KFJI—Klamath Falls, Ore.
KFNF—Shenandoah, Iowa
KFPY—Spokane, Wash.
KFRO—Longview, Texas
KFRU—Columbia, Mo.
KFSD—San Diego, Calif.
KFVS—Cape Girardeau, Mo.
KFXD—Nampa, Idaho
KFXJ—Grand Junction, Colo.
KFXM—San Bernardino, Calif.
KFYO—Lubbock, Texas
KFYR—Bismarck, N. D.
KGBX—Springfield, Mo.
KGCU—Mandan, N. D.
KGCX—Wolf Point, Mont.
KGEZ—Kalispell, Mont.
KGGF—Coffeyville, Kans.
KGHL—Billings, Mont.
KGIR—Butte, Mont.
KGKB—Tyler, Texas
KGKO—Fort Worth, Tex.
KGKY—Scottsbluff, Nebr.
KGLO—Mason City, Iowa
KGMB—Honolulu, Hawaii
KGNC—Amarillo, Tex.
KGNF—North Platte, Nebr.
KGNO—Dodge City, Kans.
KGO—San Francisco,
KGVO—Missoula, Mont.
KHJ—Los Angeles, Calif.
KIEM—Eureka, Calif.
KIEV—Glendale, Calif.
KIRO—Seattle, Wash.
KJBS—San Francisco, Calif.
KJR—Seattle, Wash.
KLRA—Little Rock, Ark.
KLS—Oakland, Calif.
KLX—Oakland, Calif.
KMA—Shenandoah, Iowa
KMBC—Kansas City, Mo.
KMED—Medford, Ore.
KMJ—Fresno, Calif.
KMMJ—Grand Island, Nebr.
KMO—Tacoma, Wash.
KMOX—St. Louis, Mo.
KMPC—Beverly Hills, Calif.
KNX—Los Angeles, Calif.
KOA—Denver, Colo.
KOAM—Pittsburg, Kans.
KOCY—Oklahoma City, Okla.
KOH—Reno, Nev.
KOIL—Omaha, Nebr.
KOIN—Portland, Ore.
KOMA—Oklahoma City, Okla.
KOMO—Seattle, Wash.
KONO—San Antonio, Tex.
KOOS—Marshfield, Ore.
KOY—Phoenix, Ariz.
KPAB—Laredo, Texas
KPDN—Pampa, Texas
KPFA—Helena, Mont.
KPMC—Bakersfield, Calif.



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KPO—San Francisco, Cal.
KPOF—Denver, Colo.
KPRC—Houston, Texas
KQW—San Jose, Calif.
KRE—Berkeley, Calif.
KRGV—Weslaco, Texas
KRIS—Corpus Christi, Texas
KRMD—Shreveport, La.
KRNR—Roseburg, Ore.
KRNT—Des Moines, Iowa
KROC—Rochester, Minn.
KROY—Sacramento, Calif.
KRSC—Seattle, Wash.
KSAL—Salina, Kans.
KSAN—San Francisco, Calif.
KSEI—Pocatello, Idaho
KSFO—San Francisco, Calif.
KSL—Salt Lake City, Utah
KSLM—Salem, Ore.
KSO—Des Moines, Iowa
KSOO—Sioux Falls, S. D.
KSRO—Santa Rosa, Calif.
KSTP—St. Paul, Minn.
KTAR—Phoenix, Ariz.
KTFI—Twin Falls, Idaho
KTKC—Visalia, Calif.
KTMS—Santa Barbara, Calif.
KTOK—Oklahoma City, Okla.
KTRH—Houston, Texas
KTSA—San Antonio, Tex.
KTSM—El Paso, Texas
KTUC—Tucson, Ariz.
KUOA—Siloam Springs, Ark.
KUTA—Salt Lake City, Utah
KVI—Tacoma, Wash.
KVOD—Denver, Colo.
KVOO—Tulsa, Okla.
KVOS—Bellingham, Wash.
KWBG—Hutchinson, Kans.
KWK—St. Louis, Mo.
KWKH—Shreveport, La.
WKNO—Winona, Minn.
KWOC—Poplar Bluff, Mo.
KWYO—Sheridan, Wyo.
KXA—Seattle, Wash.
KXL—Portland, Ore.
KXOK—St. Louis, Mo.
KXRO—Aberdeen, Wash.
KXYZ—Houston, Texas
KYSM—Mankato, Minn.

## New Applications to Be Approved by Board of Directors

WALR—Zanesville, Ohio
WAYX—Waycross, Ga.
WBRE—Wilkes-Barre, Pa.
WCMI—Ashland, Ky.
WCOV—Montgomery, Ala.
WFMJ—Youngstown, Ohio
WGRC—New Albany, Ind.
WIBC—Indianapolis, Ind.
WILM—Wilmington, Del.
WKAQ—New York, N. Y.
WLOR—Lima, Ohio
WLTH—New York, N. Y.
WPAY—Portsmouth, Ohio
WWSW—Pittsburgh, Pa.
WBAB—Atlantic City, N. J.
WGBR—Goldsboro, N. C.
WJHL—Johnson City, Tenn.
WMBG—Richmond, Va.
WAPI—Birmingham, Ala.
WJRD—Tuscaloosa, Tenn.
WCHV—Charlottesville, Va.
WTJS—Jackson, Tenn.
WJLS—Beckley, W. Va.
KBND—Bend, Ore.
KFAC—Los Angeles, Cal.
KFAM—St. Cloud, Minn.
KGY—Olympia, Wash.
KOWH—Omaha, Nebr.
KQV—Pittsburgh, Pa.
KSUN—Lowell, Ariz.
KVAN—Vancouver, Wash.
KVNU—Logan, Utah
KVOA—Tucson, Ariz.
KWFT—Wichita Falls, Texas
KYOS—Merced, Calif.
KFDA—Amarillo, Texas
KGER—Long Beach, Calif
KFPW—Ft. Smith, Ark.
KOVO—Provo, Utah
KVGB—Great Bend, Kans.
KDRO—Sedalia, Mo.
KGFL—Roswell, N. M.
KOBH—Rapid City, S. D.
KVFD—Ft. Dodge, Iowa
KTSW—Emporia, Kans.



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# Departments and Activities of National Ass'n of Broadcasters

The National Association of Broadcasters is an organization whose membership is made up of representatives of radio stations licensed to operate broadcasting stations in the United States and its possessions.

Any duly licensed radio broadcasting station is eligible for membership. In February, 1938, the NAB—as it is known in abbreviated form—was reorganized. Seventeen geographical sections of the United States were laid out, and from each of these seventeen districts a director to represent the district was chosen by the broadcasters residing therein, to become a member of the Board of Directors of the NAB. The reorganization further provided that six additional directors be elected at large, by the annual convention. The Board, in turn, selected a permanent president and a full-time staff to administer the industry's affairs nationally. Delegated power and policy remain, however, in the hands of the individual broadcasters assembled in national convention, whose combined individual votes determined the industry's major policies and NAB activities.

Before every department, every commission, every committee of Congress, the NAB acts as spokesman for American radio. More than this, it acts as interpreter of Federal activities, issues digests and reports so that broadcasters may be kept abreast of developments on the Washington scene, carefully evaluates new legislation and new regulations. The NAB likewise represents the interests of American broadcasting stations at such international radio conferences as the North American Conference in Mexico City and World Radio Conferences at Lisbon and Budapest.

## Labor Relations

The NAB set up its Labor Relations Department in May, 1938, to foster friendship between the broadcasting industry and organized labor. Joseph L. Miller, for many years labor editor of the Associated Press, was appointed director.

The department deals with all problems involving broadcasting stations and labor—both personnel problems and problems concerning labor programs on the air. The department advises all member stations on the application of labor laws to their employees; furnishes information and advice with regard to collective bargaining; and keeps the membership informed of all labor developments affecting the industry.

The director's principal work, however, has been to mediate in countless minor disputes between labor unions and broadcasting stations. In this field the director has been singularly successful. During the first year of the department's existence, there was not a single strike in the industry or a single complaint carried by a labor union to the FCC.

## Research Department

Recognition that research can materially contribute to the success of broadcasting caused the Board of Directors to establish the office of Research Director as a vital part of the Association. The director maintains contact and relations with organizations engaged in radio research and cooperates with the government departments concerned with radio and business information.

The work of this department dovetails into all NAB activities in that its collection, analysis and dissemination of facts supplies the raw materials for the other departments.

Information gathered by the NAB Research Department is instantly available in usable form to members. This is essential to an industry accustomed to move at incredible speed.

An important function of the department is to develop the values of research as a management tool. Proper research methods are being developed so that NAB member stations will be able to gather pertinent facts with which to gauge the success of station operation in all its departments. Naturally, in



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this work, the Research Department is readily available to the membership for research counsel.

Constant effort is made to expand and improve the existing store of information on radio set ownership, listening habits of the radio audience and other fundamental data on the broadcasting industry. In this work contact is maintained with the research heads of advertiser organizations and advertising agencies.

## Promotion Department

As one of the concluding steps of its reorganization plan as specified by its board of directors, NAB established an industry wide promotion department.

It deals with the Radio Manufacturers Association, co-sponsors of the NAB-RMA campaign, radio service groups, radio distributors, utilities, broadcasting stations and other organizations. Some phases of the work are closely allied to NAB's department of public relations.

During the year three nation wide promotions were launched. "Open House," the spring promotion, brought hundreds of thousands of visitors to radio stations. Millions of other radio listeners heard the story of the American system of broadcasting and the facts of our dictatorless radio over independent stations and networks.

The theme, "Listen While You Play," came along in the early summer. New portable sets increased summer time listening by millions. Sharply increased purchases of auto radios also contributed.

Coincident with the launching of the 1940 radio season by set manufacturers was the "Curtain Raiser" campaign which was conducted during the last week of September and early October, 1939. It covered the entire country, Maine to Honolulu.

The year's final promotion was "Radio Christmas," an effort which materially assisted in increasing the number of receiving sets in the United States to between forty-four and forty-six millions.

In a number of cities NAB members, in cooperation with local chapters of the Radio Servicemen of America and radio distributors, solicited older radios from listeners, repaired them and then gave the sets as Christmas gifts to the less fortunate.

## The Bureau of Radio Advertising

The NAB has long recognized the importance of radio's commercial side through the existence of the NAB Sales Managers' Division. This recognition has now been given new emphasis with the establishment of the Bureau of Radio Advertising.

The Bureau is designed to promote radio as an advertising medium. Its work takes two major forms: 1. To provide the industry with facts and figures of a promotional nature and in other ways to assist stations to sell more time in the national and local fields. 2. To cooperate with broadcasters and others in increasing the effectiveness of radio advertising.

Special efforts are made to develop certain untapped fields of business for stations, and to combat the claims and challenges of competing media. The Bureau is also charged with protecting members from the so-called "time chiselers"—and from advertisers who seek to place business on a percentage or "cost-per-inquiry" basis. It acts as a buffer against exorbitant publicity and merchandising requests by sponsors.

In cooperation with the NAB Sales Managers' Committee, of which William R. Cline, commercial manager, WLS, Chicago, is chairman, the Bureau formulates its plans and policies for furthering the commercial aspects of the industry.

## Broadcast Music, Inc.

Broadcast Music, Inc., has been incorporated for the purpose of developing a music pool. It is sponsored by the NAB, but will be managed by an independent board of directors, representing the entire industry, and will be staffed by an executive and assistants experienced in the music business.

All radio stations, whether members of NAB or not, were invited to become stockholders of the corporation at a cost equal to 50 percent of the station's total payments to ASCAP in 1937. This amount has been apportioned one fifth to stock and four fifths for license, and is payable in pre-arranged and equitable installments. In registering its stock issue before the Securities and Exchange Commission in November, Broadcast Music, Inc. stated that it would license performing rights in musical and literary material to the broadcasters. A deadline of Feb. 1st, 1940, was set for broadcasters to subscribe to the issue and at a meeting of the board of directors held Feb. 8, BMI was voted operative as of this day.



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# Annual Report of Neville Miller, President. National Association of Broadcasters

*As Presented to the 1939 NAB Convention.*

In a recent radio talk, President Roosevelt quoted a portion of George Washington's Farewell Address which reads as follows:

"Promote then as an object of primary importance, institutions for general diffusion of knowledge. * * * In proportion as the structure of a government gives force to public opinion, it is essential that public opinion be enlightened."

In speaking of radio, President Roosevelt then added. "It is hard for me to conceive of any method of diffusing knowledge that would more exactly meet the purpose our first President had in mind, although radio had not been dreamed of in his time."

Realizing the important part radio plays today in the public life and as a means of diffusion of knowledge, you can readily understand that I considered it a high honor and a privilege to accept the presidency of this Association and to join with you, the broadcasters of America, in fulfilling the responsibility which we necessarily assume as guardians of a force of such potential power in our daily life. It is my privilege today to render an accounting of the trust which you confided to my care approximately one year ago.

Many have been the problems which I have analyzed during the past twelve months. It has been my purpose to approach each problem with an understanding and tolerant attitude, and without prejudice or bias, to give equal attention and regard for the position of every person or group within our membership. Believing that the president of this Association must know and enjoy the confidence of the entire membership, I have travelled 35,000 miles attending district meetings, committee meetings and upon other business of the Association. After much travel and study, I am convinced that our problems cannot be explained by the presence of villains nor solved by heroes, but that there lies within our membership the ability and the cooperative spirit to solve all of our problems, provided—and this is of the greatest importance--we are willing to present a united front and to repose confidence in those whom you may select as your representatives so that their negotiations may enjoy a certain secrecy of movement, and it will not be required that every step which they propose to take, every move they propose to make, be exposed to unfriendly eyes and exploited during the early stages of the negotiations. Those with whom I have talked, at recent meetings which we have held, convince me that today, more than ever before, radio is united by bonds of common interest and during this convention and afterwards may we guard that solidarity as a precious jewel.

## A Brilliant Radio Record

American broadcasting has completed another year of brilliant accomplishment and of striking public service. No other broadcasting service in the world even approached its record. We know this is because of those social and economic differences which distinguish the American system from that of all others. Through the American system we have been able to lavish millions of dollars on entertainment and talent for the enjoyment of the American people. We have contributed substantially to their educational, religious and cultural enrichment. And at not one cent of program cost to the listener. And more than this, we have been free to keep our countrymen informed as to what was going on, in this country, and in other countries. The contributions made by American broadcasters during this war-torn year, especially during the Munich crisis, demonstrated the blessings of our radio democracy and give promise that through such a system of radio as the American system, the peoples of the world may some day be encircled by the bonds of brotherhood, and not forever enslaved in the shackles of hate.

There is more to the record: Again American radio lent its great voice in the saving of human life and in the alleviation of human suffering. Especially was this true during the New England disaster when our New England stations dropped schedules and threw commercial considerations overboard to save lives, to rescue women and children from the ravages of a cruel disaster. Let it be said that our American stations were "not called upon to serve"; they were already there, ready to serve, before any one needed to "call" them. This is in the American radio tradition.

During the year you have been kept advised of headquarters activities through the NAB Reports, and detailed informa-



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tion is available in the annual reports of the members of the staff and of the committees, which have just been published for submission to you.

Our staff has worked diligently, and with good results. This being our first year, considerable time has been spent in organization and in foundation work. I think we have laid a solid foundation and one that will stand to serve us throughout the years ahead. Without in the least disparaging this year's work, I am confident that future years' work will produce even better results.

The members of the Executive Committee, of the Board of Directors, and of the various committees, have given unsparingly of their time and have accomplished much. I wish at this time to publicly express my appreciation to all of them for their work and for the cheerful spirit of cooperation which they have exhibited at all times.

## Legislation

Legislation, both Federal and local, has occupied much of our time. Radio being a young industry and one in which all are interested, it is natural that many laws would be proposed. In studying each law, in appearing before committees and in discussing the subjects with various interested groups, we have asked only that radio's story be heard, that opportunity be given us to present pertinent facts and figures, and that as a new, growing industry, no laws be enacted which would place radio in a straightjacket and prevent our natural development. Due to the loyal support of the industry as a whole, and to the consideration shown us by the lawmakers and the public, we can report that during the year no adverse legislation of any major importance affecting radio was enacted. Our NAB Legislative Committee deserves the thanks of every member for its steadfast work. The most serious threat is embodied in the proposed International Copyright Treaty now on the Senate Executive Calendar. Copyright experts tell us that if the United States becomes an adherent to the International Copyright Union before we obtain an amendment to our domestic law, we may expect chaos in the broadcasting industry. This is a subject which deserves the serious consideration of every broadcaster and one of the most important Headquarters is handling.

## Copyright

Soon after I assumed office in July, I quickly found that the question of musical copyright was our most vital internal industry problem. Certainly the subject of copyright is one discussed whenever two broadcasters are together, and it is one to which we have directed our energies during the past year. The first definite assignment given me upon my assumption of office was in connection with the Bureau of Copyrights. After many consultations with many interested parties, we worked out an agreement with Lang-Worth by which the industry is given an opportunity to develop a library of tax-free music. Although we all realize that this plan does not offer a complete solution to our copyright problem, we do believe that this plan and the Davis and Schwegler plan are steps in the right direction; and I recommend them to your sympathetic consideration.

Believing that it is of the utmost importance that our negotiations with ASCAP be concluded long in advance of the expiration of our present contracts, a committee representative of the entire industry was appointed last March. This committee has given serious and careful deliberation to the copyright question and will report to this convention Wednesday afternoon. May I urge you to be present at that meeting and to give this committee's report your thoughtful consideration.

## Self-Regulation and the Code

Much has been said during the past year about self-regulation. Believing it is a subject which deserves the most careful consideration by this industry, a committee was appointed to thoroughly explore the subject and this afternoon that committee will present to this convention the results of its work in the form of a proposed code. Failure on our part to set in motion self-regulation in the industry will strengthen the demand of those favoring governmental regulation of programs and will stimulate the confidence of those within the industry who believe they can operate their stations without concern for the best interests of the industry as a whole. Every violation of program ethics by the few brings condemnation down upon the heads of the majority. This is a condition we wish to remedy through voluntary self-regulation. If we believe in self-regulation, then let us try it while the opportunity to do so still is ours.

## Labor Relations

The labor record of the broadcasting industry is truly a remarkable record. A survey by the Federal Communications



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Commission shows that the average weekly payroll envelope of 18,359 full-time employees with or without union contracts contained $45.20, the highest pay-check of any industry in the country.

One of the most progressive steps this industry took was in the establishment of a Department of Labor Relations last year. The work of this department has been outstanding. Under the capable and seasoned direction of its director, Joseph L. Miller, our relations with the organized ten million in American labor continue on excellent terms. Our labor director acts as labor's spokesman in the industry, and as broadcasting's spokesman in the labor movement.

Only two complaints have been filed with the National Labor Relations Board against member stations. Both of these were settled amicably, eliminating the necessity of the Board's decision. There has not been a single strike or lock-out in the industry during the past year. Again I say this is a remarkable record. Few other industries have as clean a slate on compliance with the Wagner Act. And despite certain injustices, the industry has complied strictly with the Federal Wage and Hour Act.

Labor programs on the air have been a source of some irritation, but not a single complaint against a member station has been filed with the FCC by a labor union during the past year. Such complaints as arose were handled to the satisfaction of all by your Labor Relations Director. Our thanks then to Joe Miller for a job well done.

## Legal

It has been the purpose of the Legal Department to assist members and their lawyers in all legal problems covering the entire field of radio where the questions did not involve matters between broadcasting stations themselves. Questions presented by members during the past year ranged from the common garden variety type to intricate problems of law: Pure Food and Drug Act, Social Security, Communications Act, interpretations of contracts such as the ASCAP license, questions of copyright, fair trade practices, lottery, postal regulations, taxes, broadcasting of phonograph records. All in all involving over 750 detailed discussions of legal problems, including more than 150 legal opinions.

The Legal Department, too, has kept up with the 344 bills introduced in Federal and State legislatures since January, 1939, which directly or indirectly affected broadcasting. This work has been under he direction of Andrew W. Bennett, counsel. I know that all broadcasters here join me in extending our thanks to Andy for his painstaking and thorough work during the past year.

## Litigation

During the year, there have been a number of instances when the result of pending litigation would establish precedents of far-reaching effect to the entire industry. In each instance your Association has appeared by special counsel to present the industry viewpoint, and to emphasize the importance of the decision.

The right to broadcast phonograph records is of great importance to many stations and therefore this Association, through Stuart Sprague as special counsel, filed a brief as amicus curiae in the suits brought by Paul Whiteman and RCA Manufacturing Company against Station WNEW. No decision has been rendered in that suit as yet. (*Ed. Note: Since Mr. Miller's report the case was decided against the station in the lower courts and has been taken on appeal to higher court.*)

The liability of a radio station for alleged slanderous remarks made during a program by one not an employee of the station was raised in the case in Pennsylvania of Summit Hotel Company vs. National Broadcasting Company. We believed this question of such importance that we retained William A. Schnader as special counsel to intervene on behalf of the industry. We entertain high hopes for a favorable decision in this case.

Philip G. Loucks appeared as special counsel for the NAB at the hearings before the Commission on the proposed rules governing broadcast station operation and the standards of good engineering practice.

At the present time, Swagar Sherley is appearing as special NAB counsel at the hearing on the international short-wave broadcast rules which is scheduled to take place July 14, immediately following this convention. We take the position that the rules involved limit the right of free speech and constitute censorship of program material, in violation of Section 326 of the Communications Act. This strikes at the foundation of American radio, and the National Association of Broadcasters would be remiss in its duty to both itself and the public if we permitted it to go unchallenged and uncorrected.



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## Public Relations

In years gone by, broadcasters suffered seriously from the lack of a comprehensive public relations policy based upon an over-all industry viewpoint.

The results of the work of our Public Relations department is already visible in a wider diffusion and appreciation of radio's story among all classes of listeners. At 3,500 key points upon which public opinion revolves, it has established direct and friendly contact with editors and publishers; church people and ministers; teachers and pupils; leaders of the cultural, civic and political life of our nation. It has turned out needed printed material and found interested readers for it in the tens of thousands. And it succeeded in devising a formula to start the long-awaited promotion of radio through the medium of radio itself.

Our relations with educators, with religious bodies, with women's groups and others have improved to a point of cordiality. Our relations with the press, long in need of improvement through neglect and perhaps oversight, have been developed into a new understanding and relatioship. This culminated last April in the first joint conference between representatives of the NAB and the president and representatives of the American Newspaper Publishers Association. Our relations with industry and advertisers and advertising agencies have been cultivated. We are happy to report a deeper appreciation on their part of some of your problems, outside the realm of advertising, which the broadcaster must bear. This was especially apparent in the friendly two-way discussions we had with them recently, concerning the proposed code.

We are pleased to report, too, a new service in this field: the establishment of the new Bureau of Radio Advertising, whose frequent market and trade studies, and presentations of broadcasting will give American radio the national promotional drive it needs to insure and develop the economic stability of our industry.

This work has been under the energetic direction of Ed Kirby. In a nutshell, his job has been to make friends and to promote radio. I think he has done it and done it well.

## Research Activities

In setting up a Research Department last year, the Association fulfilled a determination to meet industry problems with facts. We had for too long, I believe, been operating without adequate information both about ourselves and about others. Without information and figures, we had no way in which to make comparisons; we had no yardstick to measure our position and to guide our future actions whether it be negotiating contracts, answering charges of self-seeking pressure groups, measuring our trade position as an advertising media, meeting competing statements from competing media, and so on through the roster of our industry's activities.

Our Research Director has worked most diligently this year to equip us with such facts. As a key to all studies made, he has grouped all stations by channel and operating classification, and city-size classification. From this he is able to intelligently survey the industry on almost any subject, and give us detailed classification break-downs upon which fair and accurate comparisons may be based.

This technique has been especially valuable in uncovering extremely valuable information which is of vital importance in negotiations with ASCAP, SESAC and AMP.

The Director of Research has been conscious of the burden placed upon stations in answering the great many questionnaires and inquiries coming from the Commission and other government bodies, and from numerous other outside individuals and organizations. However, let me point out the need for full cooperation with all surveys sent out from Headquarters. The surveys which have been sent out, covering ASCAP, copyright, the volume of hard liquor and beer advertising, the amount of time being given away for outside exploitation, and others, have enabled Headquarters and your various committees to more successfully protect your interests.

The Research Department has already uncovered a gold-mine of information for us; and to Paul Peter, its able director, I convey your thanks and mine for the year's work.

## Engineering Problems

Radio itself presents many engineering problems. Add to these problems raised by television and facsimile, and it can be easily understood that our Engineering Committee has been very busy during the past year.

The hearings on the Proposed Rules and Standards of Good Engineering Prac-



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tice were held June 6, 1938. Mr. John V. L. Hogan, the chairman of our committee, presented the case for the NAB. On the basis of this hearing, the Commission wrote a voluminous report which we have had analyzed. Certain exceptions were found to be necessary and these specific points were presented by Mr. Philip Loucks, as special counsel, last June 1 (1939).

In an industry founded upon scientific law, latest and up-to-the-minute information is absolutely necessary. This the NAB Engineering Department undertakes to give you.

An analysis of the effect of the proposed new FCC standards of allocation has been made and will be published shortly. The NAB Engineering Handbook is in the process of revision.

Several meetings with other organizations have been found necessary; such as the meeting with the Council of Physical Therapy of the American Medical Association. An attempt is being made through informal conference with the Civil Aeronautics Authority and the FCC, to develop some method by which a broadcaster would have an opportunity of presenting his case and of analyzing the reasons for having his antennae system refused because of possible danger to aircraft.

To Mr. Hogan and the members of the NAB Engineering Committee, and to Mr. R. M. Wilmotte, who has acted as our Engineering Director, we extend our thanks for a fine year of unselfish work.

So much for the past. May I have your indulgence first to take an accounting, and then to look briefly into the future.

This Association is seventeen years old and that brief span covers the development of commercial radio. This morning you will have a report of the financial standing and membership of the Association, to be given you by our Secretary-Treasurer, Mr. Edwin M. Spence. Mr. Spence has had a busy year keeping up with the expanding activities of your Association. He is well known to all of you, and I know you join me in expressing our thanks for the thorough job he has done in the past year.

I will not duplicate what Mr. Spence is going to tell you, but I think it is very significant to point out that at the present time the membership of the NAB numbers 422 active members and 3 non-active members, or a total of 425. These in turn are made up of 250 network affiliated stations and 159 independent radio stations.

During at least one-half of that time American business has been experiencing the effects of a business depression, and yet the American people have invested the fabulous sum of four and one-half billions of dollars in radio receivers. Each year more and more people have purchased radio sets because they wanted to listen more and more, until today there are in the United States 40,800,000 radio receiving sets owned and used by 28,000,000 American families. American listeners own more than one-half of all the radio sets in the world. Radio, today a welcome visitor in the homes of 81 per cent of American families, has become a tremendous force in our life.

As a direct contribution to the industrial life of America, radio broadcasting has an annual payroll of over $45,000,000, furnishing employment to more than 23,000 people.

Consider what your program service has done in creating the demand for more and better radio sets, giving employment to 323,000 others in factories, wholesale and retail stores. Who can measure the full contribution American radio is making every day in the year in the movement of commerce, in selling goods and in keeping factories open, in serving both American labor and American agriculture? For let our critics not forget that American radio makes jobs as well as swing music.

These above are only a few of the many facts which are available to show that radio has done a good job, that the American people have placed upon your work their stamp of approval and that radio is making a worthwhile contribution to both the social and economic life of America.

You have given this country the finest broadcast service in the world and you have justified the wisdom of Congress in setting up American radio on a private and competitive basis. No greater testimony could be given you, than the fact that one hundred million people listen, every day and every night, to programs you produce. I again congratulate you on the splendid job you have done.

And yet somehow, because of radio's success, we have become targets for certain self-seeking groups who come from the outside seeking plunder. They have been attracted like moths to a flame because they have the mistaken idea that radio is rolling in riches, and that they should exact their tribute while the boom is on. Let me point out to them that there is a limit to the expenses and demands which may be heaped upon radio without sucking its very life blood away, without depriving it of the resources needed for program building and tech-



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nical development. When 240 stations out of 660, as shown by recent FCC figures for 1938, fail to derive enough revenue to pay their actual expenses, including depreciation, it is time to give serious thought to the future.

I think our friends of "Broadcasting" magazine stated the case very well in the editorial in the current issue. I am going to take the liberty of repeating portions of that editorial and commend its serious consideration by every member of this industry, as well as those outside this industry, who seek to devise ways and means to exact further tribute from us.

I quote:

"It's about time to puncture those tall tales about the radio treasure chest —glib stories telling how a government franchise, so-called, automatically makes a streamlined Midas out of the broadcaster.

"* * * Let's look at the record while others, in and out of the government, prate loosely about radio rolling in wealth.

"The broadcaster quotes a rate for his time. A sale is made, and 15 per cent of that rate, often plus a 2 per cent cash discount, goes to the advertising agency. That's the first deduction.

"Then usually there is another 15 per cent to the national representative handling spot business; or on local business there is an equivalent commission to agency or salesman or both.

"Then ASCAP takes its 5 per cent of revenue, whatever the source of income, after deduction of one sales commission, usually the agency's.

"Then AFM, for employment of musicians, levies what amounts to a guarantee of another 5 per cent of the station's gross revenues.

"Then there are the miscellaneous fees—smaller copyright-owner units, for employment benefits, etc. These, conservatively, will total another 5 per cent.

"All of this adds up to about 47 per cent, as we figure it, of fixed overhead the moment a sale is made. Add to this general operating costs (including expenses entailed in Washington, such as legal and technical fees and responses to FCC questionnaires) and then take into account Federal and State taxes. Accountants tell us that income, corporate, social security, unemployment, intangible, sales excise and other levies mean an average radio management tax burden of at least 30 per cent.

"We could go on, but we're already a bit giddy about the whole business. Yes, broadcasting is a good business. But—dollar for dollar, hour for hour, watt for watt, it has more than its share of fiscal worries, Federal, State and local."

I believe the time has arrived when we can no longer continue to fight a long series of rear-guard actions attempting unsuccessfully to halt a steady advance of increasing demands. The time has come when we must make our stand and see the battle through.

And, lastly, may I speak briefly of our relationship with the Government. Eighteen months ago, the radio industry was torn asunder by internal troubles. Today your Association, with a membership of 422, comprising about 95 per cent of all commercial broadcasters, is truly representative of the industry and can speak for the industry. Let it be our hope that we can sit down with the Government and across the table discuss radio's problems. May it be that the President's recent statement that other than necessary technical regulation, "in all other respects, radio is as free as the press," and the action of the Commission in extending the licenses to one year, are indications that we are at last about to find the stability so vitally needed by American radio; that vague fears and shadowy intimidations will once and for all be removed from this industry, that we shall be accorded the same confidence by the Government itself as is already accorded us by the public itself.

We have serious business to consider at this convention. We will be called upon to think deeply and to think broadly. We will be called upon to exercise vision and to deliberate for the best interests of an entire industry. If we have met the issues within, we can present a united front without; if warring within ourselves, we should forever go forth with fear in our hearts.

I think I know the mind and heart of the American Broadcasters. Despite your complex problems and the unrelenting drive of competition which makes our American System of Broadcasting outstanding in the world, you, nevertheless, have remained good stewards in the public interest. And, if I read your minds and hearts aright, this Convention will go down in the record as one of rededication to the American listeners; as a milestone of mutual trust and cooperation for the common good, and as a signal that Radio's front has, at last, been united!



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# THE NAB CODE

THE NAB Code, a year in the making, received industry approval on July 11 (1939) at the seventeenth annual NAB convention, Atlantic City. By order of the board of directors it became effective October 1, 1939.

Code provisions are six, as follows:

### *Children's Programs*

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

### *Controversial Public Issues*

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.



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The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

### *Educational Broadcasting*

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

### *News*

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

### *Religious Broadcasts*

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

### *Commercial Programs and Length of Commercial Copy*

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate com-



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merce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

| | |
|---|---|
| *Daytime* | |
| Fifteen-minute programs | 3:15 |
| Thirty-minute programs | 4:30 |
| Sixty-minute programs | 9:00 |
| *Nighttime* | |
| Fifteen-minute programs | 2:30 |
| Thirty-minute programs | 3:00 |
| Sixty-minute programs | 6:00 |

*Exceptions*:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

## INDEPENDENT RADIO NETWORK AFFILIATES

*This organization's status may best be summarized in the words of Samuel R. Rosenbaum, its Chairman:*

"After two years of operation as an informal group, Independent Radio Network Affiliates was directed by its membership in September, 1939, to reorganize and incorporate, with moderate annual dues. There are about 300 affiliates and about 100 have joined IRNA. The new IRNA board, however, has functioned on behalf of all affiliates whether they have paid dues or not. It appears that many affiliates have refrained from joining IRNA in order to avert a possible renewal of the National Plan of Settlement with musicians. As is now publicly known, the former National Plan has expired without renewal and the musicians took up negotiations with stations through the locals instead of nationally.

"IRNA has also been of service in protecting rights of stations in chainbreak periods and further activity in this direction is contemplated if sufficient stations join to enable IRNA to speak with authority on behalf of affiliates as a group."

IRNA's Executive Committee is comprised of Samuel R. Rosenbaum, WFIL, Chairman; Mark Ethridge, WHAS; Walter J. Damm, WTMJ; L. B. Wilson, WCKY, and John Shepard 3rd, WAAB.



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# National Independent Broadcasters, Inc.

*An Outline of its Purpose and Organization*

NIB is an organization of the independent and local broadcasting stations of the United States. The formal organization took place at Chicago on September 15, 1939, at a meeting attended by representatives of the independent and local stations from all over the country. In the organization, the United States is divided into seventeen districts, corresponding to the seventeen districts of the National Association of Broadcasters, with which NIB is affiliated. NIB activities are governed by a board of seventeen directors, each of whom is elected from one of the seventeen districts and represents that district in NIB activities.

### NIB Need

NIB was organized because of the need of special representation for and by the independent and local stations of the United States in handling the problems that are peculiar to them, and their activities, and especially important to them, such as: music licenses; employment of staff musicians; push button sets; electrical transcriptions; record music and licenses for its use; allocation of operating power; legal representation for member stations as a group or groups before governmental and state bodies; to encourage the passage of fair and equitable legislation and to discourage unfair and inequitable legislation for independent and local stations; to give national and regional publicity to the activities of local and independent stations and the service they render; to transmit information to and from member stations on matters of interest to independent and local stations; and to give general attention to all matters of particular and peculiar interest to independent and local stations.

### Officers and Directors

Officers: Harold A. Lafount, President, New York City. Edward A. Allen, Vice President, Lynchburg, Virginia. Lloyd C. Thomas, Secretary-Treasurer, Kearney, Nebraska.

Directors: District 1. — Stanley N. Schultz, WLAW, Lawrence, Mass. 2.—Harold A. Lafount, WOV, New York City. 3.—Frank R. Smith, Jr., WWSW, Pittsburgh. 4.—Edward A. Allen, WLVA, Lynchburg, Virginia. 5.—Maurice C. Coleman, WATL, Atlanta, Georgia. 6.—Jack M. Draughon, WSIX, Nashville. 7.—Steve A. Cisler, WGRC, Louisville. 8.—James F. Hopkins, WJBK, Detroit. 9.—Ralph L. Atlass, WJJD, Chicago. 10—Edgar P. Shutz, WIL, St. Louis, Mo. 11.—Gregory Gentling, KROC, Rochester, Minnesota. 12.—W. B. Greenwald, KWBG, Hutchinson, Kan. 13.—James R. Curtis, KFRO, Longview, Texas. 14.—Frank Hurt, KFXD, Nampa, Idaho. 15.—Arthur Westlund, KRE, Berkeley. 16.—Calvin J. Smith, KFAC, Los Angeles. 17.—T. W. Symons, Jr., KXL, Portland.



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# THE BUSINESS SIDE OF RADIO

*Major Network Billings*

•

*Agency and Sponsor Network Expenditures*

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*Advertising Agencies*

•

*F. T. C. Activities*

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*Standard Conditions and Contract for Spot Broadcasting*

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*American Association of Advertising Agencies*

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# THE BUSINESS SIDE OF RADIO DURING 1939

*By*

***BENN HALL***

*RADIO DAILY Staff*

RADIO came through 1939 with flying colors. Of the five major media, it was the only one to show a substantial gain—registering a 17.1 per cent increase over 1938, compared with an average increase of all media of 2.1 per cent. Gains were made each month, but most striking was the July-August increase of 29.4 per cent, indicating that advertisers are making greater use of radio during summer months. Better reception, improved shows and wide-spread use of auto and portable sets were at least partly responsible for this increase.

The combined gross revenue for CBS, MBS and NBC was $83,113,801, an all-time high and more than $10,000,000 over 1938 gross income. NBC's combined Red and Blue networks totalled $45,244,354, a gain of 9.1 per cent over 1938. The Red network billings totalled $34,982,163, a 9.9 per cent increase over 1938, while the Blue network gained 6.5 per cent, with billings of $10,262,191. CBS cumulative billings in 1939 registered a 26.3 per cent increase with a total of $34,539,665. MBS's cumulative total was $3,329,782, up 14 per cent over 1938.

## Sponsors

Lever Bros. led all sponsor gross billings on CBS, with total expenditures of $3,392,672, an increase of $602,531. General Foods followed with $3,191,167, while Colgate-Palmolive-Peet came in third with $2,509,096. On MBS, Bayuk Cigars led with $521,614, with Ironized Yeast Co. second with $356,969. Gospel Broadcasting Assn. was third with $304,651. On NBC, Procter & Gamble Co. was in top place with $6,485,788, with Sterling Products, Inc., following with $3,047,077. Standard Brands Inc., came in third with $2,898,521.

## Agencies

Again Blackett-Sample-Hummert led all other agencies with combined billings on CBS, MBS and NBC of $10,714,498. Young & Rubicam displaced J. Walter Thompson in second place with $6,481,352. J. Walter Thompson dropped to third with $6,342,268.

## Industry Classification

Foods and Food Beverages remained as top radio advertisers with combined billings on CBS, MBS and NBC of $24,638,916, with Drugs and Toilet Goods at $22,425,671. Cigars, Cigarettes and Tobacco were third with $11,668,090.

## Labor

Sponsor talent expenditures increased after scales and working conditions set by the American Federation of Radio Artists, AFL affiliate, were adopted. Station and network officials also opened discussions with executives of the American Federation of Musicians. Strikes and violence, common in many industries in 1939, were conspicuous by their absence in broadcasting.



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# COMPARATIVE MAJOR NETWORK BILLINGS FOR 1939—1938—1937—1936

## Columbia Broadcasting System

| | 1939 | 1938 | 1937 | 1936 |
|---|---|---|---|---|
| January | $2,674,057 | $2,879,945 | $2,378,620 | $1,901,023 |
| February | 2,511,542 | 2,680,335 | 2,261,317 | 1,909,116 |
| March | 2,925,681 | 3,034,317 | 2,555,716 | 2,172,382 |
| April | 2,854,026 | 2,421,180 | 2,563,178 | 1,950,939 |
| May | 3,097,484 | 2,412,283 | 2,560,558 | 1,749,517 |
| June | 2,860,180 | 2,121,195 | 2,476,576 | 1,502,768 |
| July | 2,311,953 | 1,367,357 | 1,988,112 | 1,292,775 |
| August | 2,341,636 | 1,123,865 | 1,955,280 | 1,232,588 |
| September | 2,563,132 | 1,601,755 | 2,028,585 | 1,838,932 |
| October | 3,366,654 | 2,387,395 | 2,505,485 | 2,754,802 |
| November | 3,471,163 | 2,453,110 | 2,651,173 | 2,429,917 |
| December | 3,529,154 | 2,529,060 | 2,786,618 | 2,133,353 |
| Total | $31,539,665 | $27,315,397 | $28,722,118 | $23,168,142 |

## Mutual Broadcasting System

| | 1939 | 1938 | 1937 | 1936 |
|---|---|---|---|---|
| January | $315,078 | $269,891 | $213,748 | $166,266 |
| February | 276,605 | 253,250 | 232,286 | 152,061 |
| March | 306,976 | 232,877 | 247,431 | 191,183 |
| April | 262,626 | 189,545 | 200,134 | 137,931 |
| May | 234,764 | 194,201 | 154,633 | 129,907 |
| June | 228,186 | 202,112 | 117,388 | 101,510 |
| July | 216,583 | 167,108 | 101,458 | 109,561 |
| August | 205,410 | 164,626 | 96,629 | 122,065 |
| September | 210,589 | 200,342 | 132,866 | 168,919 |
| October | 428,221 | 317,771 | 238,683 | 271,629 |
| November | 327,045 | 360,929 | 258,357 | 227,543 |
| December | 317,699 | 337,369 | 215,165 | 193,196 |
| Total | $3,329,782 | $2,920,324 | $2,239,077 | $1,975,377 |

## National Broadcasting Company

(Combined Blue and Red Networks)

| | 1939 | 1938 | 1937 | 1936 |
|---|---|---|---|---|
| January | $4,033,900 | $3,793,516 | $3,541,999 | $2,681,895 |
| February | 3,748,695 | 3,198,053 | 3,295,782 | 2,714,300 |
| March | 4,170,852 | 3,806,831 | 3,614,283 | 3,037,873 |
| April | 3,560,984 | 3,310,505 | 3,277,837 | 2,711,928 |
| May | 3,702,102 | 3,114,200 | 3,211,819 | 2,561,720 |
| June | 3,382,104 | 3,200,569 | 3,003,387 | 2,323,516 |
| July | 3,283,555 | 2,958,710 | 2,707,150 | 2,119,983 |
| August | 3,312,570 | 2,911,099 | 2,781,977 | 2,422,131 |
| September | 3,315,307 | 2,979,241 | 2,850,581 | 2,886,637 |
| October | 4,219,253 | 3,773,964 | 3,339,739 | 3,696,189 |
| November | 4,234,984 | 3,898,919 | 3,381,316 | 3,168,728 |
| December | 4,279,748 | 3,887,072 | 3,639,086 | 3,558,590 |
| Total | $45,244,354 | $41,162,679 | $38,651,286 | $34,511,120 |



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# AGENCY NATIONAL NETWORK EXPENDITURES

| | 1939 | 1938 | 1937 |
|---|---|---|---|
| Blackett-Sample-Hummert | $10,714,498 ( 1) | $9,093,125 ( 1) | $7,293,490 ( 1) |
| Young & Rubicam, Inc. | 6,481,352 ( 2) | 5,093,640 ( 3) | 3,821,010 ( 4) |
| J. Walter Thompson Co. | 6,342,268 ( 3) | 5,320,608 ( 2) | 5,283,134 ( 3) |
| Benton & Bowles, Inc. | 5,385,301 ( 4) | 4,800,399 ( 4) | 3,634,240 ( 5) |
| Ruthrauff & Ryan, Inc. | 4,991,348 ( 5) | 4,015,959 ( 6) | 3,407,886 ( 6) |
| Lord & Thomas, Inc. | 3,891,308 ( 6) | 4,791,586 ( 5) | 5,549,195 ( 2) |
| Compton Advertising, Inc. | 3,811,128 ( 7) | 3,107,788 ( 7) | 3,001,600 ( 7) |
| Pedlar & Ryan, Inc. | 2,902,570 ( 8) | 1,588,185 (11) | (Not among 20 leaders) |
| Ward Wheelock Co. | 2,595,270 ( 9) | 2,258,425 ( 8) | 1,128,540 (16) |
| B. B. D. & O. | 2,481,316 (10) | 1,588,554 (10) | 1,801,695 (10) |
| Newell-Emmett Co. | 1,987,362 (11) | 1,693,314 ( 9) | 1,951,261 ( 9) |
| William Esty & Co. | 1,852,529 (12) | 1,096,359 (18) | 1,033,263 (17) |
| H. W. Kastor & Sons | 1,732,120 (13) | 1,245,302 (15) | (Not among 20 leaders) |
| Lennen & Mitchell, Inc. | 1,613,974 (14) | 1,500,635 (12) | 1,380,063 (13) |
| Russell M. Seeds, Inc. | 1,400,433 (15) | (Not among 20 leaders) | (Not among 20 leaders) |
| Stack-Goble, Inc. | 1,294,410 (16) | 1,007,060 (20) | 1,495,307 (11) |
| Wade Advertising Co. | 1,236,254 (17) | 1,363,741 (14) | 1,457,470 (12) |
| Biow Co. | 1,234,522 (18) | 1,081,115 (19) | (Not among 20 leaders) |
| Gardner Advertising Co. | 1,165,253 (19) | 1,109,681 (16) | 928,326 (19) |
| N. W. Ayer & Son, Inc. | 1,144,316 (20) | 1,397,535 (13) | 2,842,215 ( 8) |

## *Columbia Broadcasting System 1939 Sponsor Expenditures*

| | |
|---|---|
| Lever Brothers Co. | $3,392,672 |
| General Foods Corp. | 3,191,167 |
| Colgate-Palmolive-Peet Co. | 2,509,096 |
| Procter & Gamble Co. | 2,283,347 |
| Campbell Soup Co. | 2,253,083 |
| R. J. Reynolds Tobacco Co. | 1,418,333 |
| William Wrigley, Jr. Co. | 1,304,391 |
| American Tobacco Co. | 1,286,703 |
| Chrysler Corp. | 950,146 |
| Ford Motor Co. | 949,297 |
| Liggett & Myers Tobacco Co. | 945,620 |
| Texas Co. | 875,418 |
| American Home Products Corp. | 804,839 |
| Continental Baking Co. | 729,543 |
| Pet Milk Sales Corp. | 699,242 |
| Ethyl Gasoline Co. | 497,575 |
| Hawaiian Pineapple Co., Ltd. | 489,630 |
| Philip Morris & Co., Ltd. | 487,470 |
| Lambert Co. | 460,650 |
| U. S. Tobacco Co. | 450,075 |
| Lady Esther Co. | 439,875 |
| Campana Corp. | 438,850 |
| Gulf Refining Co. | 426,360 |
| Prudential Insurance Company of Am. | 414,330 |
| Beneficial Management Corp. | 390,895 |
| Internat'l Cellucotton Products Corp. | 384,430 |
| Cudahy Packing Co. | 352,425 |
| Sterling Products, Inc. | 351,765 |
| Kellogg Co. | 347,032 |
| Brown & Williamson Tobacco Co. | 340,035 |
| Scaltest, Inc. | 325,550 |
| U. S. Rubber Products Co. | 301,850 |
| American Oil Co. | 295,048 |
| George A. Hormel & Co. | 283,753 |
| General Mills, Inc. | 272,925 |
| Nehi, Inc. | 261,248 |
| International Silver Co. | 235,244 |
| Noxzema Chemical Co. | 235,058 |
| Chesebrough Mfg. Co. | 227,385 |
| P. Lorillard Co. | 217,695 |
| Pure Oil Co. | 215,423 |
| E. I. DuPont de Nemours & Co., Inc. | 196,620 |
| Griffin Mfg. Co. | 190,255 |
| Corn Products Refining Co. | 164,983 |
| Household Finance Corp. | 134,763 |
| Lehn & Fink Products Co. | 116,415 |
| Penn Tobacco | 103,475 |
| McKesson & Robbins, Inc. | 102,375 |
| Boweys, Inc. | 100,167 |
| Columbia Recording Corp. | 85,740 |
| Fels & Co. | 72,970 |
| Purity Bakeries Service Corp. | 63,985 |
| Penick & Ford, Ltd. | 63,620 |
| John H. Woodbnry Co. | 56,020 |
| California Fruit Growers Exchange | 54,041 |
| Stephano Brothers | 30,495 |
| Rio Grande Oil Co. | 27,540 |
| S. & W. Fine Foods, Inc. | 26,410 |
| Tidewater Associated Oil Co. | 22,102 |
| Euclid Candy Co. of California | 17,860 |
| Dnart Mfg. Co., Ltd. | 17,690 |
| Axton Fisher Tobacco Co. | 17,280 |
| Mennen Co. | 16,310 |
| Chamberlain Laboratories, Inc. | 16,244 |
| Union Oil Co. | 15,275 |
| Wilmington Transportation Co. | 11,000 |
| Paramount Pictures, Inc. | 10,465 |
| Atlantic Refining Co. | 10,093 |
| Ralston Purina Co. | 8,235 |
| Twentieth Century Fox Film Corp. | 7,173 |
| Coty, Inc. | 6,041 |
| Wilshire Oil Co. | 5,940 |
| Holland Furnace Co. | 5,645 |
| Bathosweet Corp. | 3,960 |
| Sofenz Sales Corp. | 3,658 |
| Cardinet Candy Co. | 3,520 |
| Knox Gelatine Co. | 3,050 |
| Old Trusty Dog Food Co. | 2,704 |
| Calvo Growers of California | 2,560 |
| Colonial Dames, Inc. | 1,470 |
| I. J. Fox Co. | 691 |
| Political Advertisers | 5,352 |
| GRAND TOTAL | $34,539,665 |



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## Mutual Broadcasting System 1939 Sponsor Expenditures

| | |
|---|---|
| Bayuk Cigars | $521,614 |
| Ironized Yeast Co. | 356,969 |
| Gospel Broadcasting Assn. | 304,651 |
| Lydia E. Pinkham Medicine Co. | 220,073 |
| General Baking Co. | 212,733 |
| Philip Morris & Co. | 138,680 |
| Philip Morris Cigarettes ... 882,360 | |
| Dunhill Cigarettes ... 37,180 | |
| Revelation Tobacco ... 19,140 | |
| Emerson Radio & Phonograph Corp. | 102,576 |
| Wheeling Steel Corp. | 101,722 |
| Lutheran Laymen League | 99,565 |
| Gillette Safety Razor Co. | 93,577 |
| P. Lorillard Co. | 86,087 |
| Mennen Co. | 77,301 |
| Metropolitan Life Insurance Co. | 70,240 |
| Delaware, Lackawanna & Western Coal Co. | 63,017 |
| Ramsdell Inc. | 60,076 |
| Richman Bros. | 54,053 |
| Gordon Baking Co. | 12,768 |
| Axton-Fisher Tobacco Co. | 31,100 |
| Petrola Corp. | 30,977 |
| Moody Bible Institute | 30,738 |
| Wheatena Corp. | 21,228 |
| General Cigar Co. | 22,960 |
| Bell & Co. | 22,859 |
| Sweets Co. | 18,356 |
| Lambert Co. | 15,781 |
| Congress Cigar Co. | 11,662 |
| American Bird Products | 13,823 |
| Thomas Leeming & Co. | 12,510 |
| Maltex Co. | 11,301 |
| Quaker Oats Co. | 8,943 |
| V. LaRosa & Sons | 8,610 |


National Foreign Language Broadcasting Service • • •

- Pioneers in the specialized field of Foreign Language Broadcasting.
- We offer Productive Program ideas in every language.
- Merchandising facilities for food products.
- Pertinent Facts, Figures and capable Station Presentation.

J. FRANKLYN VIOLA & CO.

152 W. 42nd Street New York City


| | |
|---|---|
| Aurora Laboratories | 8,192 |
| Hartz Mountain Products Co. | 7,271 |
| Hotel Roosevelt | 6,825 |
| Twentieth Century-Fox Film Corp. | 5,910 |
| Winter & Co. | 5,505 |
| Bathasweet Corp. | 3,698 |
| Paramount Pictures | 2,557 |
| Vadsco Sales Corp. | 2,013 |
| Maine Development Commission | 1,920 |
| General Mills | 1,110 |
| Cooperative | 113,715 |
| TOTAL | $83,329,582 |

## National Broadcasting Co. 1939 Sponsor Expenditures

| | |
|---|---|
| Adam Hat Stores, Inc. | $ 451,893 |
| Air Conditioning Training Corp. | 15,356 |
| American Home Products Co. | 1,721,511 |
| American Oil Co. | 1,351 |
| American Rolling Mill Co. | 68,106 |
| American Tobacco Co., Inc. | 1,219,438 |
| Babbitt, Inc., B. T. | 136,200 |
| Ballard & Ballard Co. | 22,084 |
| Bowey's, Inc. | 17,498 |
| Bristol-Myers Co. | 1,111,548 |
| Brown & Williamson Tobacco Corp. | 1,307,501 |
| Campbell Soup Co. | 151,218 |
| Canada Dry Ginger Ale, Inc. | 358,307 |
| Cardinet Candy Co. | 37,861 |
| Carnation Co. | 598,137 |
| Cities Service Co. | 718,282 |
| Colgate-Palmolive-Peet Co. | 210,637 |
| Cook & Son, Wagon-Lits, Inc. | 23,430 |
| Cummer Products Co. | 689,661 |
| Dunn & McCarthy | 70,728 |
| Fels Co., The | 212,702 |
| Feudrich, Inc., H. | 60,984 |
| Firestone Tire & Rubber Co. | 558,746 |
| Fitch Co., F. W. | 188,265 |
| Food & Beverage Broadcasters Ass'n | 16,938 |
| Gallenkamp Stores Co. | 31,131 |
| General Electric Co. | 367,629 |
| General Foods Corp. | 2,078,400 |
| General Mills, Inc. | 2,136,953 |
| General Motors Corp. (Buick Division) | 19,983 |
| Gilmore Oil Co. | 18,012 |
| Goodyear Tire & Rubber Co. | 273,881 |
| Gordon Baking Co. | 39,312 |
| Grove Laboratories, Inc. | 180,007 |
| Golden, Inc., C. H. | 59,296 |
| Hecker Products Corp. | 6,960 |
| Jergens Co., Andrew | 763,940 |
| Johnson, S. C. & Son, Inc. | 589,330 |
| Kellogg Co. | 514,112 |
| Knox Gelatine Co., Chas. B. | 3,796 |
| Lady Esther Co., Ltd. | 461,671 |
| Lamont-Corliss & Co. | 87,160 |
| Langendorf Bakeries, Inc. | 24,660 |
| Lewis-Howe Co. | 635,338 |
| Liggett & Myers Tobacco Co. | 992,632 |
| Loose-Wiles Biscuit Co. | 26,280 |
| Lorillard Co., P. | 490,232 |
| Luft Co., Geo. W. | 29,227 |
| MacFadden Publications, Inc. | 219,933 |
| Magazine Repeating Razor Co. | 7,602 |
| Manhattan Soap Co. | 101,898 |
| Mars, Inc. | 253,816 |
| Miles Laboratories, Inc. | 1,236,254 |
| Modern Food Process Co. | 23,236 |
| Moore & Co., Benjamin | 32,192 |
| Morrell & Co., John | 98,511 |
| Morris & Co., Ltd., Philip | 590,016 |
| Mueller & Co., C. F. | 31,816 |
| Musterole Co. | 171,456 |
| National Dairy Products Corp. | 1,161,930 |
| Ohio Oil Co. | 31,161 |
| Pacific Coast Borax Co. | 318,232 |
| Palmer Bros. | 31,182 |
| Penn Tobacco Co. | 190,272 |
| Pepsodent Co. | 603,100 |
| Pillsbury Flour Mills Co. | 561,710 |
| Pittsburgh Coal Co. | 1,087 |
| Princess Pat, Ltd. | 38,160 |
| Procter & Gamble Co. | 6,185,788 |
| Quaker Oats Co. | 1,192,004 |



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| | |
|---|---|
| Radio Corp. of America | 635,926 |
| Ralston-Purina Co. | 457,776 |
| Reynolds Tobacco Co., R. J. | 305,241 |
| Richardson & Robbins | 104,832 |
| Richfield Oil Corp. | 200,564 |
| Sherwin-Williams Co. | 307,965 |
| Signal Oil Co. | 62,246 |
| Sloan, Inc., Dr. E. S. | 208,536 |
| Standard Brands, Inc. | 2,898,521 |
| Standard Oil Co. of Cal. | 100,794 |
| Sterling Products, Inc. | 3,047,077 |
| Sun Oil Co. | 656,084 |
| Swift & Co. | 127,384 |
| Tidewater-Associated Oil Co. | 18,275 |
| Tillamook County Creamery Ass'n | 11,508 |
| Time, Inc. | 76,260 |
| Vanette Hosiery Mills, Inc. | 5,200 |
| Vick Chemical Co. | 121,488 |
| Wander Co. | 389,312 |
| Ward Baking Co. | 194,664 |
| Washington, G., Coffee Refining Co. | 108,077 |
| Welch Grape Juice Co. | 297,368 |
| Wesson Oil & Snowdrift Sales Corp. | 47,676 |
| Westinghouse Elec. & Mfg. Co. | 94,822 |
| Wheatena Corp. | 26,442 |
| Williams Co., J. B. | 349,838 |
| Wilshire Oil Co. | 8,256 |
| Democratic State (Cal.) Central Committee | 424 |
| No on No. 5 Committe (Cal.) | 704 |
| Yes on No. 5 Committee (Cal.) | 2,212 |
| GRAND TOTAL | $45,244,354 |

## Columbia Broadcasting System 1939 Agency Gross Billings

*(CBS did not make its 1939 Agency Gross Billings available for publication.)*

## Mutual Broadcasting System 1939 Agency Gross Billings

| | |
|---|---|
| Ivey & Ellington | $521,614 |
| Ruthrauff & Ryan | 420,016 |
| R. H. Alber Co. | 304,651 |
| Erwin, Wasey Co. | 228,265 |
| B. B. D. & O. | 224,405 |
| Biow Company | 157,036 |
| Critchfield Co. | 132,460 |
| Young & Rubicam | 113,008 |
| Grady & Wagner | 102,576 |
| Kelly, Stuhlman & Zahrndt | 99,565 |
| Anderson, Davis & Platte | 22,859 |
| Bass-Luckoff | 30,977 |
| Benton & Bowles | 8,943 |
| Blackett-Sample-Hummert | 1,410 |
| Brooke, Smith, French & Dorrance | 1,920 |
| Franklin Bruck | 7,274 |
| Buchanan & Co. | 2,557 |
| Commercial Radio | 8,640 |
| Samuel Croot Co. | 16,806 |
| Wm. Esty Co. | 12,540 |
| L. C. Gumbinner | 2,043 |
| M. H. Hackett | 6,825 |
| W. I. Hamilton Co. | 60,076 |
| Kayton-Spiero, Inc. | 5,910 |
| H. M. Kiesewetter | 81,999 |
| Lambert & Feasley | 15,784 |
| Lennen & Mitchell | 86,087 |
| Marschalk & Pratt | 14,662 |
| Maxon, Inc. | 93,577 |
| McCann-Erickson, Inc. | 82,243 |
| C. M. Rohrabaugh | 24,228 |
| J. W. Thompson Co. | 22,960 |
| Weston-Barnett, Inc. | 13,823 |
| Miscellaneous | 402,043 |
| GRAND TOTAL | $3,329,782 |

## National Broadcasting Co. 1939 Agency Gross Billings

| | |
|---|---|
| Blackett-Sample-Hummert, Inc. | $8,668,630 |
| J. Walter Thompson Co. | 4,732,169 |
| Compton Advertising, Inc. | 3,072,892 |
| Lord & Thomas | 2,406,474 |
| Young & Rubicam, Inc. | 2,296,137 |
| Pedlar & Ryan, Inc. | 2,022,048 |
| Russell M. Seeds Co., Inc. | 1,336,383 |
| Stack-Goble Advertising Agency | 1,294,410 |
| Lennen & Mitchell, Inc. | 1,254,172 |
| Wade Advertising Agency | 1,236,254 |
| Benton & Bowles, Inc. | 1,199,743 |
| W. H. Kastor & Sons Advertising Co., Inc. | 1,166,086 |
| Newell-Emmett Co., Inc. | 1,041,742 |
| Ruthrauff & Ryan, Inc. | 1,024,880 |
| Erwin, Wasey & Co., Inc. | 779,553 |
| Roche, Williams & Cunnyngham, Inc. | 656,084 |
| Knox-Reeves Advertising, Inc. | 649,701 |
| Sherman K. Ellis & Co., Inc. | 602,968 |
| Biow Co. | 590,016 |
| Needham Louis & Brosby, Inc. | 589,330 |
| Hutchinson Advertising Co. | 561,710 |
| Sweeney & James Co. | 558,746 |
| Arthur Kudner Associates | 513,797 |
| Batten, Barton, Durstine & Osborne, Inc. | 506,165 |
| L. W. Ramsey Co. | 488,265 |
| Gardner Advertising Co. | 457,776 |
| Ward Wheelock Co. | 451,248 |
| McCann-Erickson, Inc. | 449,026 |
| J. M. Mathes, Inc. | 365,909 |
| Warwick & Legler, Inc. | 357,162 |
| Wm. Esty & Co. | 305,241 |
| Grant Advertising Co. | 259,016 |
| Henri, Hurst & McDonald, Inc. | 235,784 |
| Maxon, Inc. | 211,828 |
| Hixson-O'Donnell Advertising, Inc. | 200,564 |
| McKee & Albright, Inc. | 182,856 |
| Cecil & Presbrey, Inc. | 181,487 |
| C. W. Hoyt Co., Inc. | 164,128 |
| Gliekman Advertising Co., Inc. | 151,893 |
| Morse International, Inc. | 121,488 |
| Westco Advertising Agency | 112,287 |
| Hays, MacFarland & Co. | 105,162 |
| Franklin Bruck Advertising Corp. | 101,898 |
| Foster & Davies, Inc. | 97,014 |
| Fuller & Smith & Ross, Inc. | 94,822 |
| Marshall & Pratt, Inc. | 70,728 |
| N. W. Ayer & Son, Inc. | 68,406 |
| Barton A. Stebbins Advertising Agency | 56,306 |
| Fitzgerald Advertising Agency, Inc. | 47,676 |
| Emil Brisacher & Staff | 46,938 |
| Kenyon & Eckhardt, Inc. | 38,612 |
| Gale & Pietsch, Inc. | 38,160 |
| Tomaschke-Elliott, Inc. | 37,864 |
| Tucker Wayne & Co. | 34,182 |
| Byer & Bowman Advertising Agency | 31,461 |
| Long Advertising Service | 31,131 |
| Botsford, Constantine & Gardner | 29,520 |
| Leon Livingston Advertising Agency | 24,660 |
| The Clements Co., Inc. | 23,236 |
| Weill & Wilkins, Inc. | 15,356 |
| Dan B. Miner Co. | 8,256 |
| Logan & Stebbins | 5,940 |
| Joseph Katz Co. | 4,351 |
| Ray Davidson | 2,636 |
| Walker & Downing | 1,087 |
| Hanvey & Haas | 704 |
| No Agency (Billed Direct) | 772,200 |
| GRAND TOTAL | $45,244,354 |



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# ADVERTISING VOLUME IN 1939

*By*
**L. D. H. WELD**
*Director of Research, McCann-Erickson, Inc.*

*(Condensed from an article by Dr. Weld which appeared in Printers' Ink)*

ADVERTISING in 1939 showed a gain over 1938, but the increase was only 2.1 per cent. This gain was a little disappointing in view of the pick-up registered in general business conditions.

The gain in industrial production for eleven months, according to the Federal Reserve Board's index, was 23 per cent over the corresponding period in 1938. This index fluctuates more than advertising, and it also fluctuates more than actual trade conditions. The Trade Barometer, prepared by the writer, and published in *Dun's Review*, showed an increase of 9.3 per cent for the first eleven months of 1939 compared with 1938. This index represents the actual flow of goods into consumptive channels.

## Advances

The great gains in industrial and trade conditions did not take place until the last quarter of the year. Industrial production in October and November rose to 1929 levels. The trade barometer went up 12 per cent in October as compared with the previous year and 8 per cent in November. Department-store sales were up 8 per cent for four weeks in December as compared with the previous year, specialty stores jumped 12 per cent for the same period, eighteen chain stores and mail-order houses showed an increase of 10.8 per cent.

It will, therefore, be seen that advertising did not keep up with either industrial production or trade conditions. It usually keeps right in line with the latter. The explanation is to be found in the fact that the great increase in business conditions took place, as shown above, in the last quarter of the year, and that advertising did not respond to this third-quarter surge. This was because advertising plans were all set for the remainder of the year, and could hardly have been changed. This is especially true of advertising over the radio, in magazines, farm papers, and outdoor. Uncertainty about future conditions also probably had something to do with it.

## Studies

For this summary of 1939, six studies have been made—one for advertising as a whole (the P. I. Index of General Advertising Activity) and one for each of the five important media covered by the P. I. indexes.

The general index for 1939 and the indexes for outdoor, newspapers, and farm papers have had to be partly estimated because December figures were not available at the time this is written. Experience in previous years, however, indicates that the estimates for the whole year will be affected by only a small fraction of 1 per cent, when the final figures for December come through.

The average for the years 1928-1932 equals 100 for the P. I. General Index, representing advertising as a whole. In 1939, this index stood at 83, as compared with 81 for 1938, an increase of 2.5 per cent. The Index for 1938 had shown a drop of 13.8 per cent as compared with 1937—the highest point it had reached since 1929.

## Increases

The lowest point for this index in recent years was 65 in 1933, so that the index for 1939 represents an increase of 27.7 per cent over that low year. On the other hand, the index will have to increase by more than 45 per cent to reach the high point of 121 in 1929.

The increases and decreases by quarters in the General Advertising Index for 1939 over similar quarters for 1938 follow:

First quarter — 1.8 per cent.
Second quarter — 4.2 per cent.
Third quarter — 3.9 per cent.
Fourth quarter — 2.5 per cent.

It will be seen that advertising started out in the first quarter of 1939 by registering a decrease of 1.8 per cent as compared with the previous year. The in-



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creases over the previous year during the other quarters were fairly uniform.

This table brings out the fact that during the last quarter advertising did not respond to the rapid industrial and trade pickup which was stimulated by the outbreak of the war in Europe, and which started early in September.

We are now ready to see what happened to the individual media.

### Radio

Radio is the only medium that showed a substantial advance in 1939 as compared with 1938. The index went to 303 (based on the 1928-1932 average), or the highest point it has ever reached. This was an increase of 17.1 per cent over 1938.

Radio went ahead of 1938 in every month during 1939. During the early months the increases were nominal, but during July and August the increase was 29.4 per cent, indicating a greater use of radio for advertising purposes during the summer. During the last three months of the year, radio showed increases of 23.2, 21.4 and 21.7 per cent respectively.

### Magazines

The index for magazine advertising for 1939 was 79, or an increase of 1.9 per cent over 1938. This was about in line with the increase for advertising as a whole. During January, February and March, magazine advertising was under the corresponding months of 1938. It showed its best gains in May, June and July. For the last quarter it registered an increase of about 3 per cent over the previous year. It should be noted that magazines had dropped to 59 in 1933, but had recovered to 99 in 1937. They had dropped 22 per cent from 1937 to 1938.

### Newspapers

The increase in newspaper advertising from 1938 to 1939 was from 77 to 78 or an increase of 1.2 per cent. The December figure was estimated on the basis of the October-November indexes, and if December advertising proves to have been higher, because of heavy retail advertising, the figure for the year will have to be adjusted upwards fractionally.

### Farm Papers

Farm paper advertising fell off slightly in 1939. The decrease, however, was only about 1.8 per cent. After fairly definite decreases during the first part of the year, farm papers picked up and began to show encouraging increases beginning with September.

### Outdoor

Outdoor advertising just held its own for the year, and during the last two years it has stayed up to approximately the 1937 level. July and September showed the largest increases over 1938. It closed the year with 65, against 66 in 1938, a gain over 2.4 per cent.

### Future Prospects

The war situation and the political situation make predictions dangerous, but if nothing serious happens it looks as though advertising will show an advance in 1940.

Announcements of 1940 plans by a great many important advertisers indicate increased appropriations for 1940. The majority of economists and business leaders expect an improvement in business conditions, which will make 1940 a better year on the average than 1939 has been. Many business men expect a slight recession during the early part of 1940.


**BROADCASTING ABROAD Ltd.**

Member of

ASSOCIATION OF REPRESENTATIVES FOR
FOREIGN BROADCASTING STATIONS

A complete radio service for advertising agencies and exporters covering the Latin American markets.

119 West 57th STREET NEW YORK, N. Y.




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# SPOT BROADCASTING DATA VIA AGENCY COOPERATION

*By N. CHARLES RORABAUGH, President*
*National Radio Records*

NATIONAL RADIO RECORDS was formed in 1939 to fulfill a need in the radio industry for accurate and detailed information on spot broadcasting, as well as network data in usable form. The service is represented to be an effective selling tool for stations, station representatives, newspapers and newspaper representatives as well as a valuable asset to those departments in advertising agencies concerned with radio time buying, marketing and research.

It is generally understood that about 20 leading agencies place about 75 per cent of the national spot business. NRR plans to base its original spot reports upon the data reported by these agencies. At this time, most of them have entered into long-term agreements to supply the spot data consistently each month.

Using that as an important nucleus, every advertising agency in the United States will be invited into the cooperative project. The information required is of a non-confidential nature, not including any expenditure figures, contract dates, talent costs, or any data which has not already been made available to the general public through broadcasting. In return for their reporting, agencies receive without charge both the Network and Spot reports. Agencies without any spot business are eligible to receive the reports on the same basis providing they agree to supply the information if, as and when they acquire or develop a spot account.

## Sample Study

A sample study made in July, 1939 showed that 404 spot advertisers spent as much as $776,000 for time on 14 stations in New York City. During the same month network expenditures for the entire country reached $5,860,315. Which means, surprisingly enough, that 13.2 per cent as much money was spent for spot radio in one market alone as for national coverage via network shows.

One hundred fifty-three of the spot advertisers, grouped under the Retail classification, spent $167,771 or 21.6 per cent of the total. Retail includes the advertising of the retail merchant who may sell many products in one store or store organization. Furniture and Household advertisers within this classification spent a total of $39,072; Clothing Stores followed with an expenditure of $37,878; and the third largest group were the insurance advertisers who spent $21,274.

Two hundred thirty-five advertisers were grouped under the General classification, and they spent $524,910 or 67.6 per cent of the total. Leading this group were the Grocery advertisers who spent $175,779; Toilet Requisites followed with $78,725 and Medical at $65,250.

Six Automotive advertisers spent $48,092 or 6.2 per cent of the total. Automotive includes all divisions of the automotive industry. Gasoline and Oil advertisers were far in front with $41,780, and the Tires and Tubes group a distant second with only $6,240.

Ten Financial advertisers spent $35,227 or 4.6 per cent of the total.

## Stations Cooperate

Tabulation of the report revealed that there were 12,357 commercially sponsored broadcasts during the month. Of that number 8,352 were *spot announcement* broadcasts, and 4,005 were *program* broadcasts. 6,827 announcements had *live* production, 1525 were *transcribed*. 2,638 programs were live, 648 were transcribed and 619 were *live with recordings*.

Figures for the spot total were based upon data supplied by the following 14 stations within the New York market: WABC, WEAF, WJZ, WOR, WMCA, WQXR, WHN, WINS, WAAT, WLTH, WOV, WBIL, WEVD and WFAS. Cost figures were computed by taking the one-time rate and multiplying it by the number of broadcasts for the month. This produced a gross cost which, while approximately 25 per cent higher than the net cost, compares with the gross figures reported for newspaper and magazine advertising by Media Records and Publishers' Information Bureau respectively.



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# THE STATION REPRESENTATIVE LOOKS AT THE TIME BUYER

*The author of this article is the president of a nationally-known station representative firm who speaks from personal experience. For obvious reasons he prefers to remain anonymous. His article follows the piece in last year's RADIO ANNUAL by Francis H. Conrad, time buyer, McCann-Erickson, Inc., entitled "A Time Buyer Looks at Station Representatives."*

RADIO is a relative newcomer to the ranks of advertising media. Few standards of value have been established and it has been, until recently, relatively difficult to determine in advance just what might be expected of any one radio station or group of radio stations. This has made the problem of "time buying" a very difficult one. In many cases, the buyer, with little or no factual information at hand, has had to depend upon mental comparison and sheer good judgment. In the face of these handicaps, time buyers as a group have done a remarkably efficient job.

In our contact with buyers of time in New York, Chicago, Detroit, Cleveland and other advertising centers, we have found them almost universally sincere and honestly trying to prepare the best possible plan and station line-up for the advertiser. Here and there is an occasional "square peg in a round hole," a man who, while trying to do his best, is not physically or mentally equipped for the job assigned to him, but there are no "bad eggs"—or practically none.

## Mistakes

The misfits referred to are the fault of the heads of the advertising agencies themselves. Usually they are the result of an attempt to economize, false economy applied in the wrong place. It is foolish to expect a man to sagely and wisely allocate a million dollar expenditure when he is only being paid $30.00 or $40.00 a week. His viewpoint, unless he is a most unusual individual, is never properly oriented.

After the foregoing problem, which is a real one, the next most serious criticism is in connection with the frequent unwillingness of the buyer to correct a mistake. Everyone makes mistakes but it seems that a man in the position of a buyer of time and space feels that he must always appear infallible to his superiors. This is unfortunate because it frequently means making a second blunder to cover the first error even after it has been seen and recognized. It is a simple thing to say, "I have been wrong here and would suggest this change," but few of us are willing to take this step.

The time buyer, having made his recommendation, having suggested something, which from all the factors and information at his disposal he believes to be the best, should have the courage to back it up. Too often do we find excellent schedules hopelessly jumbled and mixed up because of some chance remark from one of the "higher ups," frequently a remark made only to elicit information, but taken by the buyer as a criticism of his selection. The best time buyer I ever knew would study the problem carefully from every angle and weigh every factor before making his decision. But when once this decision had been reached his mind was made up and he would fight for his recommendation through every department and office of his own company, and the client's as well, in order that the others might see the facts as he understands them. This is the type of buying that is worth and gets big money.

## Corrections

Time buyers are human just like the rest of us. They have individual ideas and personal preferences and these, so to speak, are the weak spots. Naturally, the buyer is unconscious of his weaknesses, or perforce they would not exist, but where they do come to his attention I have never observed a single case where there was not a tendency to swing to the other extreme in an endeavor to make a correction. This is a good sign and is characteristic of the high standards which exist throughout the entire advertising industry. The ethics of advertising are just as high as those of the medical and legal professions and the time buyer does his share to maintain this standard.



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# Federal Trade Commission Procedure In Handling Misleading Radio Advertising

*(As of January 1st, 1940)*

THE Federal Trade Commission procedure in radio cases embraces a continuous, systematic review of commercial continuity. In most instances where misleading advertising representations are found, correction is made through the advertiser's signing of a stipulation agreement to discontinue the misrepresentation. Where necessary, such cases are disposed of by the Commission through its regular procedure of formal complaint and order to cease and desist which may be subject to review by the United States Circuit Court of Appeals.

The stipulation method, employed in a majority of instances, may be just as effective as the order to cease and desist and it takes less of the time and money of both the Government and the advertiser.

In the last year the Commission introduced the policy of including advertising agencies as well as the advertisers as respondents in matters involving food, drugs, devices and cosmetics, in instances where the agencies participated in preparing advertising copy which was published in newspapers and periodicals and found to be false or misleading. This procedure extends to broadcasting stations which participate in the preparation of commercial continuity and which, therefore, are considered as acting in effect as advertising agencies.

## "Obviously Unobjectionable"

Material continuity is sent to the Commission's Radio and Periodical Division by individual stations generally at the rate of four times each year while national and regional networks respond on a continuous weekly basis and producers of electrical transcription recordings submit monthly returns of commercial portions produced for broadcast.

Continuities are carefully scrutinized in the preliminary stage by a staff of attorneys and clerks, whose duty is to sift out at this first stage the large mass of material, well over 80 per cent, which is obviously unobjectionable. These examiners may be thought of as representing the collective intelligence and impressions of the average radio listener. They mark for further examination and reporting by a secondary review staff to the Director of the Division, such statements and claims as may seem illogical, contrary to common sense or to common knowledge or belief, or adverse to established facts.

If the advertising seems objectionable or of a doubtful character, a questionnaire is usually forwarded to such advertiser requesting information to aid the Commission in reaching a conclusion. Generally such questionnaire calls for formulas, samples and follow-up literature. The formulas and samples are usually submitted by the Commission to appropriate agencies of the Government for tests and reports. The follow-up literature frequently contains false or misleading claims not appearing in the contact advertisement or announcement.

## Stipulation

In the event the data submitted, after its subjection to tests and analyses, appear to the Commission to indicate that the radio advertiser is making misleading claims in violation of the law, an application for complaint against him is docketed; but before the issuance and service of a formal complaint, the Commission usually refers the matter back to the Radio and Periodical Division for the purpose of extending to the advertiser an opportunity to negotiate a settlement by stipulation as to the facts, and an agreement to forthwith cease and desist from the unfair methods or the unfair or deceptive acts or practices involved.

This opportunity to execute a stipulation is not extended where the Commission has reason to believe the respondents guilty of intentional fraud or wrongdoing; of advertising dangerous food, drugs, devices or cosmetics without appropriate warnings to the public; of violation of the Clayton (Antitrust) Act; or where the unfair practice substantially restrains or suppresses competition. In addition to these exceptions, the Commission will refuse to extend the privilege of stipulation where, by reason of the circumstances, it has no assurance



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that the stipulation will be observed and the practices eliminated, or where it has any reason, sufficient to itself, to believe that the public interest would better be served by means of a formal complaint.

When a matter cannot be adjusted satisfactorily by correspondence, the advertiser may confer personally with the Director of the Division in Washington, either with or without counsel, when he will be accorded full opportunity to discuss his claims.

If, upon due consideration of the facts developed and reported by the Director, the Commission is of the opinion that an advertiser's claims are demonstrably false or misleading, he is offered the privilege of closing the matter by signing a stipulation whereby he agrees to discontinue making such assertions, provided that the claims do not involve intentional fraud or wrong-doing, danger to health or other conditions which would preclude the signing of a stipulation.

If a respondent does not desire to stipulate, the file of the case, including all exhibits, records and other evidence, is submitted to the Commission with the report and recommendation of the Director of the Division. If the Commission has reason to believe from the showing made that the advertiser has violated the law, it issues a formal complaint against him. He is given twenty days within which to file an answer; evidence in support of and in opposition to the charges of the complaint is adduced before a trial examiner; briefs are filed; oral argument is granted if desired; and the case is decided by the Commission.

## Amendment of the Federal Trade Commission Act

The decision of the Commission, when a cease and desist order is entered, is subject to review by the United States Circut Courts of Appeals and may finally reach the Supreme Court of the United States. However, an overwhelming percentage of all advertising cases has been settled amicably, usually by stipulation as a result of the preliminary negotiations and without the issuance of formal complaint.

The Wheeler-Lea Act of March 21, 1938, comprised a series of amendments to the Federal Trade Commission Act, the organic law upon which much of the Commission's activity, including its false and misleading advertising cases, is based. Provisions of the Wheeler-Lea Act have been incorporated and integrated entirely in the provisions of the Federal Trade Commission Act.

Section 5 of the Federal Trade Commission Act was broadened to include the prohibition of "unfair or deceptive acts or practices" in addition to "unfair methods of competition" theretofore prohibited.

The amendments also provided that the Commission's cease and desist orders should become final after certain definite dates and civil penalties for violation of orders that have become final were prescribed. The Commission has certified to the Department of Justice a number of cases for penalty proceedings under this section and appropriate suits have been filed by that Department.

## Injunctions

The dissemination or the causing of the dissemination of false advertisements of food, drugs, devices or cosmetics were specifically made unlawful and criminal penalties were prescribed for the dissemination of advertising relative to any of such commodities, the use of which may be injurious to health, or, where there is intent to defraud or mislead.

Also the Commission, when it has reason to believe that such action would be in the public interest, was given authority to proceed in a United States District Court by injunction to halt an existing, or to prevent a threatened, dissemination in violation of the provisions above referred to, pending the issuance and final disposition of a complaint under the Act. The Commission has obtained a number of preliminary injunctions pursuant to this section of the Act.

Under the advertising provisions of the Federal Trade Commission Act as amended, the Commission has established the nucleus of a competent medical staff under supervision of an officer assigned by the United States Public Health Service. These physicians act as advisors and consultants in those advertising cases where medical questions are involved.

The Commission has available for distribution to the advertising, publishing and radio industries a pamphlet entitled "Procedure before the Federal Trade Commission in the Handling of Certain Types of False and Misleading Advertising Cases by the Radio and Periodical Division." It also publishes a monthly summary of work listing the current stipulations, complaints, orders and other legal cases, and has a limited supply of copies of the full texts of such documents which are supplied, if available, without charge, on application to the Commission by persons having a specific interest in or need for such material.



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# RADIO AND TELEVISION FACTS — SOUGHT BY 1940 CENSUS —

WHILE the radio industry is busy casting its lines into the future by pushing television, facsimile and other new developments during 1940, its progress through 1939 will be recorded by the United States Bureau of the Census, which in January 1940 began taking a nation-wide Census of Business and Manufactures. All manufacturers, wholesalers and retailers of radios, phonographs and other sound apparatus will be covered.

The Population Census which starts April, 1940, will assemble important facts about the great radio buying and listening public. Every dwelling unit of the approximately 33,000,000 in the country will be visited, and one inquiry made will be "Is it equipped with a radio?"

Figures of the Census Bureau collected in previous years already tell the dramatic story of the growth of the radio industry from infancy to its present stature, and for those who can read between the lines, there are portents of radio as it will be tomorrow.

## Product Development

For instance, in 1923, the Census of Manufactures reported production of 190,374 tube type receivers and 223,303 crystal sets. Now crystal sets are curios, and total production of receivers, according to its 1937 figures, the latest available, reached the figure of 9,693,230.

While the 1923-1937 period shows such tremendous gains in quantity of production, the 1940 Census will report developments in the products themselves during the last two years which seem destined to have even greater significance. This coming Census, for example, will ask for the first time statistics under number and value of television sets, facsimile transmitters and receiving sets manufactured.

Figures on the production of television kits and sets and television transmitters were asked of the industry in the 1937 Census of Manufactures, but television was then in such an experimental stage that no reliable figures could be published.

Among other new items included in the products schedule are central receivers, such as those used in hotels; portables, which have returned to popularity since the 1937 Census; automobile radios with range beyond the standard broadcast band; remote control units; automatic tuning devices; new transmitting tubes, and a breakdown of short wave transmitters into relay, international and high frequency.

Data based on answers to a question on expenditures for plant and equipment will reveal factory expansion being undertaken in expectation of demand for production of these new lines.

Concurrently with the inquiry into radio manufacture will be taken the Census of Business, covering retail and wholesale distributors, and radio repair shops. Every establishment in the industry will receive from an enumerator a Census questionnaire, to which answers are required by law. The same statute provides that reports to the Census Bureau are confidential and cannot be used for taxation, investigation or regulation. Census material is made public only in the form of totals for states, counties, and cities, by each kind of business.

Valuable merchandising information will be made available to radio marketers through the Census of Business and Manufactures. Figures on production of sets by price range will reflect consumer demand, or at least manufacturers' anticipation of it. Size of inventories reports for the beginning and the end of the year will indicate how accurately the demand was gauged.

## Census of Business

In 1937, the greatest number of sets produced (1,192,725, about 15 per cent of the total) were socket-operated receivers with range beyond standard broadcast band and factory value not over $18. In terms of value, however, sets of these specifications in the $30-$45 class were tops, accounting for $30,053,486, or about 17 per cent of the value of receivers produced.

Directly bearing on radio retailers' problems will be figures gathered in the Census of Business. Comparative sales will be shown for independents, chains, utility-operated stores and department stores handling radios. Revenue from non-radio items often carried will be listed—household appliances, sporting goods, photographic equipment, etc. Receipts from repairs by radio stores and by service establishments will be reported.



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# 26,666,500* Radio Homes

## In The United States

*A REPORT BY*

## *The Joint Committee on Radio Research*

Estimate of radio homes in the United States as indicated on the two pages following, was compiled by the Joint Committee on Radio Research as of January 1, 1938. Committee was organized under the auspices of advertisers, advertising agencies, and broadcasters, primarily for the purpose of developing a standard method of obtaining radio information. Under the guidance of Paul F. Peter, then secretary of the Joint Committee, surveys were made and latest authentic source material was assembled for the work.

Total of 26,666,500 radio families in the U. S., as of January 1, 1938, is estimated at 82 per cent of all families in the country. This was an increase of 17 per cent over the 1936 estimate of the Committee. It is reasonable to assume that additional radio homes have come into being since the January 1, 1938, estimate was compiled with the increase, in proportion, close to that noted over 1936.

Figures do not represent the total number of radio sets in use, according to the Joint Committee, since there is more than one radio set in many homes, apart from those in public places, etc., and in automobiles.

With the aid of government departments in Washington, an estimate of families in the United States was prepared as of July 1, 1937, and this served as a base for further breakdowns by states and counties. This was tied in with the private surveys undertaken by the most approved methods.

In connection with the Joint Committee figures by states and geographical divisions, full estimate by counties will be found in the 1939 edition of RADIO ANNUAL.

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*Latest available statistics and information indicate that during the two-year lapse since the last Joint Committee estimate was made an increase of nearly 2,000,000 radio families have been noted in the United States bringing the current estimated total to some 28,000,000 homes owning one or more sets. Number of receivers is placed at 45,000,000, including 6,500,000 auto sets of which number approximately 1,500,000 have been put in use during the past two years.



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# ESTIMATED NUMBER OF FAMILIES OWNING RADIO SETS URBAN AND RURAL BY STATE AND CENSUS GEOGRAPHIC DIVISIONS

| STATE | URBAN | | | RURAL | | | TOTAL | | |
|---|---|---|---|---|---|---|---|---|---|
| | JULY 1937 FAMILIES | % OWNERSHIP | 1938 RADIO FAMILIES | JULY 1937 FAMILIES | % OWNERSHIP | 1938 RADIO FAMILIES | JULY 1937 FAMILIES | % OWNERSHIP | 1938 RADIO FAMILIES |
| Alabama | 207,000 | 75 | 154,600 | 463,000 | 48 | 220,600 | 670,000 | 56 | 375,200 |
| Arizona | 37,000 | 89 | 33,100 | 67,000 | 69 | 46,500 | 104,000 | 77 | 79,600 |
| Arkansas | 113,000 | 78 | 88,100 | 388,000 | 43 | 166,700 | 501,000 | 51 | 254,800 |
| California | 1,369,000 | 94 | 1,287,100 | 449,000 | 96 | 432,700 | 1,818,000 | 95 | 1,719,800 |
| Colorado | 152,000 | 91 | 138,200 | 136,000 | 70 | 95,300 | 288,000 | 81 | 233,500 |
| Connecticut | 306,000 | 92 | 281,400 | 131,000 | 92 | 120,700 | 437,000 | 92 | 402,100 |
| Delaware | 34,000 | 90 | 30,800 | 33,000 | 81 | 26,800 | 67,000 | 86 | 57,600 |
| Dist. of Columbia | 168,000 | 91 | 152,900 | ..... | .. | ..... | 168,000 | 91 | 152,900 |
| Florida | 238,000 | 80 | 189,500 | 205,000 | 53 | 108,400 | 443,000 | 67 | 297,900 |
| Georgia | 245,000 | 74 | 180,500 | 471,000 | 40 | 190,300 | 716,000 | 52 | 370,800 |
| Idaho | 38,000 | 90 | 34,200 | 86,000 | 75 | 64,500 | 124,000 | 80 | 98,700 |
| Illinois | 1,526,000 | 93 | 1,426,600 | 537,000 | 80 | 430,500 | 2,063,000 | 90 | 1,857,100 |
| Indiana | 522,000 | 92 | 480,300 | 412,000 | 82 | 336,500 | 934,000 | 87 | 816,800 |
| Iowa | 281,000 | 93 | 262,500 | 399,000 | 79 | 315,300 | 680,000 | 85 | 577,800 |
| Kansas | 204,000 | 93 | 189,300 | 297,000 | 60 | 178,500 | 501,000 | 73 | 367,800 |
| Kentucky | 242,000 | 86 | 208,600 | 466,000 | 61 | 286,300 | 708,000 | 70 | 494,900 |
| Louisiana | 215,000 | 78 | 168,100 | 295,000 | 44 | 129,300 | 510,000 | 58 | 297,400 |
| Maine | 88,000 | 81 | 79,700 | 133,000 | 91 | 121,400 | 221,000 | 91 | 201,100 |
| Maryland | 251,000 | 90 | 225,100 | 159,000 | 82 | 130,000 | 410,000 | 87 | 355,100 |
| Massachusetts | 992,000 | 92 | 912,100 | 112,000 | 96 | 107,100 | 1,104,000 | 92 | 1,019,200 |
| Michigan | 827,000 | 93 | 771,100 | 393,000 | 89 | 351,100 | 1,220,000 | 92 | 1,122,200 |
| Minnesota | 331,100 | 93 | 309,300 | 321,000 | 77 | 247,600 | 652,000 | 85 | 556,900 |
| Mississippi | 91,000 | 71 | 64,600 | 403,000 | 35 | 142,400 | 494,000 | 42 | 207,000 |
| Missouri | 562,000 | 94 | 525,600 | 510,000 | 58 | 297,200 | 1,072,000 | 77 | 822,800 |
| Montana | 49,000 | 91 | 44,400 | 93,000 | 75 | 70,200 | 142,000 | 81 | 114,600 |
| Nebraska | 129,000 | 93 | 120,100 | 223,000 | 74 | 164,000 | 352,000 | 81 | 284,100 |
| Nevada | 12,000 | 91 | 11,000 | 18,000 | 97 | 17,500 | 30,000 | 95 | 28,500 |
| New Hampshire | 77,000 | 91 | 69,700 | 59,000 | 93 | 54,700 | 136,000 | 92 | 124,400 |

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| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| New Jersey | 904,000 | 94 | 845,400 | 194,000 | 91 | 177,100 | 1,098,000 | 93 | 1,022,500 |
| New Mexico | 27,000 | 88 | 23,700 | 75,000 | 51 | 38,600 | 102,000 | 61 | 62,300 |
| New York | 2,806,000 | 93 | 2,623,300 | 566,000 | 90 | 509,000 | 3,372,000 | 93 | 3,132,300 |
| North Carolina | 206,000 | 79 | 161,900 | 530,000 | 47 | 246,700 | 736,000 | 55 | 408,600 |
| North Dakota | 28,000 | 94 | 26,200 | 128,000 | 73 | 93,400 | 156,000 | 77 | 119,600 |
| Ohio | 1,215,000 | 93 | 1,130,200 | 562,000 | 91 | 511,300 | 1,777,000 | 92 | 1,641,500 |
| Oklahoma | 233,000 | 87 | 202,500 | 386,000 | 65 | 251,800 | 619,000 | 73 | 454,300 |
| Oregon | 157,000 | 94 | 147,000 | 142,000 | 97 | 138,400 | 299,000 | 95 | 285,400 |
| Pennsylvania | 1,687,000 | 92 | 1,553,900 | 765,000 | 85 | 652,500 | 2,452,000 | 90 | 2,206,400 |
| Rhode Island | 155,000 | 92 | 142,500 | 14,000 | 93 | 13,000 | 169,000 | 92 | 155,500 |
| South Carolina | 99,000 | 70 | 69,500 | 308,000 | 45 | 137,800 | 407,000 | 51 | 207,300 |
| South Dakota | 34,000 | 93 | 31,700 | 133,000 | 76 | 101,200 | 167,000 | 80 | 132,900 |
| Tennessee | 259,000 | 82 | 211,200 | 430,000 | 58 | 248,700 | 689,000 | 67 | 459,900 |
| Texas | 661,000 | 84 | 556,200 | 855,000 | 56 | 477,300 | 1,516,000 | 68 | 1,033,500 |
| Utah | 68,000 | 91 | 61,800 | 55,000 | 89 | 49,200 | 123,000 | 90 | 111,000 |
| Vermont | 33,000 | 91 | 30,000 | 66,000 | 89 | 58,600 | 99,000 | 90 | 88,600 |
| Virginia | 217,000 | 82 | 178,800 | 396,000 | 56 | 221,400 | 613,000 | 65 | 400,200 |
| Washington | 271,000 | 94 | 254,400 | 197,000 | 96 | 188,900 | 468,000 | 95 | 443,300 |
| West Virginia | 130,000 | 86 | 111,800 | 287,000 | 82 | 236,500 | 417,000 | 84 | 348,300 |
| Wisconsin | 404,000 | 93 | 377,000 | 331,000 | 71 | 235,700 | 735,000 | 83 | 612,700 |
| Wyoming | 20,000 | 90 | 18,100 | 42,000 | 75 | 31,700 | 62,000 | 80 | 49,800 |
| **GEOGRAPHIC DIVISIONS** | | | | | | | | | |
| New England | 1,651,000 | 92 | 1,515,400 | 515,000 | 92 | 475,500 | 2,166,000 | 92 | 1,990,900 |
| Middle Atlantic | 5,397,000 | 93 | 5,022,600 | 1,525,000 | 88 | 1,338,600 | 6,922,000 | 92 | 6,361,200 |
| E. North Central | 4,494,000 | 93 | 4,185,200 | 2,235,000 | 83 | 1,865,100 | 6,729,000 | 90 | 6,050,300 |
| W. North Central | 1,569,000 | 93 | 1,464,700 | 2,011,000 | 69 | 1,397,200 | 3,580,000 | 80 | 2,861,900 |
| South Atlantic | 1,588,000 | 82 | 1,300,800 | 2,389,000 | 54 | 1,297,900 | 3,977,000 | 65 | 2,598,700 |
| E. South Central | 799,000 | 80 | 639,000 | 1,762,000 | 51 | 898,000 | 2,561,000 | 60 | 1,537,000 |
| W. South Central | 1,222,000 | 83 | 1,014,900 | 1,924,000 | 53 | 1,025,100 | 3,146,000 | 65 | 2,040,000 |
| Mountain | 403,000 | 90 | 364,500 | 572,000 | 72 | 413,500 | 975,000 | 80 | 778,000 |
| Pacific | 1,797,000 | 94 | 1,688,500 | 788,000 | 96 | 760,000 | 2,585,000 | 95 | 2,448,500 |
| U. S. TOTAL | 18,920,000 | 91 | 17,195,600 | 13,721,000 | 69 | 9,470,900 | 32,641,000 | 82 | 26,666,500 |



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# FURGASON & WALKER, INC.

*Radio Station Representatives*

OFFICES:
NEW YORK
CHICAGO
ST. LOUIS, MO.
LOS ANGELES
SAN FRANCISCO

RADIO
Executives
Everywhere
*Receive*
and
*Read*
RADIO DAILY
REGULARLY

# FORJOE & COMPANY

*Radio Station Representatives*

NEW YORK — CHICAGO

ENGLISH DEPARTMENT

•

RICH SPOT MARKETS

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| | |
|---|---|
| NEW ENGLAND | |
| Boston, Massachusetts | WORL |
| Lewiston, Maine | WCOU |
| MID-WEST | |
| Milwaukee, Wisconsin | WEMP |
| Muncie, Indiana | WLBC |
| SOUTH-WEST | |
| Longview, Texas | KFRO |
| Laredo, Texas | KPAB |
| Enid, Oklahoma | KCRC |
| Clovis, New Mexico | KICA |
| Decatur, Alabama | WMSL |
| WEST COAST | |
| San Francisco, California | KSAN |
| Aberdeen, Washington | KXRO |

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SPOT ADVERTISING
BRINGS SPOT CASH

FOREIGN DEPARTMENT

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THE MARKET WITHIN THE MARKET

•

POLISH
ITALIAN
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*Toronto*—Metropolitan Building .....Adelaide 4429
C. W. Wright, Manager; J. L. Alexander.

*Montreal*—510 Keefer Building, Lovell Mickles, Jr., Manager.....Marquette 1184
*Stations*—KTUC, Tucson, Ariz.; KELD, El Dorado, Ark.; KUOA, Siloam Springs, Ark.; KARM, Fresno, Calif.; KRKD, Los Angeles, Calif.; KROY, Oakland, Calif.; KJBS, San Francisco, Calif.; KQW, San Jose, Calif.; KVEC, San Luis Obispo, Calif.; WBRY, Waterbury, Conn.; WTBO, Cumberland, Md.; WSAR, Fall River, Mass.; KROC, Rochester, Minn.; KGVO, Missoula, Mont.; KVSF, Santa Fe, N. M.; WQXR, New York, N. Y.; KTOK, Oklahoma City, Okla.; KCRC, Enid, Okla.; KADA, Ada, Okla.; KVSO, Ardmore, Okla.; KBIX, Muskogee, Okla.; KGFF, Shawnee, Okla.; KOME, Tulsa, Okla.; WBBZ, Ponca City, Okla.; KRBC, Abilene, Texas; KBST, Big Spring, Texas; KPLT, Paris, Texas; KGKL, San Angelo, Texas; KUTA, Salt Lake City, Utah; WRJN, Racine, Wisc.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKOV, Kelowna, B. C.; CJOR, Vancouver, B. C.; CJRC, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CJCB, Sydney, N. S.; CKPC, Brantford, Ont.; CFCO, Chatham, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFLC, Prescott, Ont.; CJIC, Saulte Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CKLW, Windsor, Ont.; CKNX, Wingham, Ont.; CFCY, Charlottetown, P. E. I.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; CFQC, Saskatoon, Sask.

## WILLIAM A. McGUINEAS

*(Eastern Representative)*

*New York City*—220 East 42nd Street.....MUrray Hill 2-3033
*Station*—WGN, Chicago, Ill.



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## J. P. McKINNEY, SPECIAL AGENT

*New York City*—30 Rockefeller Plaza, N. L. O'Brien.....CIrcle 7-1178
*Chicago*—400 N. Michigan Avenue, Ray Davis, C. W. Erwin.....Superior 9866
*San Francisco*—681 Market Street.....Sutter 5333
*Stations*—WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WESG, Elmira, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WRAK, Williamsport, Pa.

## NATIONAL BROADCASTING COMPANY

*(General National Spot and Local Sales Department)*

*New York City*—30 Rockefeller Plaza.....CIrcle 7-8300
James V. McConnell, General National Spot and Local Sales Manager; Maurice M. Boyd.
*Boston*—Bradford Hotel, Frank R. Bowes.....Hancock 4261
*Cleveland*—815 Superior Ave., N. E., Donald G. Stratton.....Cherry 0942
*Detroit*—Fisher Bldg., Robert A. White.....Trinity 2-7900
*Pittsburgh*—Grant Bldg., W. E. Jackson.....Grant 4200
*Chicago*—Merchandise Mart, Oliver Morton.....Superior 8300
*Denver*—1625 California Street, A. W. Crapsey.....Main 6211
*Hollywood*—5515 Melrose Avenue, Sidney Dixon.....Hollywood 3631
*San Francisco*—111 Sutter Street, Glenn Ticer.....Sutter 1920
*Stations*—KPO, San Francisco, Calif.; KGO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WMAQ, Chicago, Ill.; WBZ-WBZA, Boston-Springfield, Mass.; WEAF, New York, N. Y.; WJZ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.

## NORTHWEST RADIO ADVERTISING CO., INC.

*Seattle*—802 American Bank Bldg.....Main 9282
Edwin A. Kraft, President-General Manager; W. L. Paul, Assistant Manager.
*Station*—KINY, Juneau, Alaska.

## PAN AMERICAN BROADCASTING COMPANY

*(Latin America, Alaska, and Newfoundland Representative)*

*New York City*—330 Madison Avenue, E. Bernald, Manager.....MUrray Hill 2-0811
*Chicago*—228 North La Salle St., F. R. Jones, Manager.....State 5096
*Cleveland*—1635 East Twenty-Fifth St., Alonzo Hawley.....Prospect 2922

## JOHN H. PERRY ASSOCIATES

*New York City*—225 West 39th Street.....BRyant 9-3357
William K. Dorman, Manager; W. T. Kelly, H. H. Hatchette.
*Chicago*—122 S. Michigan Avenue, O. J. Ranft, Manager.....Harrison 8085
*Detroit*—7338 Woodward Avenue, J. J. Higgins, Manager.....Madison 0790
*Atlanta*—406 Chamber of Commerce Bldg., R. S. Kendrick, Manager.....Walnut 3443
*San Francisco*—742 Market Street, (R. J. Bidwell Co.).....Garfield 4917
*Philadelphia*—1524 Chesnut St., M. S. Lewin.....Rittenhouse 0886
*Stations*—WALA, Mobile, Ala.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.; KFDA, Amarillo, Texas.

## EDWARD PETRY & COMPANY, INC.

*New York City*—17 East 42nd Street.....MUrray Hill 2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Lawrence Field, Henry Ringgold, Albert Young, Jr., Carl Doty, Mason McGuire, Norman Prouty, Lloyd George Venard, Volney F. Righter.
*Chicago*—400 N. Michigan Avenue.....Delaware 8600
Edward Voynow, Vice-President; John Ashenhurst, Robert Boneil, James L. Thompson.
*Detroit*—General Motors Bldg., Richard Daley.....Madison 1035
*San Francisco*—111 Sutter Street, Earle H. Smith.....Garfield 4010
*Los Angeles*—601 W. 5th Street, Chesrer Matson.....Michigan 8729
*St. Louis*—Southwestern Bell Telephone Bldg., George Kercher.....Garfield 5194
*Stations*—KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; KVOD, Denver, Colo.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; WFBM, In-



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dianapolis, Ind.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WFBR, Baltimore, Md.; WAAB, Boston, Mass.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WTAG, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KEX, Portland, Ote.; KGW, Portland, Ore.; WFIL, Philadelphia, Pa.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRTD, Richmond, Va.; KJR, Seattle, Wash.; KOMO, Seattle, Wash.; KGA, Spokane, Wash.; KHQ, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Colonial Network; Minnesota Network; Texas Quality Network; Yankee Network.

## RALPH L. POWER

*(Australian Representative)*

*Los Angeles*—407 Van Nuys Bldg.....Madison 5617
*Stations*—Macquarie Broadcasting Services, Macquarie Network (19 stations).

## RADIO ADVERTISING ASSOCIATES

*(Southeastern Representatives*)*

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

*Stations represented on a regional basis only.

## RADIO ADVERTISING CORP.

*New York City*—341 Madison Avenue.....MUrray Hill 4-0212
Henri O. Molley, Executive in Charge.
*Chicago*—400 North Michigan Avenue, George Roesler, Manager.....Whitehall 4262
*Cleveland*—Terminal Tower, Charles A. Stevens, Manager.....Prospect 5800
*San Francisco*—681 Market St., Homer Griffith, Manager.....DOuglas 4475
*Hollywood*—6362 Hollywood Blvd., Homer Griffith, Manager.....HIllside 7157
*Stations*—KITE, Kansas City, Mo.; WHK, Cleveland, Ohio; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WKBN, Youngstown, Ohio; WIP, Philadelphia, Pa.

## RADIO SALES, INC.

*New York*—485 Madison Avenue.....Wickersham 2-2000
Howard Meighan, Eastern Sales Manager; William H. Hylan, Jr., Robert Somerville, Frank McDonnell, Howard Schreiber, Eldon Hazard.
*Chicago*—410 N. Michigan Avenue.....Whitehall 6000
Kelly Smith, General Manager; Paul Wilson, Ernest Shomo, Wendell Campbell.
*Detroit*—902 Fisher Bldg., Herbert Carlborg.....Trinity 2-5500
*Milwaukee*—4118 Plankington Arcade Bldg., Martin McGeehan.....Marguette 0688
*San Francisco*—Palace Hotel, Henry M. Jackson.....Yukon 1700
*Los Angeles*—Columbia Square.....Hollywood 2484
Roger K. Huston, Western Sales Manager.
*Stations*—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WJSV, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; CBS California Network; CBS New England Network; CBS Pacific Network.

## RADIO TIME AGENCY

*Chicago*—360 N. Michigan Ave., Palmer Terhune, Manager.....Dearborn 0351
*Stations*—WBNX, New York, N. Y.; KFRO, Longview, Texas; KCMC, Texarkana, Texas.

## WILLIAM G. RAMBEAU COMPANY

*Chicago*—1617 Tribune Tower, William G. Rambeau, Manager.....Andover 5566
*New York City*—Chanin Bldg., Roy Shults, Manager.....CAledonia 5-4940
*Detroit*—10-217 General Motors Bldg., George O'Leary, Manager.....Madison 6828
*San Francisco*—Russ Bldg., Ross C. Rambeau, Manager.....Douglas 1294
*Stations*—WDGY, Minneapolis, Minn.; KQV, Pittsburgh, Pa.; WJAS, Pittsburgh, Pa.



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## PAUL H. RAYMER CO.

*Chicago*—435 N. Michigan Avenue ..... Superior 4475
Paul H. Raymer, Manager; George W. Diefenderfer, Richard E. Kopf.
*New York*—366 Madison Avenue ..... Murray Hill 2-8690
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer.
*Detroit*—General Motors Bldg., George W. Diefenderfer ..... Trinity 2-8060
*San Francisco*—Russ Bldg., Edward S. Townsend ..... Douglas 2373
*Los Angeles*—530 West 6th St., J. Leslie Fox ..... Vandike 1901
*Stations*—Mason-Dixon Radio Group; WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; California Radio System; KERN, Bakersfield, Calif.; KMJ, Fresno, Calif.; KFWB, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR, Jacksonville, Fla.; WDBO, Orlando, Fla.; WJJD, Chicago, Ill.; WFAM-SBT, South Bend, Ind.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WJTN, Jamestown, N. Y.; WHEC, Rochester, N. Y.; WSYR, Syracuse, N. Y.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazelton, Pa.; WGAL, Lancaster, Pa.; WCAU, Philadelphia, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KWFT, Wichita Falls, Texas; WNBX, Springfield, Vt.; WRVA, Richmond, Va.

## REYNOLDS-FITZGERALD, INC.

*New York City*—515 Madison Ave. ..... ELdorado 5-7020
Harry D. Reynolds, Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, L. Paul Woehlke.
*Chicago*—360 N. Michigan Ave. ..... State 4294
John T. Fitzgerald, George A. Jones, Lee Small, Edwin C. Allen, M. H. Petersen.
*Detroit*—General Motors Bldg., Richard T. Healy ..... Madison 4250
*Philadelphia*—Land Title Bldg., J. David Cathcart ..... Rittenhouse 3839
*Seattle*—1423 Joseph Vance Bldg., Fred A. Bartlett ..... Elliott 6452
*San Francisco*—58 Sutter Street ..... Garfield 6141
Judson H. Carter, Ralph E. DeMotte.
*Los Angeles*—117 West Ninth Street, Charles E. Fisher ..... Tucker 2474
*Stations*—KFNF, Shenandoah, Ia.; WIL, St. Louis, Mo.; WHBY, Green Bay, Wisc.; WTAQ, Green Bay, Wisc.; WIBA, Madison, Wisc.; WSAU, Wassau, Wisc.

## SAWYER, FERGUSON & WALKER CO.

*New York*—60 East 42nd Street ..... MUrray Hill 2-5495
F. H. Anderson.
*Stations*—WRNL, Richmond, Va.; WGH, Newport News, Va.

## VIRGIL REITER & CO.

New York—22 West 48th Street ..... PEnnsylvania 6-2409
*Stations*—WCAU, Philadelphia, Pa.; WFBM, Indianapolis, Ind.

## SEARS & AYER, INC.

*Chicago*—612 N. Michigan Ave. ..... Superior 8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.
*New York City*—565 Fifth Ave., Paul Adler, Manager ..... PLaza 8-1312
*Stations*—WJBY, Gadsden, Ala.; WGPC, Albany, Ga.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.; KRLC, Lewiston, Ida.; KID, Idaho Falls, Ida.; WDWS, Champaign, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; KTSW, Emporia, Kans.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; WPG, Atlantic City, N. J.; WSOC, Charlotte, N. C.; WRAL, Raleigh, N. C.; WSTP, Salisbury, N. C.; WAIR, Winston-Salem, N. C.; WAIM, Anderson, S. C.; WSVA, Harrisonburg, Va.; KUJ, Walla Walla, Wash.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.

## JACK SLATTER

*Toronto, Ont.*—4 Albert Street ..... Waverley 5564
*Stations*—CFCN, Calgary, Alta.; CKPR, Fort William, Ont.; CJRC, Winnipeg, Man.; CJRM, Regina, Sask.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.



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## TENNEY, WOODWARD & CONKLIN, INC.

*New York City*—285 Madison Ave.....AShland 4-0996
Walter I. Tenney, President; Ralph E. Dennis, Manager.
*Chicago*—333 N. Michigan Ave., John E. Rohde, Manager.....Delaware 2107
*Detroit*—New Center Bldg., T. E. Etter, Manager.....Trinity 1-0529
*Station*—WTRC, Elkhart, Ind.

## EDWARD S. TOWNSEND COMPANY

*San Francisco*—Russ Bldg., Edward S. Townsend, Owner.....Douglas 2373
*Stations*—WGN, Chicago, Ill.; WOR, Newark, N. J.; WCAU, Philadelphia, Pa.

## J. FRANKLYN VIOLA AND COMPANY

*(Foreign Language Representative*)*

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

## WEED & CO.

*New York*—350 Madison Avenue.....VAnderbilt 6-4542
Joseph J. Weed, President; J. C. Lyons, N. V. Farrell, Paul Frank.
*Chicago*—203 N. Wabash Avenue.....Randolph 7730
Neal Weed, Vice-President; William Reilly, William Flynn.
*Detroit*—Michigan Building, Charles M. Adell.....Cadillac 3810
*San Francisco*—111 Sutter St., Roy Frothingham.....Douglas 6446
*Stations*—KARM, Fresno, Calif.; KTSM, Santa Barbara, Calif.; WTIC, Hartford, Conn.; WJNO, West Palm Beach, Fla.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCHS, Portland, Me.; WSAL, Salisbury, Md.; WPRC, Worcester, Mass.; KFRU, Columbia, Mo.; KXOK, St. Louis, Mo.; KFBB, Great Falls, Mont.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WEBR, Buffalo, N. Y.; WKRC, Cincinnati, Ohio; WCOL, Columbus, Ohio; WBAX, Wilkes-Barre, Pa.; WJAR, Providence, R. I.; KABR, Aberdeen, S. D.; WQDM, St. Albans, Vt.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKPR, Fort William-Port Arthur, Ont.; CKOC, Hamilton, Ont.; CFRC, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.

## HOWARD H. WILSON COMPANY

*Chicago*—75 East Wacker Drive.....Central 8744
Howard H. Wilson, Owner; J. F. Johns, Harlan G. Oakes.
*New York*—551 Fifth Ave.....MUrray Hill 6-1230
Horace Hagedorn, Manager; Thomas Pedlar.
*Kansas City, Mo.*—1012 Baltimore, J. J. Farrell.....Grand 8010
*San Francisco*—681 Market St., Homer O. Griffith.....Douglas 4475
*Hollywood*—6362 Hollywood Blvd., Homer O. Griffith.....Hillside 7157
*Stations*—KGER, Long Beach, Calif.; KGHF, Pueblo, Calif.; WDZ, Tuscola, Ill.; WIBC, Indianapolis, Ind.; KMA, Shenandoah, Ia.; KFBI, Abilene, Kans.; WREN, Lawrence, Kans.; WKZO, Kalamazoo, Mich.; KYSM, Mankato, Minn.; KGBX, Springfield, Mo.; KWTO, Springfield, Mo.; KMMJ, Grand Island, Nebr.; WJAG, Norfolk, Nebr.; KGGM, Albuquerque, N. M.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC, Amarillo, Texas; KFYO, Lubbock, Texas; KTSA, San Antonio, Texas; KRGV, Weslaco, Texas; WDEV, Waterbury, Vt.; WKBH, La Crosse, Wisc.; WHBL, Sheboygan, Wisc.; Lone Star Chain.

## WOR (Newark, N. J.)

*Boston*—80 Federal Street.....Liberty 0437
Paul A. Belaire, Manager.
*Chicago*—Tribune Tower, Harold C. Higgins, Manager.....Superior 5110
*San Francisco*—Russ Bldg., Edward S. Townsend.....Douglas 2373



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# RESEARCH —— ORGANIZATIONS

## The Advertising Checking Bureau, Inc.

538 South Clark St., Chicago, Ill.
Phone Wabash 6131

President.....W. B. Katzenberger
Director, Newspaper Research Department.....James H. Watt

*Branch Offices*
79 Madison Ave., New York, N. Y.
Phone CAledonia 5-8333

Eastern Manager.....Horace Carver
500 Sansome St., San Francisco, Calif.
Phone Sutter 6978

Pacific Coast Manager.....Jack Kendrick

Services Offered: (1) Analysis of radio publicity (individual items) with circulation figures and monthly summaries. (2) Check-up of radio log listing. (3) Weekly scrap-book service.

•

## Advertising Research Bureau

1125 Dorchester St., West, Montreal, Que., Canada
Phone Plateau 3858

Director.....Jack Selinger

Services Offered: Advertising surveys of all types (e.g., telephone, door-to-door, dealer, public opinion); French language surveys.

•

## Anderson Nichols Associates

330 West 42 St., New York, N. Y.
Phone BRyant 9-2278

President.....E. R. Anderson
Secretary & Treasurer.....H. B. Nichols
Radio Research.....Paul W. Stewart

*Branch Office*
Suite 307, 53 State St., Boston, Mass.
Phone Capital 8198

•

## Booz, Fry, Allen & Hamilton

135 South La Salle St., Chicago, Ill.
Phone Stage 8311
285 Madison Ave., New York, N. Y.
Phone CAledonia 5-1223

Services Offered: Business Surveys.

•

## Walter P. Burn & Associates, Inc.

7 West 44th Street, New York, N. Y.
Phone, MUrray Hill 2-7462

President.....Walter P. Burn
Vice-President.....William Noble

Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans.

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## Canadian Facts, Registered

100 Adelaide St., West, Toronto, Ont., Canada
Phone Adelaide 2067

General Manager.....N. P. Colwell
Director of Personnel..Ethel Fulford Colwell

*Branch Offices*

Operating branches in 99 Canadian cities and towns with a total staff of 2100.

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations and checks on effectiveness of various media.

•

## Paul T. Cherington

c/o McKinsey & Co., 2 Wall Street, New York, N. Y.
Phone REctor 2-2820

Services Offered: Distribution consultant, market surveys, media studies.

•

## Commercial Checking Service

1171 Olive St., Louisville, Ky.

President.....Newton P. Owen
Secretary-Treasurer.....P. A. Johns

Services Offered: Checking service for advertising and agencies.

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## The Cooperative Analysis of Broadcasting

330 West 42nd Street, New York, N. Y.
Phone, MEdallion 3-3898

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

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); C. H. Lang (General Electric Co.); A. Wells Wilbur (General Mills); L. D. H. Weld (McCann-Erickson); A. W. Lehman, Manager.

Services Offered: CAB rates all commercial network programs, daytime as well as evening, and in addition analyzes these ratings by geographical sections, income groups,



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etc. It is authorized hy the Association of National Advertisers and the American Association of Advertising Agencies to carry on this work which it has been doing since March, 1930.

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## Crossley, Inc.

330 West 42 St., New York, N. Y.
Phone BRyant 9-5462

President.....Archibald M. Crossley

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

•

## Roy S. Frothingham

111 Sutter Street, San Francisco, Calif.
Phone, Douglas 6446

Services Offered: Sales and advertising research; market and product studies; radio-program prefereuce surveys.

•

## C. E. Hooper, Inc.

51 East 42nd St., New York, N. Y.
Phone, VAnderhilt 6-4630

President.....C. E. Hooper
Vice-President.....E. A. Tomsett

Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)

•

## Hooper-Holmes Bureau

102 Maiden Lane, New York, N. Y.
Phone WHitehall 3-9700
Director of Research.....Chester E. Haring

*Branch Offices*

82 Offices Throughout
United States and Canada

•

## Irwin & Irwin

1627 Locust St., St. Louis, Mo.
Phone, Republic 3179

Manager.....M. C. Irwin

Services Offered: Market research.

•

## Joint Committee on Radio Research

(cooperative AAAA, ANA & NAB survey)
420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-7982

Chairman .....John Benson

## Helen King

17 East 48th St., New York, N. Y.
Phone, WIckersham 2-1127

Services Offered: Contest consultant, research and management (i.e., judging, planning, research, statistics, etc., on contests).

•

## Walter Mann & Staff

350 Madison Ave., New York, N. Y.
MUrray Hill 2-3479

President..... Walter Mann

Services Offered: Research, surveys, and counsel for scientific advertising and sales strategy for advertisers, agencies, publishers and radio stations; editorial and circulation counsel.

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## Market Data Service

211 State Street, Bridgeport, Conn.
Phone, 5-6983

President .....W. G. Davis
Vice-President.....W. P. Noble
Secretary-Treasurer.....Walter P. Burn

*Branch Offices*

7 West 44th St., New York, N. Y.
Bell Bldg., Chicago, Ill.

Services Offered: Merchandising, marketing research and surveys.

•

## Market Research Corp. of America

444 Madison Ave., New York, N. Y.
Phone PLaza 3-8920

President.....Percival White
Vice-President..... Panline Arnold

•

## National Radio Auditors

350 Madison Ave., New York, N. Y.
Phone, MUrray Hill 2-3479

Manager.....William H. Appleby

Services Offered: A cooperative organization for the verification of circulation of broadcasting stations in the United States and Canada.

•

## National Radio Records

347 Madison Ave., New York, N. Y.
Phone MUrray Hill 4-4351

President.....N. Charles Rorahaugh

Services Offered: Radio advertising statistics via monthly puhlications.

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## A. C. Nielsen Company

2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6100

President.....A. C. Nielsen



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Executive Vice-President in Charge of Nielsen Radio Index.....H. L. Rusch
Executive Vice-President.....F. K. Leisch

*Branch Office*

500 Fifth Ave., New York, N. Y.
Phone, PEnnsylvania 6-7126
Vice-President In Charge of N. Y. Office .....J. O. Peckham

•

## Parb Research Services

1526 - 18th Ave., San Francisco, Calif.
Phone OVerland 2935

Librarian .....Alice Thompson
Assistant Librarian.....James Wellman
Field Supervisor.....Charles MacDonald

Services Offered: Radio and theatrical research of all types. Services offered in fourteen key city offices.

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## R. L. Polk & Co., Inc.

354 Fourth Ave., New York, N. Y.
Phone CAledonia 5-8500

President.....R. L. Polk
Vice-President.....E. J. Loranger
Secretary-Treasurer.....F. R. Mixer

•

## Psychological Corp.

522 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-2145

Managing Director.....Paul S. Achilles
Director of Research.....Dr. Henry C. Link

*Branch Office*

310 S. Michigan Ave., Chicago, Ill.
Phone Wabash 3880

Director.....A. W. Kornhauser
Executive Secretary.....R. N. McMurry

Services Offered: Market research.

•

## Radio Coverage Reports

7 West 44th St., New York, N. Y.
Phone, MUrray Hill 2-7462

Director .....Edgar Felix

Services Offered: Consultants to advertising agencies, networks and stations on radio coverage and service; nationwide file of field intensity measurements.

•

## Radio Reports, Inc.

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

President-Treasurer.....Edward E. Loomis

Services Offered: Provides subscribers with digests and texts of radio news and comment.

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## Elmo Roper

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

Executives.....Elmo Roper, Arthur B. Chivvis, Carolyn W. Crusius, Robert W. Pratt, Robert Williams.

Services Offered: Marketing research, distribution consultant, trade and consumer studies.

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## Ross Federal Research Corp.

18 East 48th St., New York, N. Y.
Phone, PLaza 3-6500

Chairman of Board-President-Treasurer.....Harry A. Ross
Vice-President-General Manager Densmore A. Ross
Vice-President-General Sales Manager Clifford B. Ross
Vice-President.....Richard Ross
Executive Assistant to President...E. J. Wall
Secretary.....Frank X. Miske
Director of Advertising and Publicity Thomas B. Ellsworth

*Branch Offices*

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2240 Park Ave., Detroit, Mich.
817 Hanna Bldg., Cleveland, Ohio
1225 Grant Bldg., Pittsburgh, Pa.
130 West 42nd St., New York, N. Y.
606 West Wisconsin Ave., Milwaukee, Wisc.
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Market St. National Bank Bldg., Philadelphia, Pa.
1028 Connecticut Ave., Washington, D. C.
1807 Grand Ave., Kansas City, Mo.
3615 Olive St., St. Louis, Mo.
3723 Wilshire Blvd., Los Angeles, Calif.
935 Market St., San Francisco, Calif.
1904 Third Ave., Seattle, Wash.
1700 Commerce St., Dallas, Texas
635 Eighteenth St., Denver, Colo.
175 S. Main St., Salt Lake City, Utah
Rand Tower, Minneapolis, Minn.
507 Tenth St., Des Moines, Ia.
928-29 Sterick Bldg., Memphis, Tenn.
112 S. Tyron St., Charlotte, N. C.
206-207 Bona Allen Bldg., Atlanta, Ga.
90 State St., Albany, N. Y.
312 Pan American Bldg., New Orleans, La.
112 Wright Bldg., Oklahoma City, Okla.
306 S. Fifteenth St., Omaha, Nebr.
602 Porter Bldg., Portland, Ore.
Street Bldg., New Haven, Conn.

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## Elsie M. Rushmore

551 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-3053

Services Offered: Surveys for market definition; management and analysis of contests.

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## Daniel Starch

120 Lexington Ave., New York, N. Y.
MOhawk 4-6624

President.....Daniel Starch
In Charge of Sales.....Charles A. Wolcott
In Charge of Production...T. Mills Shepard



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# FEDERAL TRADE COMMISSION

*Activities of the Federal Trade Commission with Respect to Radio Advertising Matter*

THE Federal Trade Commission began the review of advertising copy broadcast over the radio in 1934, applying standards similar to those employed in the review of published advertising copy. False and misleading advertising matter as published in newspapers, magazines, almanacs and mail order catalogs and circulars, and as broadcast over the radio, is continually surveyed and scrutinized by the Radio and Periodical Division of the Commission. By 1929 it had become apparent that such misrepresentation in the periodical field was of sufficient volume to necessitate specialized attention, and from 1929 until October, 1938, the Commission, through its Special Board of Investigation, reviewed the advertising columns of newspapers and magazines, and, since 1934, commercial advertising continuities broadcast by radio.

On October 18, 1938, anticipating the added duties devolving upon it by reason of new legislation (amendments to the Federal Trade Commission Act as contained in the Wheeler-Lea Act of March 21, 1938), the Commission abolished the Special Board of Investigation and created the Radio and Periodical Division, with a director in charge, transferring to it all of the former functions and duties of the Special Board and its personnel, which now consists of approximately 56 lawyers and clerks. There is also an assistant director.

### Review of Radio Continuity

The Commission, in its Annual Report for the fiscal year 1938-39, reports that under its systematic review of advertising copy broadcast over the radio it issues calls to individual radio stations, generally at the rate of four times yearly for each station. However, the frequency of calls to individual broadcasters is varied from time to time, dependent principally upon: transmittal power; the service radius or area of specific stations; and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hookups are used involving two or more affiliated or member stations.

Producers of electrical transcription recordings submit monthly returns of typed copies of the commercial portions of all recordings produced by them for radio broadcasts. This material is supplemented by periodical reports from individual stations listing the programs of recorded commercial transcriptions and other essential data.

The combined radio material received furnishes specific information on the character of current broadcast advertising and it is proving of great value in the efforts to prevent false and misleading representations.

During the fiscal year ended June 30, 1939, the Commission received 626,293 copies of commercial radio broadcast continuities, amounting to 1,384,448 pages of typewritten script. These comprised 860,908 pages of individual station script and 523,540 pages of network script.

### Study of Commercials

The Commission staff read and marked 643,796 commercial radio broadcast continuities, amounting to 1,384,353 pages of typewritten script. These comprised 492,540 pages of network script and 891,813 pages of individual station script. An average of 4,539 pages of radio script were read each working day. From this material, 29,143 commercial broadcasts were marked for further study as containing representations that might be false or misleading. The 29,143 questioned commercial continuities provided current specimens for check with existing advertising cases as to their compliance with actions, stipulations, and orders of the Commission.

Many requests have been received from radio stations, advertisers and advertising agencies for advice and information concerning certain advertisers and their products. The Commission cannot give the information requested in many cases either because the matters may be under investigation or it is not fully advised



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of all the facts and cannot render opinions therein; and, in any case, it is not the Commission's policy to pass on the merits of products advertised. It treats as confidential all proceedings prior to acceptance of a stipulation, or the issuance of a complaint. After a stipulation has been accepted or approved, or a complaint issued, the facts concerning such proceedings are for the public record and are available to anyone who may request them.

## Cooperation of Radio and Publishing Industries

In general, the Commission has received the helpful cooperation of nationwide and regional networks, and transcription producers, in addition to that of some 616 active commercial radio stations, 457 newspaper publishers, and 533 publishers of magazines and farm journals, and has observed an interested desire on the part of such broadcasters and publishers to aid in the elimination of false, misleading and deceptive advertising.

## Analysis of Questioned Advertising

Advertising matter appearing in publications and broadcast by radio which was questioned by the Commission during the fiscal year, pertained to the following classifications of commodities in the proportions indicated:

COMMODITIES NAMED IN ADVERTISEMENTS MARKED FOR INVESTIGATION

| *Name of Commodity* | *Per Cent* |
|---|---|
| Drugs, including preparations recommended for the treatment of: Respiratory, sinus (asthma, headaches, colds, hay fever), blood, rheumatic, nerve system, ulcer, stomach and intestinal disorders, skin diseases (eczema, athlete's foot, etc.), women's ailments, constipation, poultry and livestock diseases, excess weight, cancer, tuberculosis, epilepsy, gland diseases | 42.4 |
| Cosmetics and toiletries | 10.4 |
| Food products (including beverages) | 7.8 |
| Health devices, instruments, apparatus and contrivances | 2.1 |
| Commodity sales-promotion plans, with agency and employment offers, and specialty and novelty goods | 6.8 |
| Automobile, radio, refrigerator, and other equipment lines | 5.3 |
| Correspondence courses | 3.3 |
| Other merchandise and industrial products, including apparel, tobacco products, pet breeding, poultry raising, gasoline and lubricants, specialty building materials, etc. | 21.9 |
| Total | 100.0 |

Drug preparations, cosmetics, health devices and contrivances and food products accounted for 62.7 per cent of the advertised articles given legal review during the fiscal year.

In the item of drug preparations listed above, which comprised 42.4 per cent of the advertised products, a substantial proportion of the related advertising contained flagrant misrepresentations or representations which disclosed possible injurious results to the public and for that reason were given preferred attention.

## Number of Cases Handled

During the fiscal year ended June 30, 1939, the Commission, through its Radio and Periodical Division, sent questionnaires to advertisers in 679 cases and to advertising agencies in 44 cases, negotiated 230 stipulations accepted and approved by the Commission for discontinuance of misleading representations, and settled or closed by its various methods of procedure 394 such cases.

In 26 cases the issuance of complaint was recommended, 18 for failure to stipulate and 8 without giving the advertiser an opportunity to stipulate because of gross deception or danger to the public involved in the practice. In 15 cases previously settled by stipulation, complaints were recommended for violation of the terms of those stipulations.

## Cases Closed

In 135 cases the division recommended filing the assembled data and closing the cases without prejudice to the right of the Commission to reopen them at any time the facts warranted. Four cases were closed because the Post Office Department had issued fraud orders against the advertisers and 11 because the Post Office Department had accepted affidavits of discontinuance of business from the parties concerned. Others were closed because, prior to the Commission's contact, the advertisers had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims.

On April 26, 1938, the Commission directed that all vendor-advertisers who signed stipulations should report within 60 days the manner and form of their compliance therewith, as had theretofore been required of respondents against whom cease and desist orders had issued. During the current fiscal year 236 such compliance reports were received and filed by the Commission in cases originating in the Radio and Periodical Division. Fifty-four of these compliance reports related to stipulations approved during the preceding fiscal year.

Following preliminary examination of the advertising matter concerning 29 products, reports were submitted to the Commission recommending investigations to determine whether injunctive or criminal procedure was warranted.



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# A "Measuring Stick" For Radio Circulation

*By*

**B. E. JOLLEY**

*Production Manager, Ross Federal Research Corporation*

SELLING anything successfully—whether it be marbles or radio time—depends very largely on being able to convince the purchaser that in buying your marbles, or radio time on your station, he is getting the most for his money. In the case of marbles the product can do much of its own tangible and visible convincing. A marble, or anything else you can take in your hand and evaluate on the spot, can be seen, felt and judged. Radio time, on the other hand, is likely to be regarded as an intangible. Your radio time salesman cannot place in the customer's hand his own time units and his competitor's—to be rated accurately on the spot. Instead, he must present his arguments, good or bad, and let his selling hinge upon how well he persuades.

We say "Radio time is likely to be regarded as an intangible." It would very definitely be an intangible if it were not that a precise and accurate method has been devised to make the demonstrating of values in radio time a simple and direct matter. Through properly executed radio coincidental studies the radio time salesman literally can place his own and competitive facts in the customer's hand, and the radio advertiser can buy with the blindfold removed.

In talking about the effective uses of radio coincidental studies, as they enable the radio station to lay real facts on the advertiser's desk, the most apt comparison which comes to mind is that of the newspaper. The aptness of this comparison springs from the fact that the newspaper, in soliciting advertising for its columns, must present certain facts to the potential advertiser.

## Comparison with Newspapers

Thus, if you can buy a page in the Gazette for $1,000, and through the Gazette you reach 5,000 potential customers' homes, it has cost you twenty cents (for space) to send your message to each home. Your page in the Blade may cost only $500, but if the Blade goes to only 1,000 homes in your market, then the cost of fifty cents per home is two and one-half times the cost for the Gazette. Other things, such as quality of circulation being equal, the Gazette is the best "buy."

How does this apply to the radio station, which sends its message into the air, uncontrolled and unchecked once the radio impulses have been flung out from the transmitting tower? It applies directly. For as the newspaper can prove its circulation, so can the radio station prove—through the scientifically gathered figures of the radio coincidental surveys—how many radios are tuned in to each station. It can show, hour by hour throughout the week, precisely how any radio station rates with competing stations.

To illustrate this fact, let us consider a hypothetical study (hypothetical, but still typical of actual studies now in the files of the Ross Federal Research Corporation). This study, for example, was made in a market locally served by five commercial broadcasting stations. In this market, almost 87.4 of the families own radio sets and make up the potential audience.

## Establish Popularity

The first step was to establish the relative popularity of these five stations. This was done by means of a continuous check made during the course of seven days of fourteen and one-half broadcasting hours each. Over the course of this entire week, out of each 1,000 radio sets in operation, stations are selected by listeners in the following proportions

| | |
|---|---|
| Station A | 39.0 |
| " B | 36.0 |
| " C | 12.0 |
| " D | 3.7 |
| " E | 4.4 |
| Others and don't know | 4.9 |
| | 100.0 |

These figures are fundamental as far as telling how the stations rate in over-all popularity is concerned. But this knowl-



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edge alone can tell us very little to answer the advertiser's key question: "Which station gives me the most for my money at my time on the air?"

Before we can get at the answer to this question we must first find out at least two more vital facts. By applying the rate costs of each station against the listening audience of that station we must find out what fraction of a dollar it costs to reach each listener. And—which is of the most vital and direct concern to the advertiser, we must find out how the listening audience of each station varies hour by hour and day by day. Your radio advertiser is buying a set and definite time. Only by applying the rate charges of each station against the listening audience **for that definite time** can he arrive at comparable figures showing the effective coverage for each dollar he invested.

## The "Best Buy"

Let us assume for the moment that the actual or potential advertiser's budget is fairly limited and see how he might go about evaluating a certain definite time period. All five stations are free from 12 noon to one PM on Sunday, and the problem is to choose between them. In the following table we list sample base rates* for each station, its audience (number of listening homes) for that hour on Sunday, and the figure derived from applying these two factors—which is the vital one, the "audience per dollar."

| *Station* | *Base Rate* | *Audience* | *Audience per dollar* |
|---|---|---|---|
| A | $140 | 9068 | 65 |
| B | 125 | 10107 | 83 |
| C | 35 | 6493 | 185 |
| D | 30 | 6911 | 231 |
| E | 45 | 5114 | 111 |

Station D is undoubtedly the best buy; for in spite of its relatively limited audience, each dollar invested gives a yield well in excess of that achieved by any of the other stations. If, on the other hand, our advertiser feels that coverage is most important and cost secondary, Station B would offer the best buy, simply because its total audience is the greatest but cost not the highest.

Naturally, however, the situation pictured above will not always hold true. High priced stations must justify their higher gross rates by demonstrating mass coverage and its resultant low net cost.

*Admittedly, these sample rates are comparatively more "national" in character than "local" and the generally contemplate coverage over a wider area than can be supplied by the weaker stations with lower rates. As this wider coverage may be of vital importance to a national advertiser, it can and should be measured and weighed. But, on the other hand, the local advertiser can evaluate any time period by simply applying the actual local rates as has been done above with the sample rates.

The following table shows the situation for a weekday morning between 8 and 9 o'clock.

| *Station* | *Base Rate* | *Audience* | *Audience per dollar* |
|---|---|---|---|
| A | $76 | 16,605 | 218 |
| B | 53.31 | 7,559 | 142 |
| C | 32 | 2,726 | 85 |
| D | 30 | 1,208 | 40 |
| E | 38.60 | 1,146 | 30 |

Here station A justifies its greater cost by offering the advertiser a greater return for his money in this particular period.

In like manner, each of the other stations has certain definite times when it offers a better buy than any of the other stations. This explains what was said earlier that popularity figures covering an entire week do not answer the advertiser's question as to where he will get the most for his money at his particular time on the air. Similarly, reversing the process, we see how the potential advertiser can be guided in selecting his time.

## Helps Answer Questions

Study of other figures revealed by the complete radio coincidental can answer other highly significant questions. For example, it might well be that a certain station raises its base rate for the period between 5 and 6 P.M. as against what it was an hour earlier. Can the advertiser persuade himself to take the later hour and pay the added price? He can, if the "audience per dollar" figure, which he can readily obtain, satisfies him that he is getting enough added value for his money.

Having selected his time, the advertiser must select his program. This is a far more difficult matter to determine unless the choice lies between programs already established and on the air. But here again the coincidental can be of great assistance. Tests such as we have described can be of great value to stations which have developed sustaining programs suitable for sponsoring. Audience figures taken at the time these programs are running can be evaluated and analysed. It is by no means out of the question that these results alone could impel the advertiser to buy the program—and become a new advertiser for the station.

We have touched on only a few of the problems which confront radio stations and radio advertisers. Every advertiser and every station has his individual variations of these problems, and his successful operation depends to a large extent on how well he solves them. The advertiser is insisting more and more that he know what his dollar is buying, and the radio station must be prepared to take the guesswork out of radio advertising.



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# Radio's Increasing Costs In Developing Programs

*By*

**MARK WOODS**

*NBC Vice President and Treasurer*

RADIO'S increasing popularity is accompanied by greater efforts on the part of broadcasters to furnish even better program service. An inevitable result of such effort is increased cost—in developing sustaining programs, special events, in higher wages paid to unionized actors and musicians—in a word, costs mount all along the line. The cost of maintaining broadcasting service has increased in proportion as the industry has grown and now constitutes one of radio's major problems.

A very large portion of the time on the major networks is devoted to sustaining programs, including entertainment, education, news and special events and broadcasts for the international short-wave audience. Increasing attention and recognition paid to radio's educational, musical and other types of sustaining productions is evidence that the public appreciates these services and that they are necessary in developing a balanced program structure. The costs, however, must be borne by broadcasters and it is possible that these costs will continue to increase.

## Increased Staffs

It has been necessary to employ constantly increasing staffs, each specially trained to produce and broadcast these programs. Talent and orchestra costs have increased due to the unionization of artists and the increasing demands of the musicians. Dramatic talent receives at least minimum scales set by the American Federation of Radio Artists, while musicians receive scales set by the American Federation of Musicians, both AFL unions. The networks must employ large orchestras on a permanent basis, the cost of which is increasing. The networks are required to pay license fees for music and other performing rights which are also constantly increasing.

## Growth of Newscasts

The National Broadcasting Company's news broadcasts have grown from strictly local or national events to those international in scope. This was well illustrated during the past year by the many broadcasts on European events both from the United States and abroad. The National Broadcasting Company maintains three foreign offices with trained staffs. It has been necessary to increase these staffs to cover the present European situation. Internationally known authorities and commentators were engaged and additional radio facilities had to be provided, the cost of which amounted to many thousands of dollars. Unsettled conditions in Europe and throughout the world necessitate expenditures to insure trained staffs being in a position to cover unexpected events at any time of the year.

Frequently commercial broadcasts are cancelled in order to broadcast some special event, which results in the company losing commercial revenue, as well as having to absorb the expense of the broadcast. Many news and special events broadcasts are unpredictable and therefore the expense cannot be foretold.

## International Broadcasts

International short-wave broadcasts, designed especially for European, South and Central American audiences, also involve considerable expense to the networks and provide small possibility for return.

The problem, therefore, is many fold: The advertiser must obtain public acceptance to his program in order that he continue to support broadcasting. The public must be given a variety of fine programs, current news, special events in order to attract it and, last but not least, the budget must be balanced in order to secure a fair return for the stockholder.



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# The Crossley-CAB Method Of Radio Research

*By A. W. LEHMAN, Manager*
*Cooperative Analysis of Broadcasting*

THE Cooperative Analysis of Broadcasting (CAB) is a mutual non-profit organization operated by a Governing Committee of five which maintains permanent headquarters in New York City. Three of the Committee are appointed by the President of the Association of National Advertisers and two by the President of the American Association of Advertising Agencies. All policies, business as well as research, are set by this committee; thus the work benefits from the direction of an active group of individuals who give their services. Crossley, Incorporated is employed to do the field work.

The groundwork for the CAB was laid by the radio committee of the Association of National Advertisers in January, 1929 and the field work was started in March, 1930. Today the CAB is serving parties interested in national radio programs, including the leading advertisers, agencies and networks.

### Several Types of Reports

It issues semi-monthly reports showing the relative popularity of sponsored network programs and their trends; an annual report on listening habits and one on rural program preferences and listening habits. Separate comprehensive reports each year cover program data for the Standard and Daylight Saving Time periods.

In addition to the regular reporting service, the CAB supplies its subscribers with special analyses of all types, such as ratings of transcribed programs, how set owners shift from one program to another, competition studies, sustaining programs, local programs, political speeches, sports events, and others.

The work is carried on in thirty-three major network cities by a staff of fifty-two trained investigators working simultaneously 168 days of the year. They complete 510,000 interviews based on more than 800,000 telephone calls per year. The calls are distributed geographically in rough accordance with the distribution of radio homes and are distributed by income groups in accordance with set ownership among the groups. Thus the criticism leveled at most telephone surveys, that they reach only the higher income levels, has been eliminated, we believe, by the CAB.

### Interviews At Four Times of Day

From radio set owners information is obtained as to how long their sets were in use, at what particular times, to what programs and to what stations. The interviews are made four times a day: at noon, covering the morning period; at five P.M., covering from noon until that time; at eight P.M., covering the period 5:00 to 8:00 P.M.; and on the following morning, covering programs broadcast between eight and twelve at night.

Each program rating is an average of the identifications or mentions obtained in those cities where the investigations were made and which are also reached by the program network. If, out of each hundred set-owners who are called in an area covered by a given program, twenty report that they heard it, then the rating which appears in the report is 20.0. *The number of stations carrying a program does not affect the size of the rating.*

### Governing Committee

As a result of more than ten years of practice, experimentation and revision, the method which is now in use could perhaps be best defined as "the triple check identification method."

The Governing Committee consists of D. P. Smelser, Procter & Gamble Company, Chairman; George Gallup, Young & Rubicam, Inc., Treasurer; C. H. Lang, General Electric Company; A. Wells Wilbor, General Mills, Inc.; and L. D. H. Weld, McCann-Erickson, Inc.



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# ADVERTISING ADVANCES IN 1939

*By*

**JOHN BENSON**

*President, American Association of Advertising Agencies*

THE YEAR 1939 contributed considerably to the further development of scientific method in evaluating advertising and advertising technique, and also of circulation of media. This took the course of a joint effort in research, involving advertiser, agency and medium, a trend which has been growing during recent years. It is a constructive trend; enables the studies undertaken to draw upon a wider experience, on the one hand, and to enjoy the greater acceptance which comes from associated effort in appraising values.

The Advertising Research Foundation, sponsored jointly by the Association of National Advertisers and the American Association of Advertising Agencies, is a notable example of this advance. It was established to further scientific method in advertising and marketing, and to sponsor studies of an impartial and scientific character in these fields.

Last year it produced and published a study of copy-testing methods, drawn from the experience of experts in both the advertiser and agency fields; an analysis of what these methods are, what validity they have, where applicable, what pitfalls to avoid. It also sponsored a study of Merchandise Testing made by the Harvard Business School which is the most exhaustive of its kind—is in fact a mine of information on this much discussed question, indicating both its possibilities and limitations.

The most recent study undertaken is that of readership of newspapers, both in regard to editorial and news items and also advertising. This is meeting a long-felt want on the part of advertisers and agencies who feel that mere circulation figures, indispensable as they are, do not give adequate information about the real influence of a publication in terms of actual readership. Advertisements must be read to be influential, and editorial items must be seen. Similar studies are projected for magazines.

Another instance of cooperative study of media values is the Joint Committee on Radio Research, which after three years of work on finding yardsticks for measuring radio station coverage in terms of habitual audience, listening areas and listening habits and on estimating the number of receiving sets in this country by counties, has been dormant during the past year awaiting reorganization and new financing.

## Consumer Movement

One of the major happenings to advertising during the year 1939 was an immense expansion of the so-called consumer movement, which now penetrates into every up-to-date community in this country and extends from Coast to Coast. It is raising some basic questions about advertising, its benefits to the consumer, its truthfulness and informative value, and its cost. There may be some tinge of radicalism in this movement, but it is minor; the great bulk of organized women and educators who discuss advertising are not hostile to it or to business whose spokesman it is; they want to know more about it, get the facts, and these are now being ascertained and will be given to them without bias or special pleading.

The A.A.A.A. in conjunction with leading media has established a "Committee on Consumer Relations in Advertising," whose business it is to get and clarify the facts about advertising and make them available to consumer leaders and educators. It will seek to cooperate with them in making advertising ever more useful to consumers and more reliable.

The F.T.C. has done a constructive job in administering the Wheeler-Lea law. It is cleaning up abuses in advertising in a way which would not have been possible without legislation. There has been some complaint about the field examiners seeming a bit misinformed and sometimes arbitrary in pressing for stipulations by agencies and advertisers, but this is perhaps a temporary condition which time and experience will correct. On the whole, the Wheeler-Lea law is a masterpiece of legislation in behalf of advertising as well as of consumers.

1939 was a constructive year for advertising, although it did not recover more than four or five per cent of the 13 per cent loss in volume since 1937. It promises to do better in 1940.



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# AMERICAN ASSOCIATION OF ADVERTISING AGENCIES


HEADQUARTERS

420 LEXINGTON AVENUE, NEW YORK
Telephone—MOhawk 4-7982


OFFICERS

| JOHN BENSON | FREDERIC R. GAMBLE | L. W. MacKENZIE |
|---|---|---|
| President | Executive Secretary | Director of Service |

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Compton Advertising, Inc.
630 Fifth Avenue, New York

Vice-Chairman: A. K. SPENCER
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420 Lexington Ave., New York

R. W. METZGER
Ruthrauff & Ryan, Inc.
360 N. Michigan Ave., Chicago

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EDWARD LASKER
Lord & Thomas
247 Park Ave., New York

ARTHUR PRYOR, JR.
Batten, Barton, Durstine & Osborn, Inc.
383 Madison Ave., New York

# STANDARDS OF PRACTICE

## *AMERICAN ASSOCIATION OF ADVERTISING AGENCIES*

*Revised Statement Adopted At the Twentieth Annual Meeting*
*White Sulphur Springs, West Virginia*
*April* 29, 1937

We hold that advertising agencies have an obligation not only to their clients but to the media they employ, to the public, and to each other.

This obligation arises from mutuality of interest. The principles which govern the discharge of this obligation are various in application; some are rooted in a standard of honor which we all acknowledge, and others are based on the requirements of good business.

What is unfair in agency practice is explicitly stated in this, our Standards of Practice.

Advertising is a business, and it must therefore operate within the framework of competition. It is not the intention to limit the vigor of competition. Rather, we hold that it is necessary for the health of advertising.

Certain competitive methods are condemned in this code. They are condemned not because they are competitive, but because, if universally used, they would tend to destroy the business of advertising.

(*Continued on Page* 202)



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# STANDARD CONDITIONS

## *GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING*

Adopted 1933 by

*National Association of Broadcasters*

In cooperation with

*American Association of Advertising Agencies*

1. PAYMENT

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this order unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order; or, when cash discount is deducted but payment date not specified on the station's rate card, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this order shall be in accordance with the station's log and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

2. TERMINATION

[a]. This agreement may be terminated by either party by giving the other two weeks' notice, unless otherwise stipulated on the face of this order. If the agency terminates the agreement it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State or Municipal authorities or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

[b]. If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon. In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

5. RATES

[a]. It is agreed that the rate named in this order is the lowest rate made by the station for like services and that if at any time during the life of this order the station makes a lower rate for the same services, this order shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this order is continued without interruption beyond the time specified the additional broadcasts shall be considered part of this order and the same rate shall apply until any lower rate prevailing at the time this agreement is made shall have been earned; and then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

6. PROGRAMS

[a]. The order for station time includes the services of the technical staff and of a regular staff announcer. Other talent and services are covered by the program charge in this order which is subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program



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unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

[c]. Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished or approved by the agency. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP, provided the agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles of names of composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said programs. The station agrees, however, to save the agency harmless against all liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

[d]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

7. GENERAL

[a]. This order is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this order shall not be transferable to another advertiser than the one specified in this order unless the consent of the station has been obtained.

[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

Copyright, 1933, A.A.A.A.

(*A. A. A. A. Standards of Practice—Continued from Page 200*)

# PROFESSIONAL PRACTICE

## ADVERTISING COPY

It is unsound and unprofessional for the advertising agency to prepare or handle any advertising of an untruthful or indecent character, as exemplified by the following copy practices disapproved in a code jointly adopted by the American Association of Advertising Agencies and the Association of National Advertisers:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudoscientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or practicable application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

# COMPENSATION

## REBATING

The advertising agency should retain the full amount of compensation granted by media owners without direct or indirect rebating.

It shall be considered as rebating to supply materials for advertising on any basis that can be considered as direct, indirect or secret rebating. It shall also be considered as rebating to place men in the service of the advertiser at the agency's expense, or to assume all or part of the salary of any employee of the advertiser, or to pay any fee or compensation to any one connected directly or indirectly with the advertiser, for obtaining or holding an account. It shall also be considered as rebating to agree to allow cash discounts not earned.

## EXTRA COMPENSATION

The advertising agency should not take from any third party a profit, discount or commission other than the regular agency compensation allowed by media owners, unless disclosed to the client.

# COMPETITION

## SPECULATIVE MATERIALS

In view of its obligation to provide adequate service to clients, as well as the sound business principle of making a reasonable profit on its effort, the advertising agency should refrain from practices that dissipate its income in any unsound or uneconomic solicitation for new business.

It is recognized as unsound, uneconomic and unprofessional to submit speculative material in competitive solicitation.

## OFFERING CREDIT EXTENSION

It is unsound and uneconomic to offer extension of credit or banking service as an inducement in solicitation.

## UNFAIR TACTICS

The advertising agency should compete on merit and not by depreciating a competitor or his work directly or inferentially, or by circulating harmful rumors about him, or by making unwarranted claims of scientific skill in judging or prejudging advertising copy, or by seeking to obtain an account by luring a key employee away from the agency in charge.

* * *

These Standards of Practice of the American Association of Advertising Agencies are based on the belief that sound practice is good business . . . that confidence and respect are indispensable to success in a business embracing the many intangibles of agency service and involving relationships so dependent upon good faith.

They express ideals which are based on a broad experience of what has been found to be the best advertising practice. They are feasible and practical . . . involving no restrictions which advertising agencies should not voluntarily adopt.



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# ☆ FOREIGN ☆ LANGUAGE MARKET

*Statistics Supplied by*
*FOREIGN LANGUAGE DEPARTMENT*

*of Forjoe & Company*

THE year 1940 ushers in a drive in foreign language radio advertising in the United States. National advertisers such as: Procter & Gamble, Pillsbury Flour, Carnation Milk, Rem and Rel, Planter's Products and Alka-Seltzer, Gold Medal Coffee, Iowa Soap Company, R. J. Reynolds Company, Vick Chemical Company, P. J. Lorillard Co., Ex-Lax, Ronzoni Macaroni, La Rosa Macaroni, Gambarelli & Davitto represented by leading national advertising agencies such as: Compton Advertising. Pedlar & Ryan, William Esty, Morse International, Joseph Katz, Blackett-Sample & Hummert, H. W. Kastor & Sons, De Biasi Agency, Lennen & Mitchell, Erwin, Wasey & Company, Commercial Radio and many others have already set aside appropriations covering national campaigns in the foreign language market within the market.

These national campaigns cover the leading metropolitan markets of this country because the United States foreign-language groups are located in these markets. Seventy-six per cent of the foreign language market or 29,339,373 people reside and do business in the United States-Urban Metropolitan Foreign Language Markets.

The potential buying power of the foreign language market within the market arises from a six million United States Urban-Foreign Families. These families can spend 1½ billion dollars for foods, drugs, soaps, household articles and all the other products turned out by United States manufacturers.

Sixty-five per cent of the United States-Urban Foreign population falls within five dominant language groups: 1. German, 2. Jewish, 3. Italian, 4. Polish, 5. Scandinavian.

Foreign language stations such as: WEVD, WOV, WBNX, WHOM, WVFW, WARD, WWRL, WBBC in New York, and WPEN, Philadelphia, WBRE, Wilkes-Barre, WWSW, KQV, Pittsburgh, WELI, WNBC, in Connecticut, WCOP, WMEX, Boston, WSAR, Fall River, WPRO, Providence, WJBK, WMBC, Detroit, WBNY, WEBR, Buffalo, WGES, WSBC, WEDC, WCBD, Chicago, WIND, Gary, WEMP, Milwaukee, WEW, KXOK, St. Louis, WGAR, Cleveland, KSAN, San Francisco, KRE, Berkley, KSAL, Santa Rosa, KLS, Oakland, KMTR, Hollywood and many other stations report considerable increase in activity.

1939 shows an estimated $2,500,000 spent on foreign language radio advertising. 1940 should prove a banner year.

## Foreign "Market Within The U. S. Market"

38,727,593 people in the U. S. are of foreign birth or parentage.

29,339,373 of the U. S. Foreign Population, 76%, live and do business in the key Urban-Metropolitan areas.

There are 6,834,843 U. S. Foreign families.

There are 6,219,707 U. S. Urban-Foreign Radio Families.

78.1% of the Foreign Born White are in the Buying Ages of 25 to 65 years.

65% of the U. S. Urban-Foreign Population is in 5 language groups—German, Jewish, Italian, Polish and Scandinavian are dominant.

55% of Metropolitan populations are foreign language groups.



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AYERS-PRESCOTT
INCORPORATED

ROCKEFELLER CENTER, RADIO CITY, N. Y.

CREATORS
RADIO PRODUCTIONS
ARTIST MANAGEMENT

S. KIRBY AYERS
ROBERT J. PRESCOTT

AUTHORS & ARTISTS, Inc.
NORMAN H. WHITE, JR.

RCA BUILDING
COlumbus 5-[illegible]



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# ADVERTISING AGENCIES

*The following listing includes all agencies placing network and important spot business during 1939 as well as those handling the larger local accounts.*

***Key to Symbols of Membership and Recognition Abbreviations***

AAAA . . . *American Association of Advertising Agencies*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
PPA . . . *Periodical Publishers' Association*
PRB . . . *Pacific Recognition Bureau*
SAAA . . . *Southwestern Association of Advertising Agencies*
SNPA . . . *Southern Newspaper Publishers' Association*

## ADVERTISING, INC.

1523-29 Central National Bank Bldg.,
Richmond, Va.
Phone 32800 & 32809
First Advertising Agency Group

*Officers*

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Radio Director....A. G. Smithers
*Radio Accounts Placed*—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co.

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## ADVERTISERS BROADCASTING CO.

205 E. 42nd St., New York, N. Y.
Phone MUrray Hill 4-1360

*Officers*

Owner .....M. Keilson
Radio Director.....Z. H. Rubinstein

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## ADVERTISING-BUSINESS CO.

1213 Throckmorton St.
Fort Worth, Texas
Phone 3-2421

*Officers*

Directing Manager.....Thomas L. Yates
Radio Production Manager...A. E. Hubbard

## THE AITKIN-KYNETT COMPANY

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

*Officers*

Senior Partner-Radio Director..H. H. Kynett
Partner .....A. K. Aitkin
Partner .....M. E. Goldman
*Radio Accounts Placed*—Stephano Bros.

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## R. H. ALBER COMPANY

458 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Prospect 3331

President.....R. H. Alber
*Radio Accounts Placed*—Gospel Broadcasting Corp.

•

## EARL ALLEN COMPANY

638-45 Insurance Bldg., Omaha, Nebr.
Phone Harney 3241

*Officers*

President-Treasurer .....Earl Allen
Vice-President.....Milton H. Reynolds
Vice-President .....Richard Cole
Radio Director.....Robert Savage



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# ADVERTISING AGENCIES

## ALLEN, HEATON & McDONALD, INC.

1001 Enquirer Bldg., Cincinnati, Ohio

*Officers*

President.....Douglass M. Allen
Vice-President.....Ralph Heaton
Vice-President.....Donald McDonald
Secretary.....Josephine L. Quigley
Treasurer.....Templeton Briggs

•

## ANDERSON, DAVIS & PLATTE, INC.

1270 Sixth Ave., New York, N. Y.
Phone COlumbus 5-4868
PPA — ANPA

*Officers*

President.....T. H. Anderson, Jr.
Executive Vice-President.....A. F. Platte
Vice-President.....H. H. Smith
Secretary-Treasurer.....H. L. Ives
*Radio Accounts Placed* Bell & Co.

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## AUBREY, MOORE & WALLACE, INC.

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

*Officers*

President.....James T. Aubrey
Vice-Presidents.....John C. Moore, L. T. Wallace, John J. Finlay, L. O. Wilson
Radio Time Buyer.....John H. North
Radio Production.....J. T. Ainley

*Radio Accounts Placed*—Campana Sales Co., Chicago Motor Club, Chicago Solvay Coke Co., E. J. Funk & Sons (Hybrid Corn), International Harvester Co., World Products Co. (Twenty Grand Razor Blades).

•

## AUSTIN & SPECTOR CO.

32 East 57th St., New York, N. Y.
Phone ELdorado 5-1270
ANPA — PPA — APA — ABP

*Officers*

President.....Raymond Spector
Vice-President-Treasurer.....Alvin Austin
Director of Research & Media, Horace Schwerin
Director of Clients Service.....Sidney Rubin
Radio Time Buyer.....Daniel I. Rodgers
Copy Chief.....Harry Dodsworth
Art Director.....Frank Roemer
Production Manager.....Richard Scott

*Radio Accounts Placed*- Beverly Hills Memorial Park, Health Aids, Inc. (Serutan), Journal of Living, King David Memorial Park, The Lone Ranger, Inc., Maryland Baking Co. and subsidiary companies, Modern Camera Exchange, Inc., Pilot Radio Corp., Purity Products, Inc., Universal Camera Corp., Weco Products Co. (Dr. West's Toothpaste).

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## N. W. AYER & SON, INC.

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

*Officers*

President.....H. A. Batten
Executive Vice-Presidents....Gerold Lauck, Clarence Jordan
Vice-President in Charge of Radio Plans, C. Halstead Cottington
Radio Time Buyers...Thomas J. McDermott, Frank Coulter, Jr.

*Branch Offices*

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-0200

Vice-President.....Edward R. Dunning
Vice-President in Charge of Radio Program Production...H. L. McClinton
6253 Hollywood Blvd., Hollywood, Calif.
Radio Production.....Ben Ward, Bradford Browne
Statler Office Bldg., Boston, Mass.
Phone Hubbard 4970
Manager.....E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Vice-President.....Sterling E. Peacock
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2534
Vice-President.....Carl J. Eastman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 3800
Vice-President.....Frank L. Scott, Jr.
80 Richmond St. West, Toronto, Canada
Phone Adelaide 6156
Vice-President.....John F. Graydon
Sun Life Bldg., Montreal, Canada
Phone Plateau 6886
Manager.....Arthur G. White

*Radio Accounts Placed* American Rolling Mills Co., American Telephone & Telegraph Co., Atlantic Refining Co., Paul F. Beich Co., Bovril of America, Inc., Curtice Brothers Co., Detroit Creamery Co., W. L. Douglas Shoe Co., Ford Motor Co., J. B Ford Co., Gordon Baking Co, Dr. Hess & Clark, Inc., Illinois Bell Telephone Co., Kirkman & Son, Inc., Philadelphia Coke Co., Dr. Price Flavoring Extract Co., U-All-No Mints, Sheffield Farms Co., Supplee-Wills-Jones Milk Co., Universal Credit Co., Webster-Eisenlohr, Inc., Hawaiian Pineapple Co., Ltd., Cliquot Club Ginger Ale, General Ice Cream Co.



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## BADGER & BROWNING

75 Federal St., Boston, Mass.
Phone Liberty 3364
ANPA — ABP — PPA

*Officers*

President .....J. L. Badger
Vice-Presidents.....C. P. Parcher, J. Paul Hoag, L. C. Keyes
Treasnrer .....F. S. Browning

*Affiliated Agency*

Badger & Browning & Hersey
30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-3720
Robert W. Hersey, President

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## BADGER AND BROWNING & HERSEY, INC.

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

*Officers*

President .....R. W. Hersey
Chairman of Board.....J. L. Badger
Treasurer .....F. S. Browning
Radio Director .....Mrs. Marjorie de Mott

*Affiliated Agency*

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

*Radio Account Placed*—American Chicle Co.

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## BARLOW ADVERTISING AGENCY, INC.

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

*Officers*

President .....E. S. Barlow
Vice-President .....E. S. Crawford
Vice-President .....H. H. Goodhart
Vice-President .....M. S. Whitney
Secretary .....E. V. Cole
Production Manager.....C. A. Furstenburg
Copy Chief.....J. J. Hines
Art Director.....H. C. Millard
Radio Manager.....J. R. Coleman

*Radio Accounts Placed*—Dairymen's League Co-operative Association, Inc., Procino & Rossi.

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## BARNES CHASE CO.

530 Broadway, San Diego, Calif.
Phone Franklin 7771

*Branch Office*

1121 S. Hill St., Los Angeles, Calif.
Phone Prospect 4118

*Officers*

Partners.....Norman R. Barnes, Henry H. Chase

*Radio Accounts Placed*—Milnor's, Inc.; Westgate Sea Products Co., Brown Motor Co., Oualitee Dairy Products Co., Southern California Baking Co., Gazosa Beverage Co., Whitney & Co., Klauber-Wangenheim Co.

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## BARRONS ADVERTISING CO.

Kirkwood Bldg., McGee at 18th,
Kansas City, Mo.
Phone HArrison 7730-1

*Officers*

President & Treasurer.....M. J. Barrons
Vice-President .....Wheeler Godfrey
Secretary .....A. W. Durrin
Radio Dept. Heads.....Frank H. Little, Jas. Harper

*Radio Accounts Placed*—Zerbst Pharmacal Co., Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, American Royal Live Stock Show, The Sodiphene Co., Atlas Burner Co.

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## BASS-LUCKOFF, INC.

Lafayette Bldg., Detroit, Mich.
Phone Randolph 0707

*Officers*

President .....Louis Bass
Vice-President.....Louis H. Luckoff

*Radio Account Placed*—Detrola Corp.

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## BATTEN, BARTON, DURSTINE & OSBORN, INC.

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

*Officers*

Chairman of Board.....William H. Johns
President .....Bruce Barton
Chairman of Executive Committee-
Treasurer .....F. R. Feland
Executive Vice-President.....Alex F. Osborn
Secretary.....F. M. Lawrence
Vice-President-Director of Radio,
Arthur Pryor, Jr.
Radio Producers and Writers,
Herbert C. Sanford, William Spier, Homer Flickett, David White, Kenneth Webb, Frank Linder, C. M. Underhill, Kirk Alexander, John Driscoll, Katherine Winn.
Radio Time Buyer.....C. E. Midgley, Jr.



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*Branch Offices*

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 9201

Vice-President ..... R. B. Barton

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

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

Grant Bldg., Pittsburgh, Pa.
Phone Grant 8060

Vice-President ..... Leon D. Hansen

178 Tremont St., Boston, Mass.
Phone Hubbard 0130

Vice-President ..... Francis W. Hatch

Northwestern Bank Bldg., Minneapolis, Minn.
Phone Atlantic 1575

Vice-President ..... John C. Cornelius

1515 Terminal Tower, Cleveland, Ohio
Phone Prospect 3621

Vice-President ..... C. L. Davis

101 Guaranty Bldg., Hollywood, Calif.
Phone Hollywood 7337

Manager ..... Jack Smalley

*Radio Accounts Placed*—American Cranberry Exchange, American Stove Co., Andresen Ryan Coffee, Armstrong Cork Co., Broadway-Hollywood Department Stores, Brown & Williamson Tobacco Corp., Borden Farm Products, Charm Products, Inc., Consolidated Edison, Cooky Croc, Central Finance Corp., Curtis Publishing Co., Duluth Brewing & Malting Co., E. I. du Pont de Nemours & Co., Inc., Ethyl Gasoline Corp., Fort Pitt Brewing Co., Fruit Dispatch Co., Gamble Stores, General Baking Co., General Electric, General Mills, Griesedieck Bros. Brewing Co., Hecker Products Corp., Hoffman Beverage, Geo. A. Hormel & Co., Household Finance Corp., Koppers Coke, Marine Trust Co., Nehi Corporation, New York Telephone, Penick & Ford, Ltd., Inc., Pittsburgh Auto Dealers, Remington Rand, Inc., Royal Crown Bottling Co., Savings Banks Association of Massachusetts, F. & M. Schaefer Brewing Co., Servel, Inc., Southern New England Telephone Co., Time, Inc., Wm. Underwood Co., Waitt & Bond, Western Savings Banks, Willow Brook Dairy.

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## BRACE BEEMER, INC.
## RADIO ADVERTISING

11101 Dexter St., Detroit, Mich.
Phone TO 8-5810

*Officers*

President & Director of Radio..Brace Beemer
Vice-President ..... B. B. O'Brecht
Secretary-Treasurer ..... K. S. Carrick

## BENTON AND BOWLES, INC.

444 Madison Ave., New York, N. Y.
Phone Wickersham 2-0400
4A's — ANPA — PPA — VBP
ABC NOAB APA

*Officers*

Chairman of Board ..... Chester B. Bowles
President ..... Atherton W. Hobler
Vice-President-General Manager,
James G. Rogers, Jr.
Vice-President & Director of Radio,
Toni Revere

*Branch Offices*

Equitable Bldg., Hollywood, Calif.
Phone Hillside 9151

Production Head ..... Don Cope

*Radio Accounts Placed*—General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Post Toasties, Post's Bran Flakes); Colgate-Palmolive-Peet Co. (Palmolive Soap, Super Suds, Octagon, Palmolive Shave Cream and Palmolive Brushless, Colgate Dental Cream, Colgate Tooth Powder, Colgate Shave Cream, Cashmere Bouquet, Cue Dental Liquid, Halo Shampoo); Continental Baking Co. (Wonder Bread and Hostess Cake); Best Foods, Inc. (Nucoa); Quaker Oats Co. (Quaker Farina); Prudential Insurance Co.

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## BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 39th St., New York, N. Y.
Phone Lexington 2-7550
ANPA — PPA — NOAB APA

*Officers*

President ..... Arch Bermingham
Executive Vice-President ..... Stewart Wark
Vice-President ..... Col. Meade Wildrick
Secretary-Treasurer ..... Winston H. Hagen
Radio Director ..... George C. Castleman

*Radio Accounts Placed*—Griffin Manufacturing Co., Inc.; Conti Products Corp., Frank H. Lee Co.

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## GEORGE BIJUR, INC.

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

*Officers*

Radio Director ..... George Bijur

*Radio Accounts Placed*—Mutual Broadcasting System, Radio Station WOR.



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## THE BIOW CO., INC.

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

*Officers*

President and Treasurer....Milton H. Biow
Secretary .....Anna Hauptman
Director of Radio.....Regina Schuebel
Dramatic Radio Director.....Jack Johnstone

*Radio Accounts Placed* — Bulova Watch Co., Joe Lowe Corp., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches.

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## BLACKETT-SAMPLE-HUMMERT, INC.

221 N. La Salle St., Chicago, Ill.
Phone Dearborn 0900
ANPA — PPA

*Officers*

President.....J. G. Sample
Vice-Pres. & Treasurer.....Hill Blackett
Secretary .....J. R. Lieber
Vice-Presidents.....L. D. Milligan, L. A. Crowell, O'Neill Ryan, M. Bent, G. R. Collins
Director of Radio.....Kirby Hawkes
Radio Time Buyer.....Harlow Roberts
Assistant Time Buyer.....J. W. Laemmar

*Branch Offices*

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

*Officers*

V-P in Charge.....E. Frank Hummert
Vice-Presidents .....Anne Hummert, George Tormey, Duane Jones, C. D. Christoph
Radio Time Buyer.....L. Schroeder

*Radio Accounts Placed*—Sterling Products, Inc.; American Home Products Corp., General Mills, Inc.; Procter & Gamble Co., B. T. Babbitt, Inc.; F. & F. Laboratories, Skelly Oil Co., Sears-Roebuck & Co., The Wander Co., Beneficial Management Corp (Personal Loan Co.), Hecker Products Corp. (Shoe Polish Division); Frank H. Fleer Corp., La Choy Food Products Co.

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## WILLIAM BLAIR BAGGALEY, INC.

8 South Michigan Ave., Chicago, Ill.
Phone STate 2154

*Officers*

President .....W. B. Baggaley
Treasurer.....P. G. Heldman
Secretary.....H. H. Hammer

*Radio Accounts Placed*—J. W. Marrow Mfg. Co.; Armand Varady.

## BOTSFORD, CONSTANTINE & GARDNER

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

*Officers*

President.....David M. Botsford
Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall
Vice-Presidents.....C. P. Constantine, Stanley G. Swanberg, John H. Weiser, Ray Andrews, Frankie Coykendall, Merle W. Manly.

*Branch Offices*

814 2nd Ave. Bldg., Seattle, Wash.
Phone Elliott 3523
Vice-President.....C. P. Constantine

350 Russ Bldg., San Francisco, Cal.
Phone Exbrook 7565
Vice-President.....Stanley G. Swanberg

323 Petroleum Securities Bldg., Los Angeles, Cal.
Phone Prospect 0206
Vice-President.....John H. Weiser

*Radio Accounts Placed*—Tillamook County Creamery Association, Gilmore Oil Co.

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## EMIL BRISACHER AND STAFF

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

*Officers*

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

*Branch Offices*

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

Robert J. Davis, Louise Ludke, Vernon Wosnick

*Radio Accounts Placed*—Joseph Magnin & Co., McRockey-Airflex Mattress Co., Rough Rider Manufacturing Co., "I Want a Divorce" Program Cooperative Accounts.

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## BROOKE, SMITH & FRENCH, INC.

82 East Hancock Ave., Detroit, Mich.
Phone Columbia 0860
AAAA — ANPA — PPA — ABP

*Officers*

Chairman of Board.....Charles W. Brooke
President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith



www.americanradiohistory.com

Vice-Presidents.....Guy C. Smith, H. H. Ohlmacher, Sturges Dorrance, J. G. Williams, Clarke C. Wilmot
Director of Radio.....H. H. Ohlmacher

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

347 Madison Ave., New York, N. Y.
Phone Murray Hill 6-1800
AAAA — ANPA — PPA — ABP
APA — NOAB

*Officers*

Chairman of Board.....Guy C. Smith
President .....Sturges Dorrance
Executive Vice-President.Williard S. French
Treasurer.....Charles W. Brooke
Secretary.....H. H. Ohlmacher
Vice-Presidents.....H. M. Overstreet, Henry E. Pengel, Jr.; Charles C. Kahlert
Director of Radio.....H. M. Overstreet

*Radio Account Placed*—State of Maine Development Commission.

•

## D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
AAAA — ANPA — PPA

*Officers*

President .....D. P. Brother
Secretary.....A. C. Schroeder
Treasurer & Radio Time Buyer, C. Georgi, Jr.

*Radio Account Placed*—Oldsmobile Division of General Motors Sales Corp.

•

## FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone Circle 7-7661
ANPA — PPA — APA

*Officers*

President .....Franklin Bruck
Secretary and Radio Time Buyer, M. J. Kleinfeld
Treasurer .....Mort Heineman
Radio Production.....M. I. Jurin

*Radio Accounts Placed*—North American Accident Insurance Co., Manhattan Soap Company, The Sitroux Co., Remington-Rand, Inc.; Simplex Patterns, Inc.

## BUCHANAN & COMPANY, INC.

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

*Officers*

Chairman of Board.....Joseph A. Hanff
President.....T. S. Buchanan
Treasurer.....L. J. Seeger
Secretary.....C. J. C. Atkinson
Executive Vice-President....A. O. Dillenbeck
Vice-President.....A. E. Bonn
Vice-President.....John Hertz, Jr.
Radio Director.....Paul Munroe
Assistant Director.....Edith Hophan

*Branch Offices*

919 No. Michigan Ave., Chicago, Ill.
Phone Superior 3047
Vice-President.....George Enzinger

929 So. Broadway, Los Angeles, Cal.
Phone Michigan 2156
Vice-President.....Fred M. Jordan
Radio Director.....Jack W. Runyon

*Radio Accounts Placed*—The Texas Co., Royal Typewriter Co., Paramount Pictures, Inc.

•

## LEO BURNETT COMPANY, INC.

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

*Officers*

President and Treasurer.....Leo Burnett
Vice-President and Secretary.E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....Frank Smith
Vice-President.....R. N. Heath

*Radio Accounts Placed* Pure Oil Co.

•

## CAHN, MILLER & NYBURG, INC.

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

*Officers*

President .....Louis F. Cahn
Vice-President-Treasurer....C. LeRoy Miller
Secretary .....Robert Nyburg
Account Executive.....E. Lyell Gunts

•

## CAMPBELL-EWALD CO.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-6200
AAAA — ANPA — ABP — PPA

*Officers*

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

*Branch Offices*

714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 1275
Manager.....Steven S. Arnett



www.americanradiohistory.com

1700 Claus Spreckels Bldg.,
San Francisco, Calif.
Phone Douglas 5670
Manager.....R. V. Dunne
230 N. Michigan Ave.,

Chicago, Ill.
Manager.....Myron T. Harshaw

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## CAMPBELL-EWALD COMPANY OF NEW YORK, INC.

1790 Broadway, New York, N. Y.
Phone Circle 7-6383
AAAA

*Officers*

Chairman of Board.....H. T. Ewald
President & General Manager.F. D. Richards
Treasurer.....Duane W. Beurmann
Secretary.....L. B. Dudley
Vice-President.....W. W. Lewis
Director of Radio.....Louis Dean
Assistant Director.....Kenneth Yonng
Radio Continuity Writer.....Vernon Welsh

*Branch Offices*

1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670
Manager.....Emmett Deady
*Radio Accounts Placed*—Cycle Trades of America, Inc., General Motors Acceptance Corp., General Motors Corp., U. S. Rubber Co.

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## THE CAPLES CO.

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

*Officers*

President.....Ralph C. Caples
Vice-President .....Alhert Woodley

*Branch Offices*

225 E. Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President.....R. N. Hartsing
1416 Dodge St., Omaha, Nebr.
Phone Jackson 1107
L. M. Branch
412 W. 6th St., Los Angeles, Calif.
Phone Prospect 9141
E. F. Bader

*Radio Account Placed* — Railway Express Agency, Union Pacific Railroad.

## CECIL & PRESBREY, INC.

247 Park Ave., New York, N. Y.
Phone WIckersham 2-8200
AAAA — ANPA — PPA — ABP

*Officers*

Chairman of Board.....James Cecil
President.....Charles Presbrey
Secretary-Treasurer .....Luther Wait
Vice-President.....Edward B. Nockes
Manager, Radio Dept....Edward Tompkins
Radio Production.....Henry Souvaine, Inc.

*Branch Office*

228 North LaSalle St., Chicago, Ill.
Phone Central 5255
Manager.....Leroy A. Kling
*Radio Accounts Placed*—Booth Fisheries, Cunard White Star Lines, G. Washington Coffee Co., Nestles Chocolate Co., Regal Shoe Co.

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## C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.
Phone 7-6602
AAAA — NOAB — First Advertising Agency Group

*Officers*

President-In Charge of Radio....C. P. Clark
Executive Vice-President, Herbert Armstrong
Secretary-Treasurer.....D. G. Goodwin

•

## THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236
ANPA — PPA

*Officers*

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Vice-President.....James A. Bell
Director of Radio.....A. West

*Radio Accounts Placed*—Horn & Hardart Baking Co., Horn & Hardart Co., Morrison Co., Morton Co., Northwestern National Bank, Modern Food Process Co., Parkway Baking Co., P. J. Ritter Co., F. G. Vogt & Sons, Inc.

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## COMPTON ADVERTISING, INC.

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

*Officers*

President .....Richard Compton
Secretary-Treasurer.....Leonard T. Bush



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Vice-Presidents.....Leonard T. Bush, Alfred Stanford, Robert Holbrook, Chauncy Landon, Trell Yocum
Vice-President-Art Director..Gordon Aymar
Vice-President-Director of Radio, John E. McMillin
Radio Time Buyer.....Murray Carpenter
Network Time Buyer.....D. P. Potter
Spot Time Buyer.....William Maillefert

*Branch Offices*

Gwynne Bldg., Cincinnati, O.
Robert Marsh, Anne Johnson
221 N. La Salle St., Chicago, Ill.
Phone State 8747
Jane Stockdale

*Radio Account Placed* Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Ivory Snow, Barsalon Soap, Duz), Wheatena Corp., Utica Club Beer & Ale, Permutit Co.

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## COOLIDGE ADVERTISING COMPANY

310 Insurance Exchange Bldg.,
Des Moines, Ia.
Phone 3-5195

4A's PPA ANPA APA ABP

*Officers*

President.....Paul Blakemore
Vice-President.....R. H. Cary
Secretary.....H. J. Kroeger
Radio Director.....David Ainsworth

*Radio Accounts Placed* Bankers Trust Co., Chase Investment Co., Cownie Furs, Des Moines Ice & Fuel Co., Geppert Studios, Iowa Dairy Industry Commission, Marshall Canning Co., Oelwein Chemical Co., Shuler Coal Co., Western Grocer Co., Consumers Consolidated Coal Co.

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## CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago, Ill.
Phone Superior 3064

ANPA — APA — PPA — NAOB

*Officers*

President.....Scott S. Smith
Vice-Presidents.....W. Frank McClure, S. S. Smith, Jr., C. C. Greene, E. P. Nesbitt
Secretary.....R. C. Serymiger
Treasurer.....N. W. Smith
Production Manager.....R. M. Cowing
Radio Director.....M. E. Blackburn

*Radio Accounts Placed*—Aero Industries Technical Institute, Chicago Technical School, Hemphill Diesel Schools, Letz Manufacturing Co., Moody Bible Institute, Thermo Air Conditioning Institute, Vocational Service, Inc.; Wheeling Steel Corp., Wonder Lake Syndicate, Wright & Lawrence Drug Co.

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## SAMUEL C. CROOT CO., INC.

28 West 44th St., New York, N. Y.
Phone BRyant 9-2588

ANPA ABP APA PPA — NOAB

*Officers*

President.....Samuel C. Croot
Vice-Presidents.....William Krieger, Robert D. Merrill
Secretary.....J. W. Morgan
Treasurer.....Stanley Gibson

*Radio Account Placed* Maltex Co.

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## D'ARCY ADVERTISING COMPANY

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

4A's ANPA PPA ABP PRB — SAAA—SNPA

*Officers*

President.....W. C. D'Arcy
Treasurer.....C. C. Pangman
Secretary.....C. C. Pangman
Vice-President.....J. F. Oberwinder

*Branch Offices*

515 Madison Ave., New York City
Phone Eldorado 5-3765

Vice-President in Charge of Radio.....F. W. Coste
Radio Continuity Writer.....W. Pflueger
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608
J. H. Kiusella

*Radio Account Placed*—The Coca-Cola Co.

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## DOE-ANDERSON ADVERTISING AGENCY

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

*Officers*

President.....Elmer H. Doe
Account Executives.....Warwick Anderson, H. S. McBride



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## DONAHUE AND COE, INC.

1270 6th Ave., New York, N. Y.
Phone Columbus 5-4252
AAAA — ANPA — PPA — ABP — PRB
SAAA — SNPA

*Officers*

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury

*Branch Office*
411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662
Manager.....H. L. Morrill, Jr.

*Radio Accounts Placed*—National Association of Ice Industries, Scholl Mfg. Co., Metro-Goldwyn-Mayer, United Artists, National Theatre, The Playwrights' Company.

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## DOREMUS & CO.

120 Broadway, New York, N. Y.
Phone REctor 2-1600
ANPA — NOAB

*Officers*

Chairman of Board....William H. Long, Jr.
President.....G. Munro Hubbard
Vice-Presidents.....Walter H. Burham, Clifford B. Reeves
Secretary-Treasurer.....Richard E. Williams

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## JOHN C. DOWD, INC.

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

*Officers*

President-Radio Director.....John C. Dowd
Executive Vice-President.....E. D. Parent

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## JOHN H. DUNHAM COMPANY

333 N. Michigan Ave., Chicago, Ill.
ANPA — PPA — APA

*Officers*

President.....John H. Dunham
Vice-President-Treasurer.....J. C. Jones
Vice-President.....W. S. Hoyt
Secretary.....Herman A. Groth

*Radio Accounts Placed* — Chamberlain Laboratories.

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## SHERMAN K. ELLIS & CO.

500 Fifth Ave., New York, N. Y.
Phone LAckawanna 4-3570
ANPA — PPA

*Officers*

President-Treasurer.....Sherman K. Ellis
Vice-Presidents.....C. E. Staudinger, S. J. Hamilton, Jr., Richard Barrett, Clifford L. Fitzgerald, Milton J. Blair
Director of Radio.....Larry Holcomb
Radio, New Business.....Myron Kirk
Radio Time Buyer.....Harry Torp

*Branch Offices*
141 W. Jackson Blvd., Chicago, Ill.
Clifford L. Fitzgerald
C. P. R. Bldg., Toronto, Can.
Phone Adelaide 3051
Ralph Ashcroft

*Radio Accounts Placed*—Ward Baking Co., Quaker Oats Co., Richfield Oil Co., Saraka, Calox, MacLaughlin's Manor House Coffee, Falstaff Brewing Corp., Pennsylvania Salt Co., Standard Brands, Inc.

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## ERWIN, WASEY & CO.

Graybar Bldg., 420 Lexington Ave.,
New York, N. Y.
Phone MOhawk 4-8700

*Officers*

President.....Louis R. Wasey
Treasurer.....A. G. Van Utt
Secretary.....Owen B. Winters
Vice-Presidents.....O. B. Winters, H. D. Williams, Paul E. Newman.
Director of Radio.....Edward J. Fitzgerald

*Branch Offices*
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952
Vice-President.....W. L. Marshall
Securities Bldg., Minneapolis, Minn.
Phone Atlantic 1223
President.....Mac Martin
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004
Vice-President.....S. R. Hutton
714 W. 10th St., Los Angeles, Calif.
Phone Prospect 5317
Executive Vice-President.....H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435
Vice-President.....W. E. Kraft

*Radio Accounts Placed*—Lydia E. Pinkham Medicine Co., Musterole Co., Zemo Co., Hecker H-O Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., R. B. Semler, Inc.; The Olive Tablet Co., Florida Citrus Exchange, Vanti Pa-Pi-A Corp., The Alkine Co.

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## WILLIAM ESTY & COMPANY, INCORPORATED

100 East 42nd St., New York, N. Y.
Phone Caledonia 5-1900

*Officers*

President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Richard Marvin



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Radio Producers.....Harry Holcombe, Joe C. Donohue, Kenneth M. Fickett, Don Bernard
Radio Continuity Writers....Helen Phillips, Bernard Dougall, George Corey

*Radio Accounts Placed*-- R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Baume Bengue, White Laboratories, Lever Bros. (Lifebuoy).

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## FEDERAL ADVERTISING AGENCY, INC.

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400
AAAA - - ANPA - PPA - ABP

*Officers*

President .....Robert Tinsman
Vice-Presidents.....James O'Brien, Jules B. Singer, Joseph Beck, J. M. Nichols, Jr.
Treasurer .....George Dietrich
General Manager.....D. E. Robinson
Secretary .....George Dietrich
Radio Department.....George Comtois, J. S. Davidson

*Radio Accounts Placed*- Sinclair Refining Co., National Biscuit Co. (for Shredded Wheat), General Cigar Co., Rockwood & Co., Durkee's Famous Foods, American Safety Razor Corp., State of New Jersey.

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## FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City, Mo.
Phone Harrison 4890
AAAA — ANPA — PPA — ABP
ABC APA

*Officers*

President.....C. P. Hanly
Secretary-Treasurer.....O. P. Luther
Vice-President-Manager.....B. B. Brewer

*Offices*

500 Fifth Ave., New York City
Phone Longacre 5-5000
President.....C. P. Hanly
Vice-President-Manager.. H. M. Montgomery
111 W. Monroe St., Chicago, Ill.
Phone Central 8333
Vice-President.....Matthew G. Pierce
Vice-President.....A. Brooks Taylor
Manager.....Chas. L. Collette

•

## ROBERT G. FIELDS & CO.

Bennie-Dillon Bldg., Nashville, Tenn.
Phone 6-1977

*Officers*

President.....Robert G. Fields

## FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave., New Orleans, La.
Phone Raymond 5194
AAAA — ANPA PPA — SNPA
APA ABP NOAB

*Officers*

President.....Joe L. Killeen
Vice-President.....Joseph H. Epstein
Vice-President.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Production Manager.....Warren G. Posey
Art Director.....E. W. Rector Wootten
Comptroller .....Lee O'Pry
Director of Radio.....Joe L. Killeen
Radio Continuity Writers...Roy M. Schwarz, Joe L. Killeen

*Radio Account Placed* -Wesson Oil & Snowdrift Sales Co., Louisiana Power & Light Co., Southern Cotton Oil Co., Godchaux Sugars, Inc.

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## FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse, N. Y.
Phone 2-3129
ABP ANPA — PPA - APA

*Officers*

Owner.....John B. Flack
Radio Director.....Frank G. Harrington

•

## RICHARD FOLEY ADVERTISING AGENCY

1616 Walnut St., Philadelphia, Pa.
Phone Kingsley 1560
AAAA ANPA APA - PPA — ABP
ABC NOAB

*Officers*

President.....Charles H. Eyles
Radio Director.....Russell Gray, Sr.
Radio Time Buyer.....Jos M. DeLone, Jr.

*Radio Account Placed* Hollywood Health Bread Co.

•

## FORT & COMPANY

301-304 Kinney Bldg., Charlotte, N. C.
Phone 3-4217
APA PPA - - SNPA

*Officers*

President.....John L. Fort
Secretary .....Jean Dunham

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## ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060
ANPA - - PPA - - ABP - NOAB

*Officers*

Chairman of Board.....Rudolph Guenther
Chairman of Executive Committee, Russell Law



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President.....Frank J. Reynolds
First Vice-President...Emil W. Kimmelberg
Vice-President-Treasurer...Emmett Corrigan
Vice-President-Secretary...Victor J. Cevasco

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## HARRY M. FROST CO., INC.

260 Tremont St., Boston, Mass.
Phone Liberty 0813
ANPA — PPA — APA

*Officers*

President.....Karl M. Frost
Vice-President-Treasurer.....Harry M. Frost
Assistant Treasurer.....Edith G. Robinson
Secretary-Radio Director,
Harvey P. Newcomb
Radio Continuity Writers.....H. E. Bessom,
Edward R. Young, Daniel J. Ford, Jr.
*Radio Accounts Placed*—Durkee Mower Co., Page & Shaw Candy, Cranberry Canners, Inc., Cold Spring Brewing Co.

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## FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York, N. Y.
Phone MUrray Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP

*Officers*

President.....A. L. Billingsley
Vice-Presidents.....F. B. Duncan,
C. R. Pelham, G. U. Weaver, J. E. Wiley
Secretary-Treasurer..... C C. Reideubaugh
Radio Director.....S. James Andrews
Radio Time Buyer.....C. T. Williams
*Radio Accounts Placed* — Westinghouse Electric & Mfg. Co.

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## FULTON, DE GARMO & ELLIS, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-1085

*Officers*

President .....Louis de Garmo
Executive V-P & Treasurer.....Lee Ellis
V-P & Secretary.....Arthur H. Fulton
Director of Radio.....Louis de Garmo
*Radio Accounts Placed*—Parker Watch.

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## GANDY ADVERTISING AGENCY

602 Mercantile Bldg., Dallas, Texas
Phone 2-4737

*Officers*

Owner.....William P. Gandy
Copy Chief.....Allen Brazell
Production Manager.....Mrs. K. Gandy
Account Executive.....Henry A. Hinsch

•

## GARDNER ADVERTISING CO.

Mart Bldg., St. Louis, Mo.
Phone Garfield 2915
AAAA

*Officers*

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Executive Vice-President...Mrs. E. P. Proetz
Secretary-Treasurer.....E. R. Gardner
Secretary.....E. R. Gardner
Director of Radio.....C. E. Claggett
(St. Louis Director)

*Branch Offices*

9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio,
Roland Martini
1419 Heyburn Bldg., Louisville, Ky.
Phone Jackson 5328
*Radio Accounts Placed*—Pet Milk Co., Ralston Purina Co., Independent Packing Co., L. & N. Rwy., Stokely Bros., Van Camp.

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## SIDNEY GARFINKEL ADVERTISING AGENCY

703 Market St., San Francisco, Calif.
Phone Exbrook 3420
APA — ABP — PPA

*Officers*

President.....Sidney Garfinkel
Director of Radio.....Walter Guild

*Branch Offices*

Commercial Exchange Bldg., Los Angeles, Calif.
22 N. San Joaquin St., Stockton, Calif.
Phone Stockton 3-1260
*Radio Accounts Placed*—Euclid Candy Co.

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## J. STIRLING GETCHELL, INC.

405 Lexington Ave., New York, N. Y.
Phone MUrray Hill 6-4800
AAAA — ANPA — PPA
NOAB — ABC — APA

*Officers*

President.....J. Stirling Getchell
Treasurer.....Charles McCormack
Secretary & General Manager,
M. Peter Franceschi
Vice-Presidents.....J. V. Tarleton,
H. T. Mitchell, Frank Griffin
Director of Radio.....C. A. Snyder
Radio Time Buyer.....C. R. Moser

*Branch Offices*

New Center Bldg., Detroit, Mich.
Phone Trinity 2-3600
Radio Time Buyer.....I. H. MacKenzie
Bryant Bldg., Kansas City, Mo.
Harrison 8102
Radio Time Buyer.....K. Rickerson
59 E. Van Buren St., Chicago, Ill.
Phone Harrison 2606
L. O. Holmberg
*Radio Accounts Placed* — Socony-Vacuum Oil Co.; Devoe & Raynolds Co.; Chrysler Corp. (Plymouth and DeSoto cars).



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## GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-5400
AAAA PPA - ANPA

*Officers*

President .....Bertram B. Geyer
Vice-Presidents.....H. W. Newell, R. M. Ganger
Radio Director.....Eleanor Larsen

*Branch Offices*

Third National Bank, Dayton, O.
Phone Fulton 4145
Manager.....E. G. Frost

New Center Bldg., Detroit, Mich.
Phone Madison 6750
Manager.....J. L. McQuigg

*Radio Accounts Placed* Nash Motors Division (Nash-Kelvinator Corp.); Kelvinator Division, The Zeus Corp., Hat Corporation of America, E. P. Reed & Co.

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## GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City, Utah
Phone Wasatch 1347
ANPA APA ABP

*Officers*

President & Treasurer.....M. C. Nelson
Vice-Presidents .....J. Y. Tipton, Lon Richardson
Secretary .....Genevieve Hunt
Space Buyer & Production Manager, V. W. Rogers
Radio Director .....J. Y. Tipton

*Radio Accounts Placed*—American Packing & Provision Co., Sego Milk Products Co., Utah Oil Refining Co., Excelei- Products Co., Fisher Brewing Co., Mountain Fuel Supply Co., Royal Baking Co., United States Fuel Co., Ogden Troy Laundry, Walker Bank & Trust Co., Colville Ice Cream Co., Automatic Heat with Coal Campaign, Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Finance Co., Peoples Finance & Thrift Co.

•

## GLASER-GOTTSCHALDT, INC.

Statler Bldg., Boston, Mass.
Phone Liberty 6044

*Officers*

President & Treasurer.....Louis Glaser Executive
Vice-President.....Allen C. Gottschaldt
Secretary .....Haskell Cohn
Space Buyer.....E. E. Doten

•

## GLASSER ADVERTISING AGENCY

672 S. Lafayette Park Place,
Los Angeles, Calif.
Phone Fitzroy 2141
President .....G. E. Glasser
Vice-President.....P. E. Gailey
Treasurer.....G. A. Wildman
Secretary .....Trula Boggs
Radio Dept.....Ted Gailey

*Radio Accounts Placed* Colonial Dames, Inc.

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## GLICKSMAN ADVERTISING CO.

400 Madison Ave., New York, N. Y.
Phone PLaza 3-0716

*Officers*

President .....Joseph Glicksman
Vice-President-Secretary .William Glicksman
Treasurer .....David Glicksman

*Radio Accounts Placed* Adam Hat Stores.

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## GRADY & WAGNER CO.

501 Madison Ave., New York, N. Y.
Phone ELdorado 5-1625
ANPA APA PPA

*Officers*

President .....Frank Grady
Vice-President .....Walter Wagner
Vice-President .....A. V. Grady

*Radio Accounts Placed* Emerson Radio & Phonograph Co.

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## GRANT ADVERTISING, INC.

Gulf State Bldg., Dallas, Texas
Phone 7-8121
APA SNPA

*Officers*

President.....Will C. Grant, Jr.
Executive Vice-President...Claude R. Miller
Radio Directors.....Will C. Grant, David Fehols

*Branch Office*

Palmolive Bldg., Chicago, Ill.
Phone Superior 9055
Manager .....Lew Valentine
Radio Directors.....Will C. Grant, Lew Valentine

*Radio Accounts Placed*—Vanette Hosiery Mills, Mars, Inc.

•

## GRIFFITH ADVERTISING AGENCY

317 Times Bldg., St. Petersburg, Fla.
Phone 1311

*Officers*

Manager.....T. M. Griffith
Radio Accounts Executive, Robert E. Bullard

•

## JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179 and 7-7170

*Officers*

Owner .....Julian Gross
Radio Director.....Geraldine A. Kenney, Lester Kaufman, William Harmer



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## LAWRENCE C. GUMBINNER ADVERTISING AGENCY

9 East 41st St., New York, N. Y.
Phone MUrray Hill 2-5680

*Executives*

L. C. Gumbinner
Milton Goodman
Max Geller
Paul G. Gumbinner

Director of Radio.....Paul G. Gumbinner
*Radio Accounts Placed*—Royal Lace Paper Works, American Beverage Corp.

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## WILLIAM IRVING HAMILTON, INC.

267 Fifth Ave., New York, N. Y.
Phone MUrray Hill 5-1737
ANPA — APA

*Officers*

President.....W. I. Hamilton
Vice-President.....P. F. Hamilton
*Radio Account Placed*—Ramsdell, Inc.

•

## GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago, Ill.
Phone State 0055
ANPA — PPA — APA — ABP — NOAB

*Officers*

President.....George H. Hartman
Vice-President .....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
*Radio Accounts Placed*—Airy Fairy Foods, C & H Sugar Refining Corp., Hartz Mountain Products, Local Loan Co., Nelson Bros. Co., P. A. Starck Piano Co.

•

## HAYS ADVERTISING AGENCY

Burlington, Vt.
Phone 852
ANPA — PPA — ABP

*Officers*

President.....W. A. Myers
Treasurer.....W. A. Myers
Secretary.....A. E. Hawkins
Director of Radio.....N. H. Myers
*Radio Accounts Placed*—Dairy Association Co., Abraham's Cut Rate Drug Stores, C. P. Smith, Jr., Inc.; Moquin Baking Co., Kinox Co., F. J. Preston & Son, M. M. Farrell & Sons, Dominion Dry Co., Vermont Cleansing Co., Vermont Transit Co., Socony Dealers, Vermont Confectionary Co., LaBarge Florists, Shepard Lumber Co., Green Mountain Power Corp., McKenzie Packing Co., Vermont Mattress Co., Bullock Laundries, White's Dairy Co.

•

## HELLWIG-MILLER CO.

9 East 40th St., New York, N. Y.
Phone Lexington 2-3080
ANPA — PPA

*Officers*

President .....E. W. Hellwig
Vice-President .....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director ..... George Carhart
*Radio Accounts Placed* — Corn Products Refining Co., Curtis Candy Co.

•

## HENRI, HURST & McDONALD

520 N. Michigan Ave., Chicago, Ill.
Phone SUperior 3000
AAAA — ANPA — PPA

*Officers*

President .....W. B. Henri
Secretary .....W. D. McDonald
Treasurer .....J. F. Hurst
Time Buyer.....N. H. Pumpian
Radio Director.....Frank W. Ferrin
*Radio Accounts Placed*—Acme White Lead & Color Works, John Morrell & Co., Ballard & Ballard Co., Carolene Products Co., Kroehler Mfg. Co., Fairbanks-Morse Co., International Shoe Co., Hall Bros., Inc.

•

## HILLMAN-SHANE ADVERTISING AGENCY, INC.

412 West Sixth St., Los Angeles, Calif.
Phone Vandike 5111

*Officers*

President-Radio Director..David S. Hillman
Vice-President.....Jefferson K. Wood
Secretary-Treasurer .....William Berger
Publicity Director.....M. Lewin

•

## HIXSON-O'DONNELL ADVERTISING, INC.

555 South Flower St., Los Angeles, Calif.
Phone Mutual 8331

*Officers*

President.....G. K. Breitenstein
Secretary.....R. M. Hixson
Treasurer.....J. E. O'Donnell
*Radio Accounts Placed*—Richfield Oil Co., Rio Grande Oil, Inc.

•

## FRANCES HOOPER ADVERTISING AGENCY

400 N. Michigan Ave., Chicago, Ill.
Phone Superior 5480
ANPA — PPA

*Radio Account Placed*—William Wrigley, Jr., Co.



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## CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-0850
4A's — ANPA — PPA — ABP — NOAB

*Officers*

President and Treasurer....Winthrop Hoyt
Secretary.....Everett W. Hoyt
Vice-Presidents.....F. A. Whipple, W. K. Dingledine
Director of Radio.....R. G. Pratt
Time Buyer.....C. B. Donovan

*Branch Office*
650 Main St., Hartford, Conn.
Phone 5-6066
Vice-Presidents-F. A. Whipple, Frank Busch
*Radio Accounts Placed*—R. C. Remedy Co., Richardson & Robbins, Charles Guldens, Inc., American Molasses Co.

•

## THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
Phone WIckersham 2-3338

*Officers*

President .....H. S. Goodman
Secretary .....H. Knuth
Vice-President.....Andrew Schloss

•

## H. B. HUMPHREY CO.

1235 Statler Bldg., Boston, Mass.
Phone Liberty 1714
4A's ABC

*Officers*

Chairman of Board.....Henry B. Humphrey
President-Treasurer...Richard S. Humphrey
Vice-President-Copy Chief, Julian L. Watkins
Vice-President-Radio Director, John C. Strouse
Account Executive.....Robert T. Hand, Jr.
Production Manager.....G. L. Leonard
Art Director.....Norman E. Coe
Office Manager.....H. S. Kenyon
Secretary.....Francis S. Moulton
Assistant Treasurer.....L. M. Fawcett
*Radio Accounts Placed* Boston Beer Co., Old Trusty Dog Food Co., Rumford Chemical Works.

•

## HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester, N. Y.
Phone Main 3528
APA - ANPA — PPA ABP

*Officers*

President .....M. S. Hutchins
Treasurer .....F. I. Hutchins
Secretary .....F. R. Hutchins
Vice-President & Director of Radio F. A. Hutchins
*Radio Account Placed*- Philco Radio and Television Corp.

## HUTCHINSON ADVERTISING CO.

1000 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 6301
ANPA — PPA — APA

*Officers*

Chairman of Board.....A. Dollenmayer
President & Treasurer....Merrill Hutchinson
Secretary.....J. V. Pidgeon
Vice-Presidents.....H. K. Painter, J. M. Bridge
Director of Radio.....H. K. Painter
Radio Continuity Writers....Walter Martin, Tod Williams, Rebekah Kenney
*Radio Accounts Placed*—Pillsbury Flour Mills Co., Gluek Brewing Co., Northland Milk Co., Twin City Federal Savings & Loan Association, Atwood Coffee Co., Lavoris Co.

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## INTERSTATE ADVERTISING AGENCY, INC.

1008 Marshall Bldg., Cleveland, Ohio
Phone Main 9444

*Officers*

President.....G. A. Kirkendale
Vice-President.....C. M. Marvin
Secretary.....E. A. Bowyer
Production Director.....W. B. Dye
*Radio Accounts Placed* — Marshall Drug, Bonne Bell Cosmetic, Dandee Pretzel Co., William Taylor Co., Forest City Brewing Co., Fisher Bros. Co., West End Laundry, Les Jolis Beauty Salons, Townsend Plan.

•

## IVEY & ELLINGTON, INC.

1100 South Penn Square, Philadelphia, Pa.
Phone Locust 7909
ANPA

*Officers*

President.....Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington
Secretary.....George V. Strong
Radio Director.....William Gallow
*Radio Accounts Placed* -Bayuk Cigars Inc.

•

## THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351
AAAA — ANPA — PPA

*Officers*

Chairman of Board.....Ralph H. Jones
Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....C. J. Coward
Radio Producer.....Edward Obrist
Radio Continuity Writer....George Sparling

*Branch Office*
580 Fifth Ave., New York City
Phone WIsconsin 7-5500

*Radio Accounts Placed*—The Drackett Co., Kroger Grocery & Baking Co., Carter Coal Co., Country Home Magazine, Miami Butterine.



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## H. W. KASTOR & SONS ADVERTISING CO., INC.

360 N. Michigan Ave., Chicago, Ill.
Phone Central 5331
ANPA — APA — PPA — ABC — NOAB

*Officers*

President .....Louis Kastor
Treasurer.....E. H. Kastor
Secretary.....W. B. Kastor
Vice-President.....R. H. Kastor
Director of Radio.....Robert G. Jennings

*Branch Offices*
9 Rockefeller Plaza, New York
Phone Columbus 5-6135
Arthur Kastor
Robert Parman
Arcade Bldg., St. Louis, Mo.
Phone Main 3655
Fred Kastor

*Radio Accounts Placed*—Procter & Gamble Co., Welch Grape Juice Co., Lewis-Howe Co.

•

## THE JOSEPH KATZ COMPANY

16 E. Mt. Vernon Place, Baltimore, Md.
Phone Vernon 7094
AAAA — ANPA — PPA — ABP

*Officers*

President .....Joseph Katz
Treasurer.....Charles M. Harrison
Director of Radio.....J. C. Bridgwater
Radio Producers & Continuity Writers, J. C. Bridgwater, Edward Prager, George Lucas, Nat C. Wildman, Jack Lewi

*Branch Offices*
247 Park Ave., New York, N. Y.
Phone Wickersham 2-2740

Manager.....Nat C. Wildman
*Radio Accounts Placed*—American Oil Co., Maryland Pharmaceautical Co., Ex-Lax, Inc., Arrow Beer, Jests, Inc., Laco Products, Inc.

•

## KAYTON-SPIERO CO., INC.

230 West 41st St., New York, N. Y.
Phone LOngacre 5-5090
ANPA — PPA — ABP

*Officers*

President.....Gerald B. Spiero
Secretary-Treasurer.....Alvin J. Kayton
*Radio Accounts Placed*—Twentieth Century-Fox Film Corp.

•

## KELLY, MASON, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-6300
ANPA — PPA

*Officers*

President .....John C. Kelly
Treasurer .....James R. P. Nason
Secretary .....Frank J. Herel
Media Director .....Joseph Burland
*Radio Accounts Placed*—Hotel Seymour, Lydia O'Leary, 44th Street Hotel, Roosevelt Hotel.

## KELLY, STUHLMAN & ZAHRNDT, INC.

1101-1128 Mart Bldg., St. Louis, Mo.
Phone Garfield 0777

*Officers*

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer....W. W. Zahrndt
Vice-Pres. and Secretary.....C. F. Stuhlman
Vice-President.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr., V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr., V. A. Kelly, C. F. Stuhlman

*Radio Accounts Placed* — Central Shoe Company, Lutheran Laymen's League, Pine Balm Co., Trems, Inc.; American Life & Accident Insurance Co.

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## KENYON & ECKHARDT, INC.

247 Park Avenue, New York, N. Y.
Phone Wickersham 2-3920
AAAA — ANPA — PPA — ABP

*Officers*

Chairman of Board.....Henry Eckhardt
President.....Thomas D'Arcy Brophy
Treasurer.....Otis Allen Kenyon
Secretary.....Joseph A. Vessey
Vice-President..... Dwight Mills
Director of Radio.....Tyler Davis

*Radio Accounts Placed*—C. F. Mueller Co., Bosco Co., Kellogg Co., Charles B. Knox Gelatine Co., Quaker State Oil Refining Corp.

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## H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York, N. Y.
Phone Lexington 2-0025
ANPA — PPA — ABP

*Officers*

President & Treasurer....E. T. Kiesewetter
General Manager.....H. M. Kiesewetter
Radio Time Buyer.....S. G. Alexander

*Radio Accounts Placed*—The Mennen Co., The Bathasweet Co.

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## KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
Phone Columbus 5-5990

*Officers*

President-Radio Director.....A. A. Klinger
Secretary .....E. French

*Radio Accounts Placed*—Madison Personal Loan Co., Riverbank Canning Co., Jules Stores, Zeke Manners, Jadwiga Remedies Co., Purepac Corp.



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## KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis, Minn.
Phone Bridgeport 7701
ANPA

*Officers*

President.....E. E. Sylvestre
Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. A. Sarles, Elizabeth B. Reeves, Helen A. Brown
Secretary.....K. P. Torgerson
Treasurer.....C. L. Greenwood
Radio Director.....Lloyd Griffin

*Branch Office*

925 Chanin Bldg., New York, N. Y.
Phone MUrray Hill 4-3982
Manager.....Brad Robinson
*Radio Account Placed* General Mills, Inc.

•

## ARTHUR KUDNER, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-3200
AAAA — ANPA — PPA - ABP

*Officers*

President.....Arthur Kudner
Vice-Presidents.....J. H. S. Ellis, E. J. Owens, Sam D. Fuson
V-P in Charge of Radio..Charles F. Gannon
Radio Time Buyers.....James F. Nutt, William O'Connor, Ed. Krug

*Branch Offices*

New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland
Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

*Radio Accounts Placed*—Macfadden Publications, Inc.; United States Tobacco Co., Buick Motor Division, Goodyear Tire & Rubber Co.

•

## LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-3721
ANPA — PPA

*Officers*

President .....John L. Johnston
Executive V-P. .....Gordon Seagrove
V-P.-Radio Director .....Martin Horrell
Vice-President .....Berthold M. Nussbaum
Treasurer .....Frank Mace
Secretary.....Walter P. Lantz

*Radio Accounts Placed*—Lambert Pharmacal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

•

## LANG, FISHER & KIRK, INC.

1010 Euclid Ave., Cleveland, O.
Phone Main 6579

*Officers*

President & Treasurer.....H. Jack Lang
Vice-President & Secretary.....A. B. Fisher
Vice-President.....Fred P. Stashower
Director of Service.....Martin J. Cohn

•

## LAUESEN & SALOMON

520 North Michigan Ave., Chicago, Ill.
Phone Superior 0738

*Executives*

A. M. Salomon
Wendell Walker
F. P. Wagener

•

## LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York, N. Y.
Phone STuyvesant 9-1712
PPA

*Officers*

President-Radio Director.....David D. Lee
Treasurer .....W. C. Hoyt
*Radio Account Placed*- Remington-Rand, Inc.

•

## LEIGHTON & NELSON

202 State St., Schenectady, N. Y.
Phone 6-4202

*Officers*

Partners .....Winslow P. Leighton and George R. Nelson
Space Buyer.....Winifred Niles
Production Manager.....Edward F. Flynn
Radio Director.....George R. Nelson
Copy Director.....Robert S. Cragin
Account Executives.....Winslow Leighton, George R. Nelson, R. S. Cragin
Radio Continuity Writers.....R. S. Cragin, G. R. Nelson, E. F. Flynn, Michael Carlo

*Radio Accounts Placed*- Hudson Coal Co., Breslaw Bros., Central Markets, William W. Lee & Co., Jonathan Levi Co., Morris Plan Industrial Bank, A. L. Parson & Son, Rudolph Bros., Saratoga Racing Assn., The Wallace Co., Murray's Furniture, H. S. Barney Co., Albany Business College, Burtiss Motor Sales, The Carl Co., T. Arthur Cohen, National Accessories Stores.

•

## LENNEN & MITCHELL, INC.

17 E. 45th St., New York, N. Y.
Phone MUrray Hill 2-9170
ANPA — PPA

*Officers*

President.....Philip W. Lennen
Secretary.....Arthur L. Lynn
Vice-President and Treasurer.Robert W. Orr
Director of Radio.....Mann Holiner
Radio Producers..Blayne Butcher, Jay Clark

*Branch Offices*

8949 Sunset Blvd., Los Angeles, Calif.
Jay Clark



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*Radio Accounts Placed*—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Lehn & Fink, Tidewater Associated Oil Co.

•

## LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
ANPA — ABP — AAAA — NOAB

*Officers*

President.....Leon G. Livingston
Vice-President.....W. C. Day
Space Buyer.....B. B. Biederman

*Radio Accounts Placed* — Langendorf United Bakeries.

•

## LOCKWOOD-SHACKELFORD ADVERTISING AGENCY

122 East Seventh St., Los Angeles, Calif.
Phone Trinity 9801
ANPA — NOAB

*Officers*

President.....M. W. Shackelford
Vice-President.....Russell N. Lockwood
Secretary.....Ralph D. Lockwood

•

## THE W. E. LONG CO.

155 North Clark St., Chicago, Ill.
Phone RAndolph 4606
ANPA

*Officers*

President .....W. E. Long
V-P.-Treasnrer .....Lloyd R. Wolfe
Vice-President .....Walter D. Warrick
Secretary .....Mildred Allrich

•

## LORD & THOMAS

247 Park Ave., New York, N. Y.
Phone WIckersham 2-6600
AAAA — ANPA — ABP — PPA

*Officers*

President .....Don Francisco
Executive Vice-President...Sheldon R. Coons
Vice-Presidents.....Thomas M. Keresey, Edgar Kobak
Vice-President & Radio Director, Edward Lasker
Radio Time Buyer.....John Hymes
Script Buyer.....Frank Wilson
Casting Department.....Sylvia Lowy

*Branch Offices*

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800
Executive Vice-President....David M. Noyes
Vice-President.....Mary L. Foreman
Vice-President.....John F. Whedon
Vice-President-Treasurer..William R. Sachse
Radio Time Buyer.....Holly Shively

6331 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 6265
Manager.....Thomas A. McAvity

601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651
Vice-President .....Don Belding

235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355
Manager.....Fairfax M. Cone

*Radio Accounts Placed*—American Tobacco Co., Pepsodent Co., Petroleum Advisers Inc., Union Oil Co., M. J. B. Company, California Fruit Growers Exchange, Beatrice Creamery Co., Liebmann Breweries Inc., J. A. Folger & Co., Southern Pacific Co., Sprague Warner & Co., Armour Soap Works.

•

## HAYS MacFARLAND & COMPANY

333 North Michigan Ave., Chicago, Ill.
Phone Randolph 9360
ANPA — PPA — ABP — SNPA

*Officers*

President.....Hays MacFarland
Secretary-Treasurer.....B. G. Ruttingh
1st Vice-President.....Malcolm A. Jennings
Vice-Presidents.....Andrew Coburn, A. B. Dicus, S. V. Horton
Director of Radio.....Evelyn Stark

*Radio Accounts Placed*—Stewart-Warner Corp., Kellogg Co. (for Wheat Krispies), Northwestern Yeast Co., Celotex Corp.

•

## MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2551
CAAA

*Officers*

President-General Manager..J. A. MacLaren
Vice President-Assistant General Manager.....E. V. Rechnitzer
Director of Broadcast Advertising, C. M. Pasmore
Assistant .....M. Rosenfeld
Radio Department Secretary....V. E. Ralph

*Branch Office*

901 Dominion Square Bldg.,
Montreal, Que., Canada
Phone Plateau 9556
Office Manager.....E. H. H. Smith

*Radio Accounts Placed*—Dominion Rubber Co., General Motors Corp., Hydro-Electric Power Commission of Ontario, Imperial Oil, Ltd.; Oneida Community, Ltd.; People's Credit Jewelers, Tuckett, Ltd.



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## MacMANUS, JOHN & ADAMS, INC.

12th and 14th Floors, Fisher Bldg.
Detroit, Mich.
Phone Trinity 2-8300
ANPA — PPA — ABP

*Officers*

President.....W. A. P. John
Treasurer.....James R. Adams
Secretary.....John R. MacManus
Exec. Vice-President.....James R. Adams
Vice-Presidents.....Harvey G. Luce, John R. McManus
General Manager.....Leo A. Hillebrand
Director of Radio.....Sherwood Reekie
Media Director.....Elmer W. Froehlich

*Branch Office*

Monadnock Bldg., 681 Market St.,
San Francisco, Calif.

*Radio Accounts Placed*—Pontiac Motor Co., Cadillac Motor Co., Tivoli Brewing Co., Boydell Paint & Varnish Co., Peters Cleaners & Dyers.

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## MALCOLM-HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110
APA

*Officers*

Owner.....Arthur M. Holland
Radio Director.....John Sullivan
Continuity Director.....Ray Freedman

*Radio Accounts Placed*- Dad's Root Beer, Comfo-Bak Seats, Nu-Enamel Co., Roller Derby, Newart Co., Rubin's, Joy Candy Shoppes, Mert Laundry.

•

## DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.
Phone Liberty 1422
ANPA — ABP — APA

*Officers*

President.....David Malkiel
Secretary.....Martha Brest
Space Buyer-Production Manager
David Malkiel

*Radio Accounts Placed*- -I. J. Fox Co.

•

## MARSCHALK & PRATT, INC.

535 Fifth Ave., New York, N. Y.
Phone VAnderbilt 6-2022
ANPA PPA ABP APA ABC — AAAA — NOAB

*Officers*

Chairman of Board.....G. K. Simonds
President.....Harry C. Marschalk
Treasurer.....Harry C. Marschalk
Secretary.....Arthur R. Anderson
Vice-Presidents.....Wilbur E. Johnson, S. H. Giellerup, S. L. Meulendyke.
Director of Radio.....Curt Peterson
Radio Continuity Writers...G. W. Freeman, Barrett Brady, E. T. Clark

*Radio Accounts Placed*—Underwood Elliott Fisher Co., Roger & Gallett, Standard Oil Co. of N. J., National Lead Co., Congress Cigar Co., Ruud Manufacturing Co., Dunn & McCarthy, Inc.

•

## MARTIN & ROBISON, INC.

Lincoln Tower, Fort Wayne, Ind.
Phone

*Officers*

Radio Director.....F. J. Kelty

•

## J. M. MATHES, INCORPORATED

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

*Officers*

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary Carle Rollins
Vice-Presidents.....William B. Okie, Hyland L. Hodgson, Lester Loh, Charles O'Donnell
Director of Radio.....Wilfred S. King
Assistant Director.....Fletcher Turner

*Radio Accounts Placed*- Ludens, Inc.; National Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale, Magazine Repeating Razor Co., Cocomalt Co.

•

## MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA — PPA

*Officers*

Chairman of Board.....Lou R. Maxon
President.....T. K. Quinn
Vice-President.....Searle Hendee
Treasurer.....W. I. O'Neil
Radio Time Buyer.....H. G. Selby

*Branch Offices*

570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge.....W. Ray Baker
Radio Director.....Don Forker

1260 Boston Ave., Bridgeport, Conn.
Phone Bridgeport 6-2177
Vice-President In Charge.....W. Ray Baker
Vice-President.....Ray Baker

919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536
Vice-President.....L. J. Sholty

*Radio Accounts Placed*—General Electric Co., H. J. Heinz Co., Gillette Saftey Razor Co., Pfeiffer Brewing Co., Commercial Solvents Corp.

•

## McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York, N. Y.
Phone Circle 5-7000
AAAA — ANPA — PPA - ABP

*Officers*

President.....H. K. McCann



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Vice-Presidents: Harrison Atwood, Raymond Atwood, E. C. Bennett, L. S. Briggs, Lloyd O. Coulter, L. E. Firth, E. D. Hill, Gordon E. Hyde, Myron C. Lechner, E. D. Madden, J. J. McCarthy, Hugh A. Mitchell, E. O. Perrin, C. A. Posey, Jackson Taylor.
Secretary-Treasurer and Director of Radio John L. Anderson
Director of Research.....L. D. H. Weld
Radio Time Buyer.....Francis Conrad
Program Directors.....Stuart D. Ludlum, Margaret E. Jessnp, Lillian Steinfeld

*Branch Offices*

910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President and Manager, Homer Havermale
Vice-President.....H. G. Smith
Gnardian Bldg., Cleveland, O.
Phone Cherry 3490
Vice-President and Manager, Royal M. Alderman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 9550
Vice-President and Manager.Donald C. Hight
Patterson Bldg., Denver, Colo.
Phone Keystone 4297
Manager.....J. S. Barrows
448 S. Hill St., Los Angeles, Calif.
Phone Michigan 4049
Manager.....Angust J. Bruhn
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President and Manager.Henry Q. Hawes
Skinner Bldg., Seattle, Wash.
Phone Main 7459
Manager .....Vernon Churchill
Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager .....Vernon Chnrchill

*Radio Accounts Placed*—New York Office: Chesebrough Mfg. Co., Consolidated Edison Co. of N. Y., Croft Brewing Co., Crowell-Collier Publishing Co., Ford Motor Co. (dealer), Gruen Watch Co., Humble Oil & Refining Co., Manufacturers Trust Co., National Biscuit Co., Pacific Coast Borax Co., Provident Loan Society, Stanco, Inc., Standard Brands, Inc., Daggett & Ramsdell Co.

San Francisco Office: American Power & Light subsidiaries, Angle California National Bank of San Francisco, Borden Co., California Packing Co., Dwight Edwards Co., Fisher Flouring Mills, Ford Motor Co. (dealer), W. P. Fuller & Co., General Brewing Co., Interstate Brewing Co., Los Angeles & Suburban Gas Co., Pacific Gas & Electric Co., San Francisco Emergency Committee, Standard Oil Co. of Calif.

Cleveland Office: City Ice & Fuel Co., Ford Motor Co. (dealer), National City Bank of Cleveland, Perfection Stove Co., Richman Bros., Standard Oil Co. of Ohio.

Denver Office: Ford Motor Co. (dealer), Great Western Sugar Co., McCarthy Sherman Motor Co.

Chicago Office: Ford Motor Co. (dealer), Maytag Co., Standard Oil Co. of Nebraska.

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## THE McCORD COMPANY

1100 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 1225
APA — ANPA — PPA

*Officers*

President & Treasurer.....R. D. McCord
Vice-President .....Louis Melamed
Secretary & Space Bnyer.....C. F. Baker
Director of Radio.....E. B. Grove
Production Manager.....Lee Skaar

*Radio Accounts Placed*—Hamm Brewing Co., McConnon & Co., Zinsmaster Baking Co., Coast-to-Coast Stores, Conrad Fur Co., W. H. Barber Oil Co., Chocolate Products Co., Ray's Photo Service, Cowden Mfg. Co.

•

## McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago, Ill.
Phone State 5060

*Officers*

President.....William D. McJunkin
Executive Vice-President.....Gordon Best
V-P in Charge of Radio.....Frank R. Steel
Vice-Presidents.....Roy M. Kirtland, I. M. Tuteur, Dade B. Epstein, James W. Egan
Media Dept. Manager.....R. W. Shadinger
Production Manager.....W. C Mottershead

*Radio Accounts Placed*—Feltman & Curme Shoe Store Co., Coyne Electrical School, Frank Fehr Brewing Co., Jewel Food Stores, Andes Candies, Sears Roebuck & Co., Keeley Brewing Co., Bremner Bros., Curtiss Candy Co.

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## McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA — PPA

*Officers*

President.....Roy J. McKee
Viee-President-Treasurer..David R. Albright
Secretary.....T. E. Lihby

*Branch Office*

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-2058

*Radio Accounts Placed*—Sealtest, Inc.

•

## A. McKIM, LTD.

Confederation Bldg., Montreal, Que., Canada
Phone Lancaster 5192

*Officers*

President-General Manager.....C. T. Pearce
Vice-President.....J. M. Baxter
Directors.....B. A. Bennett, W. T. Brace, D. E. Longmore, A. N. McIntosh, J D. Pearce, J. W. Thain
Montreal Manager.....W. T. Brace
Radio Director.....Don Henshaw



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*Branch Offices*
320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351
Manager.....D. E. Longmore
Royal Bank Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Manager.....F. S. Auger
Dennis Bldg., Halifax, N. S., Canada
Phone Bishop 6917
Manager.....W. J. McKay

## DAN B. MINER CO.

250 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP
*Officers*
President.....Dan B. Miner
Treasurer.....M. R. Sweeney
Vice-Presidents.....J. C. Morse, Isabel Moses, Fred W. Meyer
Director of Radio-Talent, Continuity & Script Buyer.....John Guedel
Radio Time Buyer.....Fred W. Meyer
Continuity Writers.....John Guedel, Maurice Zinnn, Donald H. Clark, Edward Lynn, Walter Guedel, Arthur Shank, Daniel Lundberg
Producers.....John Guedel, Sam Pierce
*Branch Offices*
Affiliated with Continental Agency Network
*Radio Accounts Placed* Wil-bire Oil Co., Coast Fishing Co., Eckert Brewery, Forest Lawn Memorial Park, Los Angeles Electrical League, Globe Grain & Milling Co.

## MITCHELL-FAUST ADVERTISING CO.

230 N. Michigan Ave., Chicago, Ill.
Phone State 6610
ANPA — PPA — APA — NOAB
*Officers*
President.....Paul E. Faust
Treasurer.....Lyman L. Weld
Secretary.....R. A. L. Herweg
Vice-Presidents.....L. H. Copeland, V-P & Radio Director....Paul Holman Faust
Manager, Radio Department
Dorothy L. Parsons
Space Buyer.....C. J. Turner
Production.....Calvin S. Boynton

## EMIL MOGUL CO., INC.

625 Madison Avenue, New York, N. Y.
Phone ELdorado 5-1756
*Officers*
Radio Director.....Emil Mogul
Copy Chief.....Alfred Berger
Production Manager.....James Hagan
Art Director.....Seymour Salzman
Radio Time Buyer.....Helen Munroe

## RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194
*Officers*
President.....Raymond R. Morgan
General Manager.....R. E. Messer
Director of Radio.....Sam Pierce
Radio Continuity Writers, James J. McCleery, Catherine Turney
*Radio Accounts Placed* Folger Coffee Co., Los Angeles Soap Co., Bireley's Inc.

## MORRIS, SCHENKER-ROTH, INC.

737 N. Michigan Ave., Chicago, Ill.
Phone Whitehall 6030
ANPA — PPA
*Officers*
President.....Sydney M. Roth
Secretary.....Edgar Bernhard
Vice-President.....B. W. Schenker
Treasurer.....Harry Roth
Director of Radio.....Ralph Schoolman
*Radio Account Placed* Allied Mills, Inc.

## MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York, N. Y.
Phone LExington 2-6727
PPA
*Officers*
President.....Roy Head
Vice-President.....Carl J. Balliett
Secretary and Treasurer.....Shaw Newton
Radio Director.....Richard Nicholls
Radio Time Buyer.....William Hines
*Radio Accounts Placed*—Vick Chemical Co., M. J. Breitenbach Co.

## C. WENDEL MUENCH & COMPANY

210 E. Ohio St., Chicago, Ill.
Phone Whitehall 7717
ANPA — PPA — ABP
*Officers*
President.....C. W. Muench
Director of Radio.....George Euwema
*Radio Accounts Placed* — Durkee Famous Foods, Sokol & Co., Blue Moon Cheese Products, Inc.

## NEEDHAM, LOUIS & BRORBY, INC.

360 N. Michigan Ave., Chicago, Ill.
Phone State 5152
AAAA — ANPA — PPA — ABP
*Officers*
President.....Maurice H. Needham
Secretary-Treasurer.....Otto R. Stadelman
Vice-Presidents.....John J. Louis, Melvin Brorby, Harry Phelps, W. Ray Fowler, Jr.
Program Director.....W. Ray Fowler, Jr.
Radio Producer.....Cecil Underwood
*Branch Offices*
1680 North Vine St., Hollywood, Calif.
Phone GRanite 8803
231 W. Wisconsin Ave., Milwaukee, Wisc.
Phone Marquette 7527
*Radio Account Placed*—S. C. Johnson & Son, Inc., Wieboldt Stores, Inc.



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## NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-4231

*Officers*

President.....Walter J. Neff
Vice-President .....William Rogow

*Radio Accounts Placed*—J. W. Beardsley's Sons, Bond Stores, Inc., D'Arrigo Bros. Co., Fischer Baking Co., Liggett Drug Co., Frederick F. Lowenfels & Son, Nu-Enamel Corp., Joseph Martinson & Co., Melville Shoe Corp., Sears Roebuck & Co.

•

## NEISSER-MEYERHOFF, INC.

400 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA

*Officers*

President.....Arthur E. Meyerhoff
Secretary and Treasurer...Walter R. Neisser
Radio Director.....Nelson A. Shawn

*Branch Offices*

530 W. Sixth Ave., Los Angeles, Calif.
Phone Madison 1151
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144

*Radio Account Placed*—Wm. Wrigley Jr. Co., Automatic Soap Flakes Co., Lakeside Biscuit Co., Catalina Island, Edwards Motors, Schaff Sausage Co., Andy Lotshaw Body Rub, Chicago Cubs Baseball Team, Sawyer Biscuit Co., Manchester Biscuit Co.

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## NEWELL-EMMETT COMPANY

40 East 34th St., New York, N. Y.
Phone AShland 4-4900
AAAA — ANPA — PPA — ABP — PRB — SAAA — SNPA

*Officers*

President.....C. D. Newell
Treasurer.....F. H. Walsh
Secretary.....R. L. Strobridge
Vice-Pres. in Charge of Radio..Wm. Reydel

*Radio Accounts Placed*—Liggett & Myers Tobacco Co. (Chesterfields), Thomas Cook & Son, Loose-Wiles Biscuit Co., Pepsi-Cola Co.

•

## O'DEA, SHELDON & CANADAY, INC.

400 Madison Ave., New York City
Phone PLaza 3-1670

*Officers*

Chairman of the Board....Ward M. Canaday
President .....Mark O'Dea
Executive Vice-President..George H. Sheldon
Vice-President.....L. C. McElroy
Vice-President.....C. E. Nelson
Space Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick

•

## PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA — ABP — PPA

Co-Partners .....A. G. Peart, John H. Rehm
Radio Time Buyer .....Eugene J. Cogan

*Radio Account Placed*—The Great Atlantic & Pacific Tea Co., John Wiley Jones Co., Pennsylvania Refining Co.

•

## PECK ADVERTISING AGENCY, INC.

444 Madison Ave., New York, N. Y.
Phone PLaza 3-0900
AAAA

*Officers*

Chairman of Board.....Harry Peck
President.....A. H. Messing
Secretary-Treasurer .....Harry Krawitz
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers.Ralph Lieberman, Eva Monty, Geo. Glass

*Radio Accounts Placed*—Carfix, Oldetyme Distillers, Garcia Grande Cigars, S. Grover Grabam Co., Glyco-Thymoline, Beverwyck Breweries, Tastyeast, Inc.; Fairfax Tobacco Co., Hammondsport Wineries, Wise Shoes, Jones Furniture Co., Aetna Insurance Co., Gold Recovery Corp., Roxy Clothes, Inc., Modern Systems, Inc., Krasne Bros.

•

## PEDLAR & RYAN, INC.

250 Park Ave., New York, N. Y.
Phone Eldorado 5-7700
AAAA — ANPA — PPA — ABP

*Officers*

President.....Thomas L. L. Ryan
Secretary and Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Lawrence L. Shenfield, Francis J. Doherty
Director of Radio.....Gregory Williamson
Radio Copy Chief.....John Archer Carter
Radio Producer.....John McClean, Jr.
Radio Continuity Writers.....Beth Judson, Jack Finney, Orin Tovrov, Howard Merrill, Jettabee Ann Hopkins

*Radio Accounts Placed*—The Procter & Gamble Co. (Chipso, Camay Soap, Dash), Bristol-Myers Co., The Borden Co., Lady Esther, Inc., J. C. Penney Co.

•

## PLATT-FORBES, INC.

386 Fourth Ave., New York City
Phone CAledonia 5-4440

*Officers*

President & Treasurer.....W. A. Forbes
Vice-President .....Rutherford Platt
Vice-President.....T. F. Cosgrove
Vice-President .....John Monsarrat
Secretary.....W. S. Walker
Space Buyer & Prod. Manager.George Kraus
Account Executives....John K. L. Peterson, Parmelee Lyman

•

## R. J. POTTS & COMPANY

101 West 11th St., Kansas City, Mo.
Phone Victor 4433
APA — NOAB — ANPA — PPA
Continental Agency Network



www.americanradiohistory.com

*Officers*

President.....R. J. Potts
Vice-President.....J. B. Woodbury
Secretary-Treasurer.....Jerry McKee
Account Executives....Frank F. B. Houston, E. A. Warner, W. B. Hill, Ross Wallace
Radio Department.....E. A. Warner

•

## THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
Kansas City, Mo.
Phone Victor 9400
ANPA — PPA — APA — ABP — NOAB

*Officers*

President.....W. J. Krebs
V-P.-Production Mgr.....D. E. Dexter
Secretary.....G. F. Magill
Treasurer.....E. T. Chester
Time Buyer.....B. G. Wasser

•

## PRESBA, FELLERS & PRESBA

360 N. Michigan Ave., Chicago, Ill.
Phone Central 7683
APA — ABP — ANPA — NOAB

*Officers*

President.....Bert S. Presba
V-P in Charge of Radio.....E. A. Fellers
Secretary.....Will B. Presba

*Radio Accounts Placed*—De Forest Training, Flex-O-Glass Mfg. Co., Household Magazine, Mantle Lamp Co., Earl E. May Seed Co., Olson Rug Co., Pure Milk Association, Ryde & Co., Dr. Scholl Foot Comforts, United Factories, Woodmen Accident Co.

•

## THE L. W. RAMSEY CO.

Union Bank Bldg., Davenport, Iowa
Phone 3-1889
ANPA — PPA — APA — ABP

President & Treasurer.....L. W. Ramsey
Secretary.....E. G. Naeckel

*Branch Office*
230 N. Michigan Ave., Chicago, Ill.
Phone Franklin 8155

Vice-President.....F. L. Eason
Director of Radio.....Fred Herendeen

*Radio Accounts Placed*—Chamberlain Laboratories Inc., F. W. Fitch Co.

•

## THE RANDALL CO.

75 Pearl St., Hartford, Conn.
Phone 7-8233

*Officers*

President-Space Buyer-
Radio Director.....Wilbur Randall

*Branch Office*
6 East 45th St., New York, N. Y.
Phone VAnderbilt 6-4952

Vice-President In Charge...Robert Dorfman

## CHAS. DALLAS REACH CO.

58 Park Place, Newark, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP — APA

*Officers*

President.....Chas. Dallas Reach
Treasurer.....E. M. Reach
Vice-President.....Howard E. Sands
Director of Radio.....Chas. Dallas Reach

*Branch Office*
Syracuse, N. Y
Phone Syracuse 3-3136

Manager.....Howard E. Sands

*Radio Accounts Placed*—Admiracion Laboratories, Inc., Cut-Rite Waxed Paper, Dugan Bros.

•

## REDFIELD-JOHNSTONE, INC.

247 Park Ave., New York, N. Y.
Phone PLaza 3-6121
ANPA — PPA — ABP

*Officers*

Chairman of the Board.....L. L. Redfield
President.....E. F. Johnstone
Vice-Presidents.....B. L. Rottenberg
E. T. T. Williams, J. J. McNevin.
Treasurer-Space Buyer.....B. L. Rottenberg
Radio Department.....N. S. Livingston
Radio Production.....R. Du Browin

*Radio Accounts Placed*—Howard Clothes, Inc.

•

## MORGAN REICHNER & CO., INC.

400 Madison Ave., New York, N. Y.
Phone WIckersham 2-3100
AAAA — ABC — NOAB — PPA — APA — ABP

*Officers*

President-Treasurer.....M. S. A. Reichner
Vice-Presidents.....Harold A. Bowman, Chandler S. Woolley
Secretary.....Harold A. Bowman

•

## C. E. RICKERD, INC.

550 Maccabees Building, Detroit, Michigan
Phone Temple 1-3636

*Officers*

President and Treasurer.....C. E. Rickerd
Executive Vice-President..James Dickson, Jr.
Vice-President.....Kenneth L. Wright
Vice-President.....Edward C. Parker
Secretary.....Fred B. Collier
Radio Time Buyer.....Kenneth L. Wright

•

## ROCHE, WILLIAMS & CUNNYNGHAM, INC.

310 S. Michigan Ave., Chicago, Ill.
Phone Harrison 8490

*Officers*

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell
Director of Radio.....N. J. Cavanagh



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Radio Continuity Writers.....J. H. Kelly, G. Hammill, R. A. Seng

*Branch Office*
1500 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 3750
Guy C. Pierce (in charge)

*Radio Accounts Placed*—The Studebaker Corp., The Cudahy Packing Co., Williams Oil-O-Matic Heating Corp., Sun Oil Co., Horlick's Malted Milk Corp., The Milwaukee Road.

•

## ROGERS & SMITH

714 Wholesale Merchants Bldg., Dallas, Tex.
Phone 7-1477
SAAA

*Officers*

Owner.....Herbert A. Rogers
Director of Radio.....Howard N. Smith
Radio Continuity Writer.....Dorothy Davis

*Radio Accounts Placed*—Naughton Farms, McGaugh Hosiery Mills, Burleson's Honey, Sareger Bros.

*Affiliated with Rogers & Smith, Chicago.*

•

## ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York, N. Y.
Phone CHickering 4-4420
ANPA — PPA — APA

*Officers*

President .....Arthur Rosenberg
Vice-President .....Samuel Rubenstein
Secretary .....A. A. Rosenberg
Treasurer .....Charles S. Silver
Copy Chief.....H. J. Cowan
Production Manager .....H. B. Fleischman
Research Director....Walter Alwyn-Schmidt
Radio Director.....Emanuel Denby

•

## RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York, N. Y.
Phone MUrray Hill 6-6400
AAAA — ANPA — PPA — ABP

*Officers*

President.....F. B. Ryan
Vice-President & Treasnrer..W. B. Ruthrauff
Secretary.....Ralph Van Buren
V-P & Director of Radio...Lawton Campbell
Assistant.....S. Heagan Bayles
Supervisor of Evening Programs
Merritt W. Barnum
Supervisor of Daytime Programs
Herschel Williams, Jr.
Asst. Supervisor of Daytime Programs
Marguerite Dougherty
Director of Radio Publicity....John Gordon
Production Directors.....Nate Tufts, F. Bourne Ruthrauff, John Loveton, Everard Meade, Willard Tuttle
Radio Commercial Director....Ruth Bordon
Commercial Writers.....Regina Morgan, Avery Giles, Vivian Washburn, Florence Miles

*Branch Offices*
360 N. Michigan Ave., Chicago, Ill.
Phone Randolph 2625
Manager.....Paul Watson
In Charge of Radio.....Ros Metzger
7430 Second Boulevard, Detroit, Mich.
Phone Madison 1980
Manager.....Ellis J. Travers
812 Olive St., St. Louis, Mo.
Phone Main 0128
1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593
Production Director.....William Robson
Commercial Writers.....Edward Ettinger

*Radio Accounts Placed*—Alka Dent Products Co., Bree Cosmetics, Inc., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., B. F. Goodrich Co., Gunther Brewing Co., Histeen Corp., Holland Furnace Co., Hyde Park Brewers Assn., Independent Grocers' Alliance, Ironized Yeast Co., M. J. Lanahan, Inc., Lever Bros. Co., Lever Bros, Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Penn Tobacco Co., Quaker Oats Co., Star Brewery, Inc., Sterling Brewery, Inc.

•

## SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago, Ill.
Phone Dearborn 1818
ANPA — PPA — APA

*Officers*

Partners.....Walter Schwimmer, R. J. Scott
Director of Radio.....N. E. Heyne

•

## RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago, Ill.
Phone Delaware 1046
ANPA — PP — ABP — PRB — SNPA

*Officers*

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents .....Paul Richey, T. J. Wallace

*Branch Offices*
Lemcke Bldg., Indianapolis, Ind.
Paul Richey
Jack Harding
Fountain Square, Cincinnati, Ohio
John Lair

*Radio Accounts Placed*—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp.

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## THEODORE H. SEGALL ADVERTISING AGENCY

544 Market St., San Francisco, Calif.
Phone SUtter 6557
NCBA



www.americanradiohistory.com

*Officers*

General Manager.....T. H. Segall
Radio Director.....Frank Wright
Service Director.....Edward G. Lansdale
Production Manager.....Kenton S. Bates
Art Director.....Clifford Spooner

•

## ROBERT L. SHEPHERD ADVERTISING

230 N. Michigan Ave., Chicago, Ill.
Phone State 1430

*Officer*

Owner.....Robert L. Shepherd

•

## SHERMAN & MARQUETTE, INC.

Room 2602 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000

*Officers*

President .....Stuart Sherman
Vice-President and Treasurer.
Arthur Marquette

*Radio Account Placed*—Colgate-Palmolive-Peet Co. (for Colgate Shave Cream, Colgate Tooth Powder, Halo Shampoo, Vel Washing Powder, Cashmere Bouquet Soap and Beauty Preparations, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds); Dr. W. B. Caldwell, Inc. (Syrup Pepsin).

•

## SMALL & SEIFFER, INC.

24 W. 40th St., New York, N. Y.
Phone WIsconsin 7-8765
ANPA — PPA

*Officers*

President.....Albert Seiffer
Treasurer.....Marvin Small

•

## SORENSEN & COMPANY

919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 5030
ANPA — PPA

*Officers*

President.....Roy A. Sorensen
Production Manager.....Harry H. Hullinger

*Radio Accounts Placed*- Bowey's, Inc.

•

## STACK-GOBLE ADVERTISING AGENCY

8 South Michigan Ave., Chicago, Ill.
Phone Randolph 0160
ANPA — PPA — APA - - ABC - - NOAB

*Officers*

President & Treasurer.....E. R. Goble
Secretary.....E. A. Goble
Vice-President.....H. L. Hulsebus
Director of Radio.....Wynn Orr

*Branch Offices*

400 Madison Ave., New York, N. Y.
Phone PLaza 3-7445
Vice-Presidents...R. A. Porter, J. A. Butler

*Radio Accounts Placed*—Swift & Co., Lewis-Howe Co.

## BARTON A. STEBBINS ADVERTISING AGENCY

811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA — ANPA — PPA — ABP — NOAB

*Officers*

President.....B. A. Stebbins
Copy Chief.....J. L. Rogers
Director of Radio.....B. A. Stebbins
Time Buyer.....Arthur W. Gudelman

*Radio Accounts Placed*—Signal Oil Co., Roman Meal Bread, Personal Finance Co. (Pacific Coast).

•

## SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA — PPA — APA

*Officers*

President.....John F. Sweeney
Vice-President.....Frank G. James
Radio Time Buyer.....W. B. Watterson

*Radio Account Placed*—Firestone Tire & Rubber Co.

•

## J. D. TARCHER & CO., INC.

630 5th Ave., New York, N. Y.
Phone Circle 6-2626

*Officers*

President.....J. D. Tarcher
Treasurer.....Wm. E. Larcombe
Vice-President.....Wm. E. Larcombe
Director of Radio.....Wm. E. Larcombe
Radio Producers and Continuity
Writers.....George R. Marek, Norman Markwell

*Radio Accounts Placed*—Smith Brothers, Inc., Seeman Bros., Inc.

•

## THOMAS B. TATE, ADVERTISING

World Building, Tulsa, Okla.
Phone 4-0445

*Officers*

Owner.....Thomas B. Tate
Art Director.....Taylor Holmes

•

## J. WALTER THOMPSON CO.

420 Lexington Ave., New York, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA

*Officers*

President .....Stanley Resor
Secretary .....Howard Kohl
Treasurer.....A. V. Pollock
Vice-Presidents: Lloyd Baillie, William L. Day, Henry C. Flower, Jr., Howard Henderson, Clement Watson, Henry M. Stevens, S. Hunter Richey, William Resor, Walter R. Hine, Thayer Jaccaci, Gilbert Kinney, William G. Palmer, Samuel W. Meek, Jr., William C. McKeehan, Jr., Marvin S. Knight.



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Vice-President in Charge of Radio, John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyers, Tom Luckenbill, M. Holland
Head Radio Writer.....Rohert T. Colwell
Radio Production Staff: A. K. Spencer, Robert A. Simon, Maury Holland, Richard Eastland, Ed Rice, Frank O'Connor.
Continuity Writers: Tiffany Thayer, Robert A. Simon, Joe Bigelow.

*Branch Offices*

1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241
Vice-President .....Danny Danker
Radio Production Staff: Calvin Kuhl, John Christ, Robert Brewster, Sanford Barnett.
Continuity Writers: Dick Mack, George Wells, Lynn McManus, Carroll Caroll, Stan Quinn, Harry Kerr.
Radio Talent Buyer.....Paul Rickenbacker
410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303
Vice-President and General Manager, Henry T. Stanton
Vice-Presidents: Merton V. Wieland, Kennett W. Hinks, Willard F. Lochridge, James D. Woolf.
100 Bush St., San Francisco, Calif.
Phone Garfield 3510
Manager.....Arthur C. Farlow
Shell Bldg., St. Louis, Mo.
Phone Central 8040
Manager.....Raymond A. Mott
2012 Exchange Bldg., Seattle, Wash.
Phone Seneca 0655
Manager.....Norton W. Mogge

*Radio Accounts Placed*—Standard Brands, Inc.; Lever Bros.; Emerson Drug Co.; Lamont, Corliss & Co.; Kraft-Phenix Cheese Corp.; Penick & Ford, Ltd.; Pacific Salmon Fisheries; Kellogg; General Cigar Co.; J. B. Williams Co.; Northern Trust Co.; Scott Paper Co.; City Baking Co.

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## TOMASCHKE-ELLIOTT, INC.

1624 Franklin St.. Oakland. Calif.
Phone Glencourt 4941
NOAB — NCBA

*Officers*

President.....F. L. Tomaschke
Secretary.....William M. Maxfield
V-P & Director of Radio..Wallace F. Elliott

*Radio Accounts Placed*—Cardinet Candy Co., Pacific Guano Co., Par Soap Co., H. C. Capwell Co., Capwell, Sullivan & Furth, Downtown Merchants Association.

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## TRACY-LOCKE-DAWSON, INC.

1307 Pacific St., Dallas, Texas
Phone 7-8655
22 E. 40th St., New York, N. Y.
Phone AShland 4-1690
AAAA — ANPA — PPA — ABP—
PRB — SAAA — SNPA — APA — NOAB

*Officers*

President.....J. M. Dawson
Radio Producers.....Raymond P. Locke, Joe M. Dawson, J. J. Jefferies, Morris Hite, J. W. Moffett, Erle Racey
Radio Continuity Writers.....J. J. Jeffries, Glenn Addington, Ishmael McCullough, Thelma Gaines
Radio Time Buyers.....H E. Hendrick, Mario Messina, E. J. Worthington, Monty Mann

*Radio Accounts Placed*—Dr. Pepper Co., Imperial Sugar Co., Garza Sheets, Bordon Co. of the Southwest, Mrs. Baird's Bread, Peters Shoe Co., W. S. Kirby Co., Pancrust Plato Co.

•

## UNITED STATES ADVERTISING CORP.

Home Bank Bldg., Toledo, Ohio
Phone Main 8205
AAAA — ANPA — PPA — ABP

*Officers*

President & Treasurer....Ward M. Canaday
Secretary.....Geo. W. Ritter
Vice-President .....Bryan Warman

*Branch Offices*

612 N. Michigan Ave., Chicago, Ill.
Vice-President .....James Ewell

*Radio Accounts Placed*—Glass Container Association, Willys Overland Motors, Inc., Unitarian Fellowship for Social Justice, Foster-Dack Co., Wilson & Co.

•

## WADE ADVERTISING AGENCY

208 W. Washington St., Chicago, Ill.
Phone State 7369

*Officers*

Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Radio Producers.....W. E. Jones, P. C. Lund, Edward Simmons.
Radio Continuity Writers.....R. E. Dwyer, L. W. Davidson.

*Radio Account Placed*—Miles Lahoratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co.

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## WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.
Phone Grant 1900
ANPA — ABP — PPA

*Officers*

President .....William S. Walker
Secretary-Treasurer.....B. I. Davis

*Radio Account Placed*—Allegheny Ludlum Steel Corp., Colonial Biscuit Co., Beauty Products Co., Mail Pouch Tobacco Co., American Fruit Growers, Inc.



www.americanradiohistory.com

## WARWICK & LEGLER, INC.

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-8585
AAAA — ANPA — PPA — APA — NOAB

*Officers*

President.....H. Paul Warwick
Vice-President.....Henry Legler
Other Vice-Presidents.....S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson.
Secretary-Treasurer.....Robert H. Hughes
Director of Radio.....Preston H. Pumphrey

*Radio Accounts Placed*—The Wm. R. Warner Co., The George W. Luft Company, Larus & Bro. Company, The Sherwin-Williams Company.

•

## LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul, Minn.
Phone Cedar 3777

*Officers*

President .....Luther Weaver
Associate .....Donald Gardner
Director of Radio.....Elizabeth Watkins
Music Director.....Edward Megroth

*Radio Accounts Placed*—Northern Pacific Railroad, Minnesota Federal Savings & Loan Association, F. C. Hayer Co., The Pinolator Co., Minnesota State Optemetric Association.

## NORMAN WEILL, INC.

247 Park Ave., New York, N. Y.
Phone PLaza 5-3213

*Officers*

President .....Norman Weill
Executive Vice-President..Berne W. Wilkins
Treasurer .....Max Friedman
Secretary.....R. F. Weill
Account Executives.....W. Wright Beck, William Savacool
Copy Chief.....Herbert K. Simon

*Radio Accounts Placed*—Crawford Clothes, Inc., New York Institute of Photography, S. Stroock & Co.

•

## MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles, Calif.
Phone Tucker 4111
ANPA — PPA — APA

*Officers*

Co-Partners.....Milton Weinberg, Bernard Weinberg.
Director of Radio.....Bernard Weinberg

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## WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.
Phone Rittenhouse 6576

*Officers*

President-Radio Director.....F. A. Wellman

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*Radio Accounts Placed*—Foot Health Institute, Thomas B. Martindale Food Stores, Circus Gardens Roller Skating Rink, Carman Roller Skating Rink, Abe L. Greenberg, Inc., Select Shop, General Utilities Corp., Leopold's Tailoring Shop, Shubert Theater, Trocadero Theater, Brookside Distilling Corp., Rich's, Central Lions Club, W. C. Rautter & Co., Philadelphia Select Shops.

•

## THE WESSEL COMPANY

458 East 30th St., Chicago, Ill.
Phone Victory 1300

*Officers*

President.....E. Wessel
Exec. V.-P. and Treas.....Stanley L. Wessel
Secretary .....Alfred Flesham
Vice-President.....Theodore T. Weldon
Director of Radio.....Theodore T. Weldon
Assistant Directors.....R. U. Moore, Harold Weislow
Radio Producer.....Leroy Stewart
Assistant Radio Producer...Martin Myrenik
Radio Continuity Writers.....I. M. Gregori

*Branch Offices*

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-1566
Mnager.....V. J. Swdon

*Radio Accounts Placed*—Group of American Banks, cooperative series on disk for undertakers, dairies, etc., Frex Fresh Dog Food.

•

## WESTCO ADVERTISING AGENCY

625 Market St., San Francisco, Calif.
Phone Sutter 6744

*Officers*

President.....E. E. Sylvestre
Manager.....R. W. Stafford

*Radio Accounts Placed*—Sperry Flour Co.

•

## WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia, Pa.
Phone Rittenhouse 7500
ANPA — PPA — APA

*Officers*

President.....Ward Wheelock
Vice-President.....R. K. Strassman
Secretary-Treasurer.....H. R. Doak

*Branch Offices*

Equitable Building
Vine and Hollywood Blvd., Hollywood, Cal.
Phone Hillside 0191
420 Lexington Ave., New York, N. Y.
Phone LExington 2-4926

*Radio Account Placed*—Campbell Soup Co.

•

## YOUNG & RUBICAM, INC.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400
ANPA — PPA — APA — AAAA — NOAB — ABC — ABP

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Vice-President-Chairman Plans Board.....Charles L. Whittier
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Exec. Vice-Presidents.....Sigurd S. Larmon, Arthur Andrews, Donald Payne, Edward Barnes
V-P & Director of Copy & Radio Research .....George Gallup
Secretary-Treasurer.....J. H. Geise
Director of Radio.....Thomas F. Harrington
Radio Dept. Manager....Thomas H. A. Lewis
Asst. to Director of Radio.....Frederic W. Wile, Jr.
Manager of Talent Bureau.....Hubbell Robinson, Jr.
Manager, Station Relations Bureau.....Carlos A. Franco
Asst. Mgr., Station Relations Bureau.....Joseph J. Holmes, Jr.
Manager, Radio Publicity Bureau.....Wm. J. Thomas, Jr.
Special Aunouncer.....Harry von Zell

*Branch Offices*

6253 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 2734
Manager.....Joseph R. Stauffer
Assistant Manager.....Carroll O'Meara
Radio Production Supervisor.....John Van Nostrand
Radio Publicity Supervisor...William Stuart

333 N. Michigan Ave., Chicago, Ill.
Phone Central 3144
Vice-President-Manager.....A. E. Tatham
Vice-President-Merch. Director.....D. G. Schneider

7430 Second Blvd., Detroit, Mich.
Phone Madison 4300
Vice-President-Manager.....John F. Reeder

235 Montgomery St., San Francisco, Calif.
Phone Exbrook 3547
Manager .....Bryan Houston

660 St. Catherine Street, West, Montreal, Que.
Phone Plateau 4691
Vice-President-Canadian Mgr.....E. D. Ring

80 King St., West, Toronto, Ont.
Phone Elgin 0397
Frank Goodman
E. D. Ring

*Radio Accounts Placed* — American Cigarette & Cigar Co., American Tobacco Co. (Half & Half), General Foods, Inc. (Postum, Grape-Nuts, Calumet, Swans-Down, La France, Satina, Jell-O Products, Minute Tapioca, Sanka, Frosted Foods), The Borden Co., Bristol-Myers Co. (Ipana and Sal Hepatica), Fels & Co., Gulf Oil Corp., International Silver Co., Sanforizing, Gordon Baking Co., Life Savers Corp., Packard Motor Co.



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Assistant General Manager ..... W. J. McCambridge
Assistant General Manager ..... Lloyd Stratton
Radio Editor ..... Charles Butterfield

## International News Service

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

Executives

President ..... Joseph V. Connolly
Editor-In-Chief ..... Barry Faris
News Editor ..... Leo Dolan
Radio Editor ..... Louis Allwell

## Press-Radio Bureau, Inc.

New York—551 Fifth Avenue ..... MUrray Hill 2-5670
President and Editor-in-Chief ..... James W. Barrett

## Radio News Association

New York—342 Madison Avenue ..... MUrray Hill 2-3332

Executive

President ..... Frederick M. Harmon

## Transradio Press Service, Inc.

New York—342 Madison Avenue ..... MUrray Hill 2-4053-4

Executives

President ..... Herbert Moore
Vice-President ..... W. G. Quisenberry
Editor ..... Dixon Stewart
Sales Manager ..... Sims Guckenheimer

## United Press Associations

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

Executives

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Vice-President-General Sales Manager ..... E. M. Williams
Radio News Manager ..... Webb Artz
Radio Sales Manager ..... A. F. Harrison



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*Covering the Field of Radio*

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### *The Advertiser*

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

•

### *Advertising Age*

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

•

### *Advertising & Selling*

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Noel C. Breault. BRANCH OFFICES: 1370 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 161 Spring St., N.W., Atlanta, Ga., A. D. Van Allen, Southern Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

•

### *Air Law Review*

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

•

### *Bell Laboratories Record*

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

•

### *Bell System Technical Journal*

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Editor, R. W. King. Scientific discussions of developments in wire and radio-telephony, telegraphy, television and broadcasting facilities.

•

### *The Billboard*

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, R. S. Littleford; Editors, Elias E. Sugarman and A. C. Hartman; Radio Editor, Jerry Franken (New York); Los Angeles Correspondent, Dean Owen General Manager, E. W. Evans; Advertising Manager, C. J. Latscha. BRANCH OFFICES: 32 Randolph St., Chicago, Ill.,



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Nat S. Green, Manager; 1564 Broadway, New York, N. Y., Elias E. Sugarman, General Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

•

### *Boxoffice*

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

•

### *Broadcasting—Broadcast Advertising*

SEMI-MONTHLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, Paul Brines; Los Angeles Correspondent, David Glickman; Business Manager, Gate Taylor; Advertising Manager, Gate Taylor. Trade journal of the broadcasting and broadcast advertising fields.

•

### *Canadian Advertising*

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

•

### *Commercial Broadcasting*

FORTNIGHTLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. News Editor, L. Lippman; Managing Editor, Oswald F. Mingay; Advertising Representative, W. Murphy; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. A trade weekly newspaper relating to commercial broadcasting and of particular interest to, and circulating among national advertisers, station advertisers, advertising agents and broadcasting stations in Australia.

•

### *Commercial Broadcasting Yearbook*

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Commercial Broadcasting Yearbook contains practically all the information required by those interested in Australian broadcasting for reference purposes.

•

### *Communications*

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

•

### *Editor and Publisher*

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

•

### *Education by Radio*

QUARTERLY. One Madison Ave., New York, N. Y. Phone, CAledonia 5-6965. Publisher, National Committee on Education by Radio; Editor, S. Howard Evans. This publication is edited in line with the purposes of the National Committee on Education by Radio, which acts as a spokesman for organized edu-



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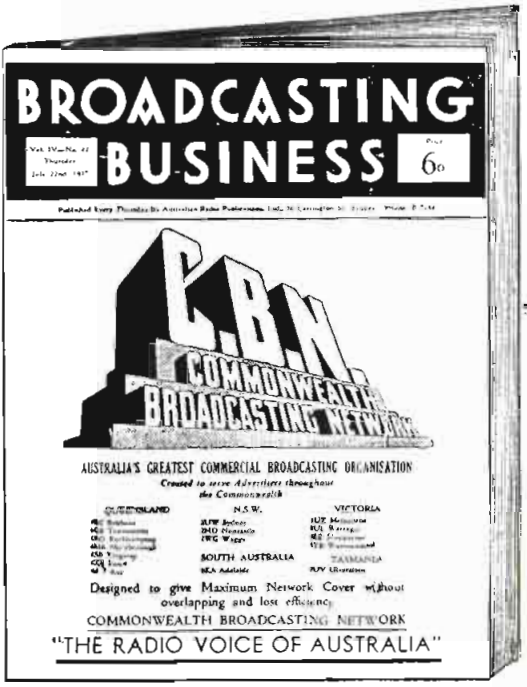


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cation, aiding and encouraging non-commercial educational stations and promoting cooperation between educators and commercial broadcasters. It is one of the means by which the committee acts as a clearing house for information about education by radio.

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### *Electrical Digest*

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, Adelaide 1860. Publisher, Muir Publications; Managing Editor, J. Murray Muir. Serving the electrical industry in Canada, including manufacturers of radios and equipment.

•

### *Electrical and Radio World Trade News*

TRI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Department Executive in Charge, John H. Payne, Chief of Electrical Div.; Editor, Katherine F. Hickey; District and Cooperative Offices throughout United States and Foreign Offices throughout the world. The material published in this periodical in regard to radio has to do with the nature of news covering new broadcast installations in foreign countries as well as new developments in broadcasting and television. It reports primarily on changes in foreign market possibilities, regulations, quotas, exchange, statistics of radio and electrical imports and exports, etc. Trade opportunities for specific products or agencies are included. Extensive reports covering any of these subjects are announced available for loan. All subjects referring to foreign commercial possibilities in its radio and electrical field, such as plans for or results from reciprocal trade agreements, are reported as fully as practical.

•

### *Electronics*

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Assistant Editor, Craig Walsh; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Asst. Manager, Wallace B. Blood. BRANCH OFFICES: 520 North Michigan Ave., Chicago, Ill., G. J. Seaman; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields —Design—Engineering—Manufacture.

•

### *Electronics and Television and Short-Wave World*

MONTHLY. 37-38, Chancery Lane, London W.C.2, England. Publisher, Bernard Jones Publications Ltd.; Editor, H. Corbishley. This publication is devoted to electronics, television and allied subjects, and short-wave communication.

•

### *Film Daily*

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7171. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture and allied industries.

•

### *Foreign Communication News*

BI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Editor, G. Stanley Shoup. Contains items concerning telegraph, telephone, cable and radio communication developments in foreign countries, including rates, operating and financial data, legislation, etc.

•

### *FREC Service Bulletin*

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

•

### *Heinl Radio News Service*

2400 California St., Washington, D. C. Phone, North 3800. Publisher, Robert D. Heinl; Editor, Robert D. Heinl. There are two services, one of which goes twice each week to a number of newspapers; the other going to various radio station subscribers.



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### *Hollywood Reporter*

DAILY. 6713 Sunset Boulevard, Hollywood, Cal. Phone, HIllside 7411. Editor and Publisher, W. R. Wilkerson; Assistant to Publisher, Frank Pope; Advertising Manager, Thomas F. Seward; Radio Editor, Nick Lukats. BRANCH OFFICES: 229 West 42nd St., New York, N. Y. H. J. Schleier, Manager, and Jack Harrison, News Editor, Phone, WIsconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1., London, England; 41 Rue Copernic, Paris, France; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; 54, Via Della Mercede, Rome; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

•

### *Journal of the Society of Motion Picture Engineers*

MONTHLY. Hotel Pennsylvania, New York, N. Y. Phone, PEnnsylvania 6-0620. Published by the Society of Motion Picture Engineers; Editor, Sylvan Harris. This publication is the official organ of the Society of Motion Picture Engineers and is devoted to the particular field of its readers. Technical developments in television is one of the subjects that are treated in its articles.

•

### *Journal of the Television Engineers' Institute of America*

763 Gower St., Hollywood, Calif. Phone, Gladstone 3558. Published by the Television Engineers' Institute of America; Editor, George H. Seward; Associate Editor, Leroy Bremmer; Business Manager, Arthur A. Stern. This publication has for its purpose the dissemination of knowledge regarding the art of television in all its ramifications.

•

### *Marketing*

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

•

### *Metronome*

MONTHLY. 119 West 57th St., New York, N Y. Phone, CIrcle 7-4500. Publisher, Metronome Corp. Editors, Richard B. Gilbert and George Simon; Chicago Correspondent, M. W. Hall; Hollywood Correspondent, Jack Hirshberg; Pittsburgh Correspondent, Sid Dickler; Miami Correspondent, Mickey Cherep. This publication is a trade journal in the field of popular music, giving world coverage on news of the radio, band and record reviews, interviews, gossip and personality stories, domestic band routes, instruction departments conducted by leading exponents of the various dance band instruments.

•

### *Motion Picture Daily*

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

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### *Moving Merchandise*

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MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, WAverly 2711. Publisher, Charlton-Wrigley, Ltd.; Editor, D. E. A. Charlton; Business Manager, G. B. Wrigley. This publication is devoted to the improved selling of consumer goods and contains a special department, "Broadcast Promotion," which reports activities of radio stations and radio programs in Canada.

•

### *Musical Courier*

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager; 6 Square Leon Guillot, Paris, France, Irving Schwerke, European Chief of Staff. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

•

### *Parts*

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-5842. Editor, Glad Henderson; Advertising Manager, Charles H. Farrell; Circulation Manager, G. G. Lyon; Managing Editor, Daniel Webster; Merchandising Editor, Eugene Heslin. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.



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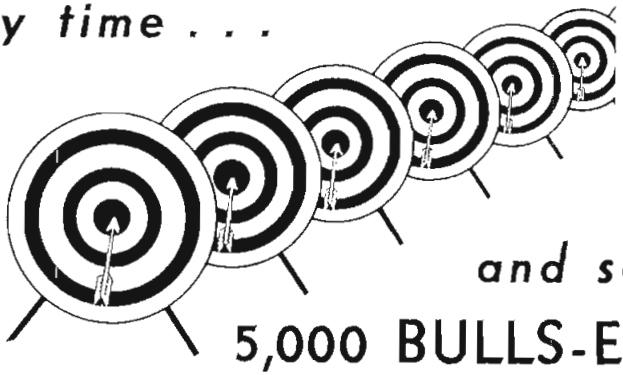

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### *Pick-Ups*

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

•

### *Printer's Ink*

WEEKLY. 185 Madison Ave., New York, N. Y. Phone, AShland 4-6500. Publisher, Printers' Ink Publishing Co.; President, Roy Dickinson; Vice-President In Charge of Sales, Douglas Taylor; Editor, G. A. Nichols; Associate Editor In Charge of Radio, Eldridge Peterson; News Editor, Herbert L. Stephen. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., Andrew M. Howe, Associate Editor, and Gove Compton, Manager; 326 West Third St., Los Angeles, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

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### *Printer's Ink Monthly*

MONTHLY. 185 Madison Ave., New York, N. Y. (For further information on personnel, addresses and editorial content see listing under "Printers' Ink.")

•

### *Proceedings of I. R. E.*

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

•

### *Proceedings of the Radio Club of America*

NINE ISSUES PER YEAR. 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; President, Paul F. Godley; Corresponding Secretary, J. L. Callahan; Editor, L. C. F. Horle.

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### *Q S T*

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

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### *Radex*

MONTHLY (except July and August). 362 Cedar Lane, Teaneck, N. J. Phone, Teaneck 6-6247. Publisher, The Radex Publishing Co.; Editor, Page Taylor. This publication is for the radio listener who is interested in listening to distant stations. It is of interest principally to DXers.

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### *Radio*

MONTHLY (except August and September.) 1300 Kenwood Rd., Santa Barbara, Calif. Phone, 4242. Published by Radio, Ltd. Publisher, K. V. R. Lansingh; Editor, W. W. Smith; Technical Editor, R. Dawley. BRANCH OFFICES: 71 West 35th St., New York, N. Y.; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted to technical and constructional material for the amateur and also information on experimental and high frequency radio; content does not touch on the business, entertainment or personal sides of radio.

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### *Radio Advertising Rates and Data*

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert Moss; Secretary-Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

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### *Radio Amateur Call Book*

QUARTERLY. 608 S. Dearborn St., Chicago, Ill. Phone, WAbash 1903. Publisher, Radio Amateur Call Book Inc.; Editor, Harold A. Rensch; Circulation Manager, D. A. Schroeder; Advertising Manager, C. O. Stimpson. BRANCH OF-



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FICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and complete lists of all radio amateurs throughout the entire world.

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### *Radio-Craft*

MONTHLY. 99 Hudson St., New York, N. Y. Phone, WAlker 5-0730. President and Publisher, H. Gernsback; Managing Editor, R. D. Washburne. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, SUperior 7306. This publication reports latest developments in the radio art, telegraphy and radio telephony, electronics, television, public address and facsimile, including servicing, trade news and technical descriptions.

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### *Radio Daily*

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

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### *Radio Technical Digest*

BI-MONTHLY. 1300 Kenwood Rd., Santa Barbara, Calif., Phone 4242. Published by Radio Ltd. Publisher, K. V. R. Lansingh; Managing Editor, A. McMullen; Associate Editors, W. W. Smith, R. L. Dawley, B. A. Ontiveros, L. Norton. BRANCH OFFICES: 71 West 35th St., New York, N. Y.; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted largely to reprints from magazines serving the entire radio technical field; content does not touch on the business, entertainment or personal sides of radio.

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### *Radio-Television*

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster. CHICAGO OFFICE: 664 N. Michigan Ave., Chicago, Ill. (Western Representative, Richard J. Burrill).

### *Radio & Electrical Retailer of Australia*

FORTNIGHTLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay; Advertising Representative, J. Angus; Technical Editor, J. R. Edwards. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. A weekly trade newspaper covering the radio and electrical manufacturing, wholesaling and retailing industries of the Commonwealth of Australia; also includes electrical information regarding refrigerators and domestic electric appliances. News releases give personal and general information regarding manufacturers, retailers, etc.

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### *Radio and Electrical Sales*

EVERY OTHER MONTH. 137 Wellington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

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### *Radio Guide*

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 8850. Publisher, M. L. Annenberg; Editor, Curtis Mitchell; Ass't to Publisher, Martin Lewis; Los Angeles Correspondent, Evans Plummer; Business Manager, Geo. d'Utassy; Advertising Manager, Saul Flaum; Circulation Manager, Ed Zoty. BRANCH OFFICES: 551 Fifth Ave., New York, N. Y.; 9059 Sunset Blvd., Hollywood, Calif.

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### *Radio Mirror*

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, LExington 2-9050. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

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### *Radio News*

MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 7300. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G.



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Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Karl A. Kopetzky. BRANCH OFFICE: 381 Fourth Ave., New York, N. Y., Manager, Sanford L. Cahn. This publication is a technical radio magazine catering to the interests of the advanced listener, the radio amateur and embryo radio amateur, the short wave listener, experimenter, set constructor, serviceman, dealer and engineer.

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### *Radio Retailing*

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Published by McGraw-Hill Publishing Co. Vice-President and Publishing Director, Howard Ehrlich; Sales Manager, Lee Robinson; Managing Editor, W. W. Macdonald. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill., K. Groener; Radio Retailing is devoted to the selling and servicing activities of the radio dealer, serviceman and jobber. It is also widely read by radio manufacturing executives, engineers, purchasing agents and their sales representatives. The publication covers the news of the radio and home appliance industries, maintaining a permanent staff in the mid-west, on the west coast and in the east for news gathering and fact finding. Annually Radio Retailing presents a statistical review of the radio industry and at proper times publishes a directory of manufacturers, set specifications, etc.

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### *Radio and Television*

MONTHLY. 99 Hudson St., New York, N. Y. Phone, WAlker 5-0730. Editor and Publisher, Hugo Gernsback; Managing Editor, H. W. Secor; Secretary, Harriet Kantro. The editorial policy of this publication includes the reporting of radio and television news items with photos, interviews with prominent radio and television engineers, description of new inventions in radio and featuring, particularly, constructional articles on radio and television receivers and transmitters.

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### *Radio Today*

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

### *Radio Trade Annual and Service Manual*

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Radio Trade Annual is an Australian yearbook giving practically all the information required by radio manufacturers, distributors and servicemen for reference purposes.

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### *Radio Trade-Builder*

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

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### *Radio and Television Weekly*

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis; News Editor, Frank Coupe.

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### *RCA Review*

QUARTERLY. 75 Varick St., New York, N. Y. Phone, WAlker 5-3721. Publisher, RCA Institutes Technical Press; Editors, Charles J. Pannill, Chairman of the Board of Editors; Ralph R. Beal; Dr. H. H. Beverage; R. S. Burnap; Irving F. Byrnes; Lewis M. Clement; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; Frank E. Mullen; Charles H. Taylor; Arthur F. Van Dyck; W. S. Fitzpatrick, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.

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### *Report of Radio Research in Japan*

TRI-ANNUAL. Imperial Academy House, Ueno Park, Tokyo, Japan. Phone, Shitaya No. 43. Publisher, National Research Council of Japan; Chairman, H. Nagaoka; Secretaries, K. Tani, T. Ono and T. Yamazak. This publication reviews the radio progress in Japan.



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### *Sales Management*

BI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Vice-President, Merril V. Read. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone, State 1266, C. E. Lovejoy, Manager; 29 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth.

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### *Service*

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editors, R. G. Herzog, R. D. Rettenmeyer; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers.

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### *Standard Rate and Data Service*

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President and Secretary, Albert W. Moss; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

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### *Telecommunications Reports*

WEEKLY. 1158 National Press Bldg., Washington, D. C. Phone, District 2678. Editor, Roland C. Davies. Specialized Washington news letter on communications.

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### *Tide*

BI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, AShland 4-3390. President and Publisher, David Frederick; Editor, Ellen Hess; Radio Editor, Reginald T. Clough; Chicago Correspondent, J. E. West; Los Angeles Correspondent, R. J. Birch. BRANCH OFFICES: 734 Little Bldg., Boston, Mass., Arthur F. Chapin; 360 N. Michigan Ave., Chicago, Ill., J. E. West; 846 South Broadway, Los Angeles, Calif., R. J. Birch; 155 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

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### *Variety*

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

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### *Western Advertising*

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GArfield 8966. Editor and Publisher, Ramsey Oppenheim; Assistant Publisher, R. S. Oppenheim; N. Y. Correspondent, L. V. Hohl; Los Angeles Correspondent, W. M. Brown. BRANCH OFFICES: Graybar Bldg., New York, N. Y., L. V. Hohl, N. Y. Manager; 426 S. Hill St., Los Angeles, Calif., W. M. Brown, So. Calif. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.



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# RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

*(As of January 1st, 1940)*

*The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Third Annual Radio Daily Poll and through the cooperation of radio stations in both countries.*

## ALABAMA

Birmingham News: **Turner Jordon**
Birmingham Post: **Jean Moyer**
Southern Radio News (Birmingham): **Homer T. Suddeth**
Mobile Register & Press: **George Cox**

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## ARIZONA

Phoenix Gazette: **Dan Crumley, Oley Henson**
Phoenix Republic: **Frank Ross**
Tucson Citizen: **Maston Jacks**
Tucson Star: **Al Welke**

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## ARKANSAS

Jonesboro Sun: **Fred Troutt**
Jonesboro Tribune: **Donald Murray**
Arkansas Democrat (Little Rock): **Lynn Liske**
Siloam Springs Daily Herald & Democrat: **Alf Perrine**

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## CALIFORNIA

Bakersfield Californian: **Bill Moses**
Berkeley Gazette: **Helane Peters**
Fresno Bee: **A. J. Welter**
Fresno Guide: **Joe King, Jr.**
Hanford Sentinel: **J. E. Richmond**
Hollywood Citizen-News: **Zuma Palmer**
Long Beach Press-Telegram & Sun: **Jimmy Allen**
Gilmore Mike (Los Angeles): **Bernie Miligan**
Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles News, Los Angeles Times (for logs only): **Jack Holmes**
Oakland Post Enquirer: **Charles Loomis**
Oakland Tribune: **Charles McIntosh**
Pasadena Independent: **Bill Bird**
Pasadena Post & Star News: **Reginald Warren**
Porterville Recorder: **Homer Wood**
Redding Searchlight & Courier-Free Press: **Mr. Brown**
Redding Record: **Bowden Neimer**
Sacramento Bee: **Ronald Schofield**
San Bernardino Sun & Telegram: **Earl Buey**
San Diego Union & Tribune-Sun: **Maury Savage**
San Francisco Call Bulletin: **Bob Hall, Edward Romero**
San Francisco Chronicle: **George Rafter**
San Francisco Examiner: **Edward Murphy**
San Francisco News: **Emily Hodell**
Santa Ana Independent: **A. B. Berry**
Santa Ana Register: **Mason Gould**
Santa Barbara Independent: **Phil Nordley**
Santa Barbara News-Press: **Charles A. Storke**
Santa Rosa Press-Democrat & Republican: **Mike Pardee**
Stockton Independent: **Al Trivelpiece**
Stockton Record: **Rossi Reynolds**
Turlock Times: **Bob Whiteside**
Visalia Times-Delta: **Click Relander**
Watsonville Register-Pajaronian: **Edgar Slusser, Frank Orr**
Watsonville Sun: **Clem Fye**
Woodland Democrat: **Lucille Evans**

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## COLORADO

Denver Daily Record-Stockman: **Willard Simms**
Denver Post: **Betty Craig**
Rocky Mountain News (Denver): **James Briggs**
Denver Monitor: **Carson Harris**



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Durango News: **William B. O'Rourke**
Grand Junction Daily Sentinel: **Preston Walker**
Greeley Booster: **Loren Walling**
Longmont Ledger: **Fred Ferguson**
Crow Valley News (New Raymer): **Tom Thompson**

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## *CONNECTICUT*

Hartford Courant: **Douglas B. Fellows, John Reitmeyer**
Hartford Times: **Harold B. Waldo**
Connecticut Echo (New Haven): **Nelson R. Durant**
Stamford Advocate: **Leonard Massell**

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## *DISTRICT OF COLUMBIA*

Washington Herald & Times: **Bill Frank**
Washington News: **Helen Buchalter**
Washington Post: **Dick Coe**
Washington Star: **George Huber, William Coyle**

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## *FLORIDA*

Florida Times Union (Jacksonville): **R. G. Moffett**
Jacksonville Journal: **Jim Massey**
Miami Herald: **Marion Stevens**
Miami News: **Jimmie McLean**
Miami Beach Topics: **Jack Rice**
Orlando Times: **Colonel William Glenn**
Orlando Sentinel-Star: **L. J. Hagood**
Palm Beach Daily News: **John Githens**
Panama City News-Herald: **Thorne Lane**
Pensacola Journal: **John Cole**
Pensacola News: **Don Hogan**
St. Petersburg Independent: **Bill Dunlap**
Sebring American: **Rod Arkell**
Tampa Times: **J. F. Smiley**
Tampa Tribune: **Harry Schaden**
Palm Beach Sun (West Palm Beach): **Bernon Smith**
Sunshine Special (West Palm Beach): **Elmer Burgess**
Winter Park Herald: **William Traer**

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## *GEORGIA*

Atlanta Constitution: **Howell Jones**
Atlanta Georgian & American: **Treville Lawrence, Tom Ham**
Atlanta Journal: **Ernest Rogers**
Augusta Chronicle: **Bob Parks**
Hartwell Sun: **Louis Morris**
Lavonia Times: **Rush Burton**
Macon News-Telegraph: **Holt Gewinner**
Southern Georgian (Moultrie): **Bill Aycock**
Rome News: **Ernestine Hornady**
Savannah Morning News: **Gray C. Brandon**
Waycross Journal-Herald: **Jack Williams, Jr.**

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## *IDAHO*

Boise Capital News: **Jewel Carpenter, Bill Wheeler**
Idaho Daily Statesman (Boise): **Robert McDevitt**
Caldwell News-Tribune: **Maurice Russell, Tom La Fonde**
Idaho State Journal & Tribune (Pocatello): **Mel Dorius**
Pocatello Shopper News: **Jim Rutherford**

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## *ILLINOIS*

Champaign News-Gazette: **Fred Vance**
Chicago Herald-American: **Lorraine Neistrum, Ulmer Turner**
Chicago News: **Joseph Gorg**
Chicago Times: **Don Foster, Don Moore**
Chicago Tribune: **Larry Wolters**
Advertising Age (Chicago): **Irwin Robinson**
Cicero-Berwyn Life: **Richard Cecil**
Danville Commercial-News: **H. B. Heck**
Decatur Herald & Review: **E. O. McCann**
East St. Louis Journal: **Howard Moore**
Harrisburg Daily Register: **Alta Givans**
Marion Republican: **Homer Butler**
Moline Dispatch: **Jack Thompson, Fred Klann**
Peoria Journal-Transcript: **R. M. Shepherdson**
Peoria Star: **Golda Lauterbach**
Rockford Morning Star: **Allen Brophy**
Rock Island Argus: **J. W. Ramsey**
Illinois State Journal (Springfield): **Harry Moody**
Tuscola Journal: **R. B. Pickard**

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## *INDIANA*

Decatur Democrat: **John Heller**
Elkhart Truth: **Dan Albrecht**
Evansville Press & Courier: **Clifton Brooks, Theo Nadelstein**
Fort Wayne Journal Gazette: **Chester Brouwer**
Fort Wayne News-Sentinel: **Jack Barker**
Indianapolis News: **Herbert Kenney, Jr.**
Indianapolis Star: **Herbert Tucker**
Indianapolis Times: **James M. Thrasher, Harry Morrison**
South Bend Tribune: **Ira Carpenter**
The Spectator (Terre Haute): **R. Tuttle**



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## IOWA

Davenport Times & Democrat: Ina Wickham
Davenport Daily Times: Tom O'Hearn
Decorah Journal: Justin Hammond
Decorah-Posten: Kristian Prestgard
Public Opinion (Decorah): A. C. Bishop
Des Moines Register & Tribune: Mary Little
Dubuque Daily Tribune: Carl Ochs
Duhuque Telegraph Herald: William Arndt
Little Rock Free Lance: Mrs. H. E. Randolph
Shenandoah Sentinel: R. K. Tindall
Sioux City Journal: Willis Forbes
Sioux City Tribune: John Kelly

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## KANSAS

Kansas City Kansan: W. A. Bailey
Lawrence Journal: Robert Busby
Manhattan Chronicle: Charles Platt
Manhattan Mercury: H. O. Dendurant
Pittsburg Advertiser: A. C. Runyan
Salina Journal: Stuart Dunbar
Topeka Capital: E. D. Keilmann
Topeka State-Journal: Eileen Reinhardt

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## KENTUCKY

Louisville Journal-Courier & Tribune: James Sheehy
Owensboro Messenger & Inquirer; LeRoy Woodward
Paducah Sun-Democrat: Joe La Gore

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## LOUISIANA

Baton Rouge Morning Advocate: Harris Jackson
Baton Rouge State Times: C. P. Liter
Lafayette Advertiser-Gazette: T. M. Callahan
New Orleans Item & Tribune: Edith Ballard
New Orleans States & Times-Picayune: Mercia Mateu
Shreveport Journal: Tom Ashley
Shreveport Times: Pat White

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## MAINE

Kennebec Journal (Augusta): Beatrice Levasseur
Kittery Press: Horace Mitchell
Lewiston Sun-Journal: Miss Bennett
Le Massager (Lewiston): Rudolphe Hamann
Portland Press & Herald Express: Ina B. Somerville

## MARYLAND

Baltimore News-Post & Sunday American: J. Hammond Brown
Baltimore Evening Sun: Harry Stewart
Baltimore Morning Sun: Robert Snyder
Baltimore Sunday Sun: Harry Haller, Frances Hiss

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## MASSACHUSETTS

Attleboro Sun: Ethel MacDonald
Boston American: Newcomb F. Thompson
Boston Globe: Elizabeth L. Sullivan
Boston Herald-Traveler: Alice Quinlan
Boston Post: Howard Fitzpatrick
Boston Transcript: Frederick W. Hobbs
Christian Science Monitor (Boston): Albert Hughes
Fall River Herald News: Edward J. Delaney
Lowell Leader: Ethel K. Billings
Lowell Sun: Charles G. Sampas
New Bedford Mercury: Paul Williams
New Bedford Standard Times: John Dakin, Jr.
Newburyport News: C. S. Coffin
Springfield News & Republican: Benjamin Buxton
Springfield Union: Henry P. Lewis, Frank H. Blumenfield
Taunton Gazette: James N. Lincoln
Worcester Evening Gazette: Don Williams
Worcester Telegram: Joseph Dine, Frederick L. Rushton

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## MICHIGAN

Battle Creek Enquirer & News: Ralph Koons
Detroit Free Press: Edgar A. Guest, Jr., Ella McCormick, Douglas Martin
Detroit News: Herschell Hart
Detroit Times: Ray Thomas
Detroit Times (Flint edition): Jim Kauffmann
Flint News-Advertiser: Irving Chimovitz
Grand Rapids Press: Evelyn Husen
Lansing State Journal: Jerry Root
Muskegon Chronicle: William Bowles
Royal Oak Tribune: L. Miller

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## MINNESOTA

Freeborn County Graphic (Albert Lea): Fay Child
Duluth Herald: Nathan Cohen
Duluth News Tribune: Jim Watts
Lake & Farms Journal (Duluth): George Kelley



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Minneapolis Star-Journal: **George Grinn, Eliot Tarbell, Jean Huck**
Minneapolis Tribune: **Phil Shipley, E. A. Ahlstrom, A. C. Cartright**
Moorhead News: **James Acton**
Rochester Post Bulletin: **Glenn Witherstine**
St. Cloud Times-Journal: **Harold Schoelkopf**
St. Paul Dispatch & Pioneer Press: **Jules Steele, Oakes Miller**
Winona Republican-Herald: **Gordon Clausway**

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## *MISSISSIPPI*

Greenwood Commonwealth: **Bob Upshur**
Jackson Advertiser: **Charles R. G. Schimpf**
Magnolia Gazette: **O. W. Phillips**
Summit Sun: **Mary Cain**
Tupelo Journal: **Don Lilly**

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## *MISSOURI*

Columbia Missourian: **E. A. Soderstrom**
Independence Examiner: **Beulah Boone**
Jefferson City News & Tribune: **L. R. Luketwitte, Natalie Le Page**
Joplin Globe & News Herald: **Steve Smith, Gordon Rollins**
Kansas City Journal: **John Cameron Swayze, Kenneth Dickey**
Kansas City Star: **H. Dean Fitzer, Mary Haman**
Poplar Bluff American Republic: **Jim Hendrichson**
St. Joseph Gazette: **M. Dow Mooney**
St. Joseph News-Press: **Prentis Mooney**
St. Louis Globe-Democrat: **Harry La Mertha**
St. Louis Post-Dispatch: **James L. Spencer**
St. Louis Star-Times: **Dave Fredericks, Harriet Hagen**

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## *MONTANA*

Great Falls Buyer: **Ernest Simmons**
Great Falls Tribune: **Norman Monsos**
Western News (Hamilton): **Miles Romney, Jr.**

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## *NEBRASKA*

The Nonpareil (Council Bluffs): **Andy Thornell**
Fremont Tribune: **Ferde Larson**
Lincoln Star & Journal: **Bruce Nicoll**
Nebraska City News Press: **George Near, Jr.**
North Platte Daily Telegraph: **H. H. Brown**
Omaha World-Herald: **Keith Wilson**

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## *NEVADA*

Reno Evening Gazette: **John Sanford**
Nevada State Journal (Reno): **Frank Sullivan**

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## *NEW HAMPSHIRE*

Concord Monitor: **R. H. Keeler**
Laconia Evening Citizen: **Ebba Jansen**
Manchester Union: **Robert Blood**
Rochester Observer: **Mr. Burbank**

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## *NEW JERSEY*

Asbury Park Press: **Miss Adams**
Atlantic City Press & Union: **Howard P. Dimon**
Atlantic City Sun: **A. L. Simon** (address: 1540 Broadway, New York City)
Atlantic City Daily World: **Irving Levy**
Camden Argus: **William H. Jeffries**
Camden Courier-Post: **Marian Gibson**
South Jersey News (Camden): **Albert Kaplan**
East Orange Courier: **Stan Coe**
Jersey Observer (Hoboken): **Hannah Sullivan**
Jersey Journal (Jersey City): **C. J. Ingram**
Newark Star-Ledger: **Jack Shafer**
Newark Sunday Call: **Albert Edwin Sonn**
Paterson Evening News: **Harry C. Schwartz**
Red Bank Daily Standard: **Sid Wain**
Red Bank Register: **Mr. Brown**
Vineland Journal: **Arthur Scholtz**

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## *NEW MEXICO*

Albuquerque Journal: **Paul Weeks**
Albuquerque Tribune: **Irene Fisher**
New Mexico Sentinel (Albuquerque): **Joe Roehl**
Duke City News: **William T. Harris**
New Mexico Examiner (Santa Fe): **J. F. Pichler**

•

## *NEW YORK*

Knickerbocker News (Albany): **Ed Healy**
Auburn Citizen-Advertiser: **Victor Callanan**
Binghamton Press: **George Curtis**
Binghamton Sun: **Letitia Lyon**
Brooklyn Eagle: **Joe Ranson**
Buffalo Courier-Express: **Don Trantor**



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Buffalo News: Rod Reed, Joseph Haeffner
Canton Advertiser: J. A. Finnegan
Canton Plain Dealer: Atwood Manley
Elmira Sunday Telegram: Ed Van Dyke
Associated Press (New York City): Charles Butterfield
New York Herald Tribune: H. T. Rowe
New York Journal-American: Tom Brooks
New York Mirror: Nick Kenny
New York Morning Telegraph: Mel Spiegel
New York News: Ben Gross, Sid Shalit
New York Post: Leonard Carlton
New York Sun: E. L. Bragdon
New York Times: Orrin E. Dunlap, Jr.
New York World Telegram: Alton Cook
United Press (New York City): Webb Artz
Il Progresso (New York City): Salvatore Pino
Motion Picture Daily (New York City): Ed Greif
Radio Guide (New York City): Wilson Brown
Variety (New York City): Bob Landry
Ogdensburg Advance News: R. Rogers Orr
Plattsburgh Press: Mr. Lynch
Plattsburgh Republican: T. M. Farrell
Rochester Democrat, Chronicle & Times Union: Donald Yerger
Rochester News: J. P. Dwyer
Schenectady Gazette: Ned Wintersteen
Schenectady Union-Star: John L. Blawis
Syracuse Herald-Journal: Robert Hoffman, George Wright
Syracuse Post-Standard: Jack Baker, John Grimes
Syracuse Press: Louis Kossoff
Troy Times: Walter Demers
Utica Observer-Dispatch & Press: W. T. McGurty
Watertown Times: Dominic Pepp

•

## NORTH CAROLINA

Asheville Advertiser: Walter Goan
Asheville Citizen: Robert B. Bingham
Asheville Times: Douglas Le Suer
Charlotte News: W. Williams
Charlotte Observer: H. A. Rouser
Durham Herald-Sun: Fred Hanney
Goldsboro Herald (weekly): Eugene Roberts
Goldsboro Record (weekly): Joseph Brown
Raleigh News & Observer: Charles Packer
Raleigh Times: Irving Cheek
Winston-Salem Journal: Worth Bacon
Twin City Sentinel (Winston-Salem): Art King

## NORTH DAKOTA

Bismarck Capital: Charles Goodwin
Bismarck Tribune: William Moeller
Fargo Forum: Roy Johnson
Peoples' Opinion (Valley City): I. J. Moe
Valley City Times-Record: Phil Marks

•

## OHIO

Akron Beacon Journal: Dorothy Doran
Cincinnati Enquirer: Jack Rogers
Cincinnati Post: Paul Kennedy
Cincinnati Times-Star: Frances Raine
Cleveland Plain Dealer: Robert S. Stephen
Cleveland Press: Norman Siegel
Columbus Citizen: Paul Adler
Columbus Dispatch: Carl De Bloom, Jr., Grant Dillman
Ohio State Journal (Columbus): Harold Eckert
Columbus Sunday Star: Joe R. Mills
Dayton Herald: Jack Carr, Zeb Pike
Dayton Journal: Thomas Kirchner
Dayton News: Chuck Gay
Elyria Chronicle-Telegram: Robert W. Funk
Findlay Republican Courier: H. A. Fish
Lima News: James Blissell, Gray Knisely
Lima Times: Mike Johnston
Lorain Journal: James Maloney
Minster Post: Harry B. Heckman
Portsmouth Times: William Lamble
Salem News: Ray L. Dean
Sandusky Daily News: Jane Maiden
Sprinfield News: Richard Wolbert
Toledo Blade: Richard Pheatt
Toledo Times: Chester Morton, Don Wolfe
Youngstown Vindicator: Marion C. MacDonald
Zanesville News: James Alexander
Zanesville Times-Recorder: John Durbin

•

## OKLAHOMA

Enid Daily Eagle: Keith Painton
Norman Transcript: Ida Sloan
Oklahoma Daily (Norman): Clarence Pearce
Oklahoma City Oklahoman & Times: Leon Hatfield, Marshall Moore, Bruce Palmer
Shawnee News & Star: Bryan Roberts
Tulsa Tribune: Bill Stevens
Tulsa World: Lee Earhart

•

## OREGON

Astorian-Budget (Astoria): Fred Andrus
Bend Bulletin: Jim Brenton
Corvallis Gazette-Times: C. E. Ingalls



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Eugene Morning News: **Arthur Prioux**
Coos Bay Times (Marshfield): **Red Hornish**
Portland Journal: **Lawrence Gilbertson**
Portland Oregonian: **William Moyes**

•

## *PENNSYLVANIA*

Altoona Mirror: **Jack M. Rickabaugh**
Altoona Tribune: **Robert Boyer**
Erie Dispatch-Herald: **C. B. Hollinger**
Johnston Democrat: **John Sheridan**
Johnstown Tribune: **Ben Coll**
Norristown Times-Herald: **Miss T. Collins**
Philadelphia Bulletin: **Elmer Cull**
Philadelphia Inquirer: **Frank Rosen**
Philadelphia News: **Raymond Gathrid**
Philadelphia Public Ledger: **George Opp**
Philadelphia Record: **George Lilley, Cecil Pennyfeather**
Radio Press (Philadelphia): Norman Jay
Pittsburgh Post-Gazette: **Darrell Martin**
Pittsburgh Press: **Si Steinhauser**
Pittsburgh Sun-Telegraph: **Zora Unkovitch, Sam Kennedy**
Sharon Herald: **Jerry Harshman**
Sunbury Daily-Item: **Reg Meraiden**
Wilkes-Barre Sunday Independent: **Paul J. Walker**
Wilkes-Barre Record: **Fred Johnson, Joseph Collis**
Wilkes-Barre Times-Leader: **Joseph Murphy**
Williamsport Gazette & Bulletin: **Quentin Beauge**
Williamsport Sun: **Mark Good**

•

## *RHODE ISLAND*

Newport Herald: **Frances Flannery**
Newport News: **Clifton Holman**
Pawtucket Times: **Sylvester Sprague**
Providence Journal & Bulletin: **Ben Kaplan**
Woonsocket Call: **Gregory C. Greene**

•

## *SOUTH CAROLINA*

Anderson Independent: **S. A. Hall**
Anderson Daily Mail: **J. B. Hall**
Belton News: **Mr. Coward**
Charleston News & Courier: **T. R. Waring**
Charleston Evening Post: **Manning Rubin**
Columbia Record: **Caldwell Withers**
Columbia State: **S. L. Latimer**
Greenville News: **Norvin C. Duncan, Jr.**
Greenville Pidmont: **Jimmie Thompson**

•

## *SOUTH DAKOTA*

Gate City Guide (Rapid City): **T. B. Weiner**
Rapid City Advocate: **Boyd Cannell**
Rapid City Journal: **Redford Dibble**
Sioux Falls Argus Leader: **Ken H. Guenthner**
Vermillion Plain Talk: **Herb Evans**
The Volante (Vermillion): **H. M. Dean**
Yankton Press & Dakotan: **Fred H. Monfore**

•

## *TENNESSEE*

Chattanooga Free Press: **Ralph Sanders**
Chattanooga News: **Murray Wyche**
Chattanooga Times: **Mr. Braehm**
Jackson Sun: **James Elliott**
Knoxville Journal: **Frank Larkin**
Knoxville News-Sentinel: **Glenn McNeil, Dick Golden**
Memphis Commercial Appeal: **Robert Gray**
Memphis Press-Scimitar: **Robert Johnson**
Nashville Tennessean: **William Kingsberry**
Nashville Times: **Warner Ray**

•

## *TEXAS*

Abilene Reporter-News: **Wendell Bedichek, Prexy Anderson**
Amarillo Globe & News: **Wes Izzard**
Amarillo Times: **Howard Arnberg**
Austin Tribune: **Pericles Alexander**
Beaumont Enterprise: **Merita Mills**
Beaumont Journal: **Mrs. Feinberg**
Big Spring Herald: **Bob Whipkey**
Dallas Dispatch-Journal: **Terrence G. Walsh**
Dallas News: **Victor Davis**
Dallas Times-Herald: **Douglas Hawley**
El Paso Herald-Post: **Chester Chope**
El Paso Times: **Bill Hooten**
Fort Worth Press: **Morris Boykin**
Fort Worth Star-Telegram: **Bill Potts, Mark Burrowe, William Jolesch**
Hope Star: **Alex Washburn**
Houston Chronicle: **Mildred Stockard**
Houston Post: **Lois Cam**
Houston Press: **Tony Triolo**
Lubbock Avalanche-Journal: **Charles Watson**
McAllen Monitor: **Mynatt Smith**
San Antonio Express: **A. W. Grant**
San Antonio Light: **Renwicke Carey**
San Antonio News: **Mary Louise Walliser**
Sweetwater Reporter: **Bob Cooke**
Temple Telegram: **Carolyn Malina**
Texarkana Gazette & News: **J. Q. Mahaffey**
Wichita Falls Daily Times: **Louis T. Hamlett**
Wichita Falls Record News: **W. L. Underwood**



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## UTAH

Cache American (Logan): James Allen
Provo Daily Herald: J. A. Owens
Salt Lake City Desert News: Wilby Durham
Salt Lake City Tribune: Mel Dorius

•

## VERMONT

Burlington Daily News: Gilbert Hammond
Waterbury Record: Bill Picker

•

## VIRGINIA

Bristol Herald Courier: Harry S. Hudson
Culpeper Exponent: Charles Green
Danville Variety News: Watt Miles
Newport News Daily Press: Lewis T. Jester
Newport News Times-Herald: William M. Harrison
Norfolk Ledger Dispatch: Charles Hoofnagle
Norfolk News-Index: W. E. Debnam
Norfolk Virginian-Pilot: C. Philip Donnell
Richmond News-Leader: Elizabeth C. Norfleet
Richmond Times-Dispatch: Bruce Clark
Roanoke Times: William Atkinson
Roanoke World-News: Shields Johnson
Northern Virginia Daily (Strasburg): E. E. Keister
Shenandoah Herald (Woodstock): Charles Cawthron

•

## WASHINGTON

Aberdeen World: Harlan Plumb
Gray's Harbor Post (Aberdeen): John Clark
Anacortes Mercury: J. O. McNary
Auburn Globe Republican: Harry M. Leslie
Blaine Journal: J. H. Cramer
Bremerton Daily News Searchlight: Myra Spencer
Bremerton Sun: Julius Guis
Chehalis Advocate: George Hayden
Elma Chronicle: Norman Dickerson
Enumclaw Courier-Herald: C. B. Lafromboise
Everett Herald: W. R. Butler
Everett News: Fred Boone
Grays Harbor City Washingtonian: George Sundborg
Hoquiam Washingtonian: William Kosk
Issaquah Press: M. A. Boyden
Kent Valley News: O. H. Barber
Kirkland East Journal: H. P. Everest
Lynden Tribune: S. H. Lewis
Montesano Vidette: Chapin Collins
Mount Vernon Argus: Fred Ornes
Mount Vernon Herald: Harry B. Averill
Olympia Olympian: Earl McCallum
Pe Ell Tribune: W. H. Baker
Port Angeles News: Jack Henson
Port Townsend Lader: Ray O. Scott
Kitsap County Herald (Poulsbo): Nels C. Gregerson
Pullman Herald: Karl Allen
Puyallup Valley Tribune: Tom Montgomery
Kenton Chronicle: Dan B. McGovern
Seattle Post-Intelligencer: Eddie Mitchell, Paul Tieche
Seattle Star: Roy Ryerson
Seattle Times: Robert Heilman
Radio Review (Seattle): Nick Hughes
Sedro Valley Courier-Times: F. S. Evans
Mason County Journal & Independent (Shelton): Thomas F. Crocker
Twin City News (Stanwood): C. F. Brown
Sultan Valley News: Ward Bowden
Tacoma News Tribune: Paul Anderson, Ed Honeywell, H. N. Lyman
Tacoma Times: Jane Mottau
Clark County Sun (Vancouver): Marion Sexton
Walla Walla Union Bulletin: H. Sherman Mitchell, R. W. Fisher

•

## WEST VIRGINIA

Bluefield Daily Telegraph: J. Lindsey Alley
Charleston Mail: Annise Cassab
Charleston Gazette: Mr. Connell
Clarksburg Exponent: H. G. Rhawn
Clarksburg Telegram: Frank Carpenter
Fairmont Valley News Index: Bernard Gottlieb
Huntington Advertiser: Catherine Enslow

•

## WISCONSIN

Barron News-Shield: Sydney Scofield
Chippewa Falls Herald-Telegram: William H. Gharrity
Eau Claire Evening Telegram: Nelson B. Nelson
Fond-du-Lac Commonwealth Reporter: Lynn Fairbanks



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Janesville Gazette: **Ann Tenny**
Madison Capital Times: **K. F. Schmitt**
Wisconsin State Journal (Madison): **William L. Doudna**
Milwaukee Journal: **Edgar Thompson**
Milwaukee Evening Post: **Armand Tewes**
Milwaukee Sentinel: **Buck Herzog**
Racine Journal-Times: **Paul Fry**
Sheboygan Press: **Elmer Zufelt**
Superior Evening Telegram: **Bob McBride, Morgan Murphy**

•

### *WYOMING*

Sheridan Press: **L. L. MacBride**

•

### *TERRITORY OF HAWAII*

Honolulu Advertiser: **Harry F. Anderson**
Honolulu Star-Bulletin: **Paul Findeisen**
Kauai Filipino News (Lihue): **Leonora Curameng**
The Garden Island (Lihue): **Dora Muranaka**
Maui News (Wailuku): **Ez Crane, Jr.**

•

### *ALBERTA*

Cardston News: **W. Kearle**
Edmonton Bulletin: **Mr. De Prose**
Edmonton Journal: **V. MacDougall**
Radio Flashes (Edmonton): **H. G. Turner**
Lethbridge Herald: **Bill Hay**
MacLead Gazette: **R. C. Jessup**
Pincher Creek Echo: **F. P. Edwards**
Raymond Recorder: **I. B. May**
Taber Times: **R. A. Avery**

•

### *BRITISH COLUMBIA*

Nelson News: **H. A. Lethbridge**
Stewart News: **Joseph J. Bouzek**
Vancouver News-Herald: **Jack Scott, Jack Bird**
Vancouver Province: **Miss Walls**
Vancouver Sun: **William Newell**
Canadian Listener (Vancouver): **John Cavadas**
Point Grey News Gazette (Vancouver): **W. Reeder**
Victoria Daily Colonist: **Bill Herbert**
Victoria Times: **Lloyd Baker**

### *NEW BRUNSWICK*

St. John Telegraph Journal & Times-Globe: **Christine A. Fewings**

•

### *ONTARIO*

Blyth Standard: **Kenneth Whitmore**
Clinton News-Record: **G. E. Hall**
Kenora Miner & News: **J. A. Sherrett**
Kincardine News: **J. W. MacLeod**
Ottawa Citizen: **A. Christopher**
Ottawa Journal: **M. Taschereau**
Screen & Radio Guide (Port Arthur): **C. McComber**
St. Catherines Standard: **Bill Corfield**
Seaforth Huron Expositor: **K. M. McLean**
Sudbury Star: **C. H. Smith**
Teeswater News: **V. A. Statia**
Timmins Press: **Sonya Barnett**

•

### *PRINCE EDWARD ISLAND*

Summerside Journal: **A. R. Brennan**
Summerside Pioneer: **J. P. MacInnis**

•

### *QUEBEC*

Montreal Gazette: **Thomas Archer**
Montreal Herald: **Owen Shannon**
Montreal Standard: **T. C. Gannon**
Montreal Star: **R. Haviland**
Radio Monde (Montreal): **L. Lamontagne**
Quebec Chronicle-Telegraph: **Mr. Hood**
L'Action Catholic (Quebec): **Jean-Thomas Perron**
Radio Information (Quebec): **J. O. Grenier**
L'Echo du Bas St. Lawrent: **J. B. Cote**
Le Progres du Golfe (Rimouski): **Leopold Lamontagne**

•

### *SASKATCHEWAN*

Birch Hills Gazette: **Webb Bowen**
Moose Jaw Times-Herald: **Vic Mackie**
Moose Jaw Weekly News: **Louis Lewry**
Western Spotlight (Moose Jaw): **Mac McBride**
Nipawin Advertiser-Journal: **W. C. Roberts**
Prince Albert Reminder: **Mr. Le Blanc**
Regina Post-Leader: **Gee Johnson**
Regina Star: **Fes Fairley**
Star City Echo: **E. L. Hopkins**



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You bet your life DON LEE'S time is worth shouting about. In the first place—IT'S GUARANTEED! When you place your advertising message on Don Lee's 31 stations, your good time is protected—and when I say GOOD TIME I mean *just* that. We know it's good because Don Lee has a hat full of surveys to prove it. For instance, get a load of these figures . . . a survey taken at 9:00 p.m. showed News on KHJ leading with 37% of the audience, KNX with music polled 20.9%, and KFI with Carefree Carnival showed 23.62%. Another survey taken at 8:00 p.m. showed KHJ with 35.4% bucking KNX with Amos and Andy at 36.6%, and KFI with Fred Waring at 16%. Another poll at 9:30 p.m. gave KHJ 24.7% with Fu Manchu against KNX with baseball at 23.7%, and music on KFI at 22.6%. Admittedly DON LEE dominates the outlying sections of the Pacific Coast, but these figures show what happens in the nation's third largest city where competition for top audience is plenty tough. And does Don Lee's Guaranteed Time pay dividends? Just ask the dealers; they know that Don Lee brings action at the cash registers.

MUTUAL **DON LEE** BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
Thomas S. Lee, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK



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# NETWORKS



## NATIONAL

## Regional

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# We're Spending A Quarter of a Million for YOU!

Erle Smith—News Editor

Walt Lochman—Sports Commentator

Beulah Karney—Food Consultant

28 solid hours of service features every week, built around a talent and production staff of 47, run into money fast. But we're willing to make the investment in time and talent to provide:—

1. The oldest established farm program in Kansas City, directed by a nationally known farm personality, and including an especially edited farm newscast, live stock markets thrice daily direct from the Live Stock Exchange (arranged at the invitation of the Kansas City Live Stock Industry), as well as daily grain, poultry, and produce markets.
2. A full-time news editor, veteran of more than a dozen successful sponsorships.
3. A full-time home economics director who is ninety per cent commercial the year 'round.
4. 375 solid hours of play-by-play sports within a year.
5. And the first news broadcast on the air in Kansas City about fruits and vegetables direct from the source of supply!

Phil Evans—Director Farm Service

Bob Riley, Live Stock Market Report

Martha Hunter—The Food Scout

You needn't match our quarter million—all you need is a one-way ticket that takes you right into the hearts and homes of two and a third million listeners in our P. D. A.!

All this, not to mention these Arthur B. Church Productions, developed at KMBC, that are doing—and ready to do—outstanding jobs for national network or spot advertisers: Texas Rangers, Caroline Ellis, Fran Heyser, Life on Red Horse Ranch, Brush Creek Follies, Phenomenon, Margaret and Gordon Munro, "Across The Breakfast Table"

# KMBC OF KANSAS CITY

Free & Peters NAT. REPS.

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WM. S. PALEY
President

THE Columbia Broadcasting System looks forward to 1940 as the greatest year in the history of American radio. The trend established in 1939, when records of every description were broken, seems likely to continue. As far as the effect of the European war upon radio is concerned, it has proved to be an opportunity for additional public service and for the development of more effective radio news presentation.

Columbia's confidence about 1940 is rooted in two facts about radio: the constant growth of its listening audience and the steady improvement in program technique. More than 9,000,000 new sets went into American homes during 1939, increasing the number of sets in use throughout the country to the phenomenal total of 45,000,000. Columbia has kept pace with the mounting popularity of radio by continuing to implement the network with the best possible facilities. Much of the improvement in CBS transmission must be attributed to the efforts of a mobile field laboratory crew of engineers, which in 1939 analyzed and solved transmission problems all over the country. Seven new stations, added during the year to bring the CBS total to 118, were WKAQ, San Juan, Puerto Rico; WRBL, Columbus, Ga.; WWNC, Asheville, N. C.; KOIL, Omaha; KWFT, Wichita Falls, Texas; WCKY, Cincinnati; and KVSF, Santa Fe. During the year a number of CBS station transmitters were relocated to improve market coverage.

Concomitantly, 1939 saw an impressive advance in entertainment standards and more rapid development of Columbia's contributions to radio education. The number of programs broadcast by CBS increased from 19,074 programs in 6,662 hours in 1938 to 31,449 in 10,398 hours in 1939. War coverage was largely responsible for this striking increase. Early in the crisis, CBS inaugurated the highly effective practice of broadcasting two news "editions" each day direct from the warring capitals.

Variety and timeliness were the key characteristics of CBS educational programs in 1939, as new air forums were introduced and several series were prepared with the aid of governmental agencies. The American School of the Air was heard in 150,000 classrooms and was adopted as an official part of the school curriculum of six states. The general increase in programs of cultural content is a direct reflection of increased interest in such programs on the part of the audience — an interest which network broadcasting itself has developed. CBS' short wave stations, WCBX, New York, and WCAB, Philadelphia, relayed an expanded schedule of educational and general entertainment programs to Europe and South America.

Business, in general, in 1939 showed an appreciable increase over the previous year—and present indications are that 1940 will see that trend continued. Meanwhile, CBS will continue to explore the new frontiers of television.

CBS



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# CBS NETWORK SWEEPS ALL MAJOR "FIRSTS" IN 1940!

**CBS enters 1940 breaking all major radio records; leading all networks in audience and advertisers' acceptance.**

**These tangible records, today, reflect the "intangibles" that**

**AUDIENCE:** CAB figures show that CBS dominates the audience in the "major battle-ground of network competition." *They show CBS with a consistently stronger schedule than any other network* from 6:00 to 11:00 in the evening—winning the largest audiences for CBS clients (against all competition) in 78 of the total evening quarter hours seven days a week; against 51 quarter-hour "firsts" for the second network; and 7 for the third; 34% more for CBS than for *both others combined!* This CBS leadership is just as definite between 8:00 to 10:00 P.M. alone—the most tensely competitive hours in radio—when again CBS wins more "firsts" than *both other networks combined.*



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have so long been associated with Columbia...the intangibles of service, of performance, of action; the basic contributions which CBS has made to radio in twelve vigorous years.

By these things the leadership of a network is measured.

**FACILITIES:** CBS caps the swiftest technical rise in radio history with more high-powered U. S. stations, in 1940, than *any* other network—a total of *sixteen* CBS 50,000 watt stations. But that's not all. In the past twenty-four months 91 CBS stations made major technical improvements which increase their service-areas *without* increasing wattage; and a total of 45 CBS stations directly increased their wattage as well.

**ADVERTISING:** CBS now carries a larger volume of business than *any* other network; *the largest volume ever carried by any network in the history of radio.* CBS, consistently from October through December 1939, carried the largest volume of business ever carried by any network in *any* one month or in *any* quarter of *any* year. And in 1940, for the *sixth* consecutive year, more of the nation's *largest* advertisers use CBS than *any* other network.

# COLUMBIA

## PACE SETTER FOR THE NETWORKS



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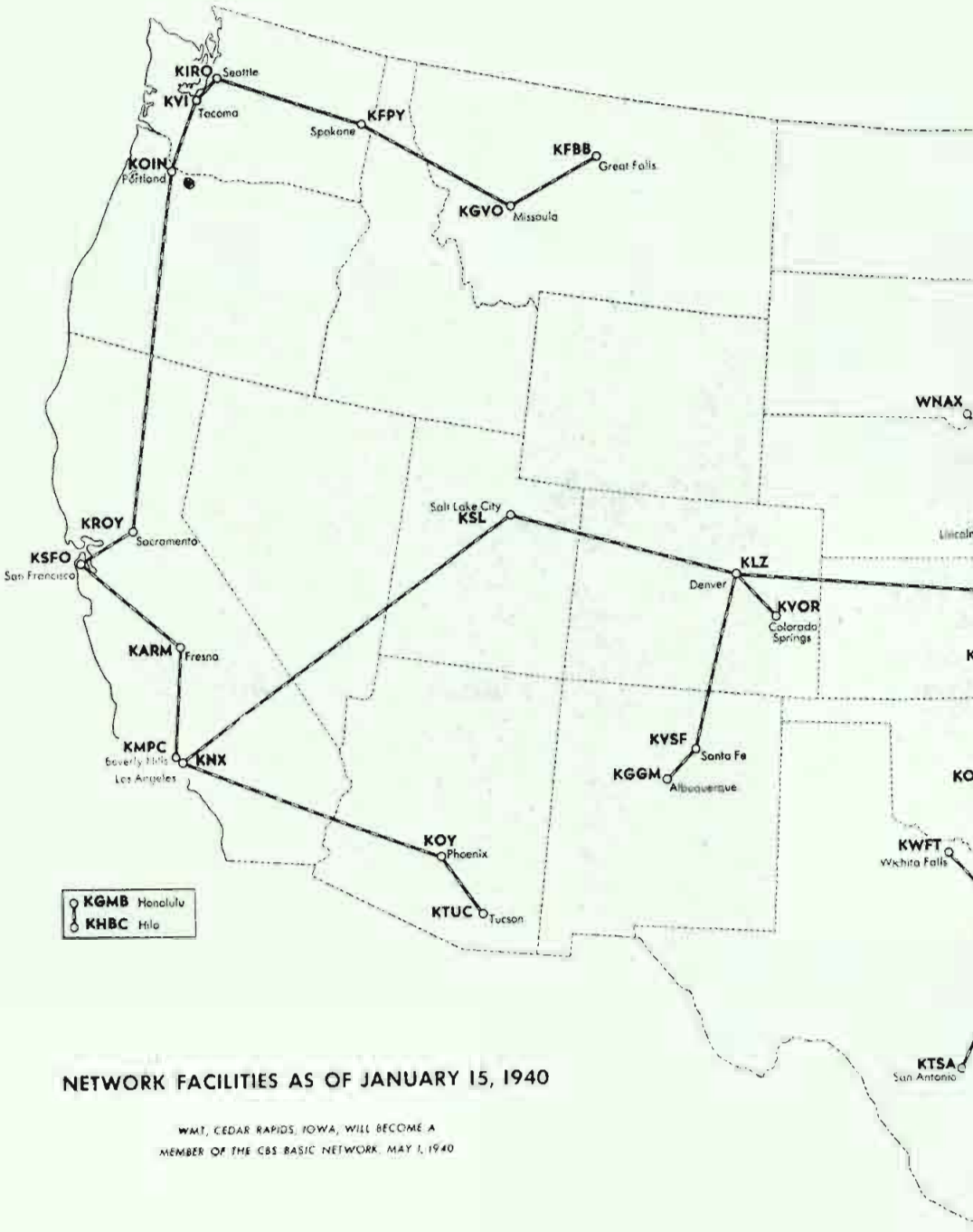


NETWORK FACILITIES AS OF JANUARY 15, 1940

WMT, CEDAR RAPIDS, IOWA, WILL BECOME A MEMBER OF THE CBS BASIC NETWORK, MAY 1, 1940



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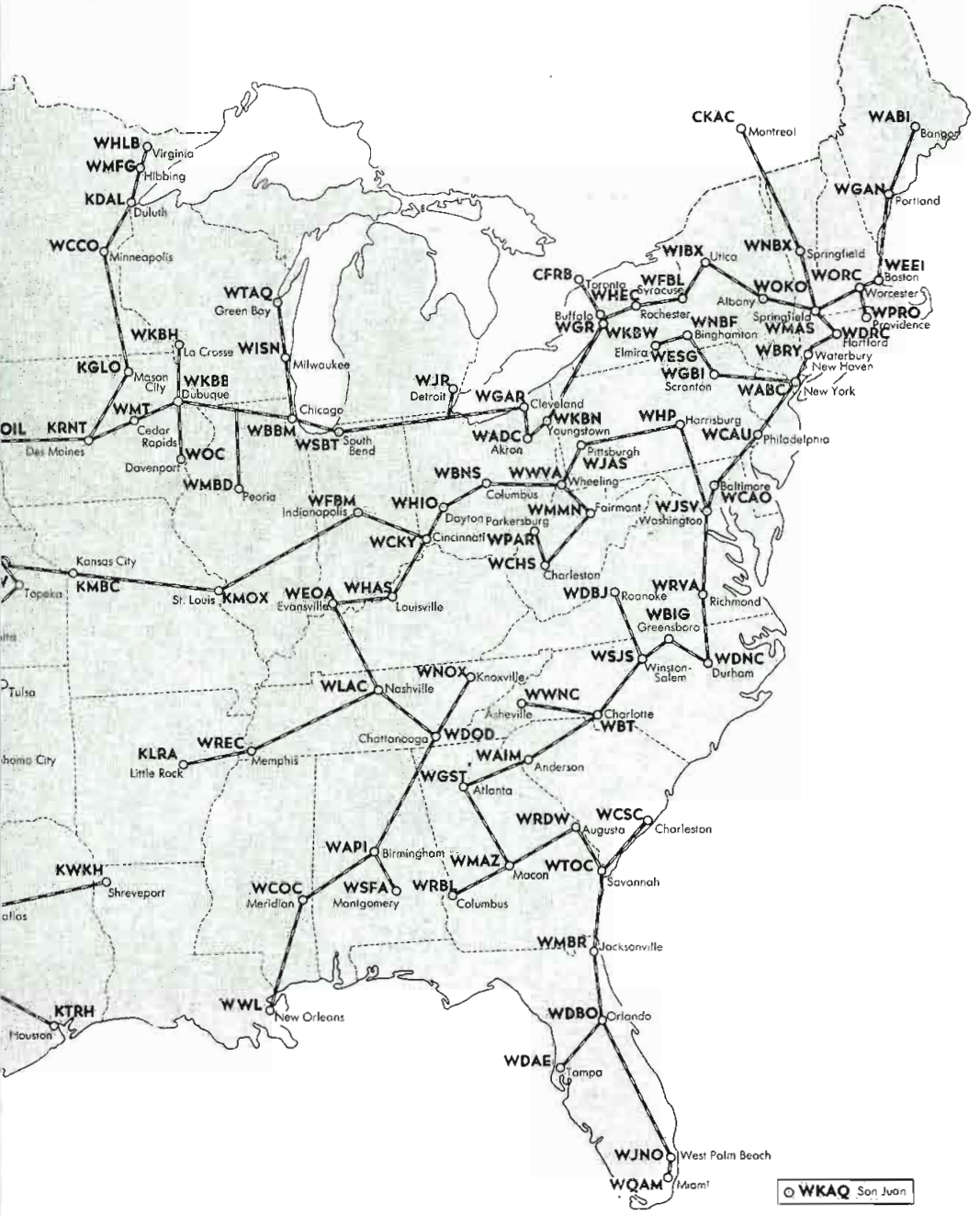
# CASTING SYSTEM



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# COLUMBIA Broadcasting System

*485 Madison Avenue, New York City*
*(Telephone number, WIckersham 2-2000)*

## BOARD OF DIRECTORS

William S. Paley
Leon Levy
John J. Burns
Samuel Paley
Jacob Paley
Ralph F. Colin
Edward Klauber
Prescott S. Bush
Herbert Bayard Swope
Isaac D. Levy
J. A. W. Iglehart
Dorsay Richardson
Mefford R. Runyon
Paul W. Kesten

## Officers

William S. Paley.....President
Edward Klauber.....Executive Vice-President
Paul W. Kesten.....Vice-President and Director
Mefford R. Runyon..Vice-President and Director
Lawrence W. Lowman
Vice-President in Charge of Operations
H. V. Akerberg
Vice-President in Charge of Station Relations
W. B. Lewis
Vice-President in Charge of Broadcasts
H. Leslie Atlass.....Vice-President, Chicago
Harry C. Butcher....Vice-President, Washington
D. W. Thornburgh...Vice-President, Los Angeles
Frank K. White.....Treasurer
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Treasurer
Jos. H. Ream....Secretary and General Attorney
Arthur S. Padgett.....Auditor

## Staff

F. A. Willis ..... Assistant to the President & Director of Short Wave Operations
William C. Gittinger ..... Sales Manager
William H. Ensign.....Assistant Sales Manager
B. J. Prockter.....Manager of Sales Service
J. J. Karol.....Market Research Sales Counsel
Victor M. Ratner....Director of Sales Promotion
Frank N. Stanton...Director of Market Research
J. K. Churchill,
Chief Statistician of Market Research
John Fox..... Promotion Production Manager & Space Buyer
Ted Sandler.....Promotion Art Director
Herbert Bayard Swope, Jr....Trade News Editor
Douglas Coulter..Assistant Director of Broadcasts
Davidson Taylor...Assistant to Vice-President in Charge of Broadcasts
Gerald Maulsby.....Production Manager
Roy Passman,
Assistant Director of Program Operations
Max Wylie.....Director of Script Division
S. Mark Smith,
Assistant Director of Script Division
Francis C. Barton...Manager of Program Service
James Burke.....Program Service Assistant
Paul W. White.....Director of Public Affairs
John D. Fitzgerald,
In Charge of Special Events and Sports
Sterling Fisher...Director of Talks and Education
Leon Levine,
Assistant Director of Educational Programs
Helen Sioussat.....Assistant Director of Talks
Jan Schimek.....Director of Copyright Division
Julius Mattfield.....Director of Music Library
James Fassett,
Assistant Director of Music Division
Elizabeth Tucker,
Director of Short Wave Programs
Walter R. Pierson,
Manager of Sound Effects Division
Harriet Hess,
Supervisor of Program Typing Division



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Gilson B. Gray.....Commercial Editor
Donald I. Ball.....Assistant Commercial Editor
Adrian Murphy.Executive Director of Television
Gilbert Seldes...Director of Television Programs
Leonard H. Hole
Manager of Television Operations
Dr. Peter C. Goldmark.Chief Television Engineer
H. I. Rosenthal.....Executive Vice-President
of Columbia Artists, Inc.
I. S. Becker,
Vice-President & Business Manager
of Columbia Artists, Inc.
J. G. Gude.....Station Relations Manager
Louis Ruppel.....Director of Publicity
Luther J. Reid.....WABC Publicity Director
Michael J. Fish..Manager Photographic Division
Edwin King Cohan,
Director of General Engineering
A. B. Chamberlain.....Chief Engineer
Hugh A. Cowham
Commercial Engineer In Charge of Traffic
Jos. H. Burgess, Jr.....Personnel Manager
Albert H. Bryant,
Manager of Mail and Files
& Mimeograph Division
John E. Forsander.....Purchasing Agent
W. J. Flynn.....Chief Accountant
G. Stanley McAllister,
Director of Construction and
Building Operations

## Radio Sales

J. Kelly Smith.....General Sales Manager
Howard Meighan,
Eastern Sales Manager, New York
H. A. Carlborg.....Manager, Detroit Office
Paul S. Wilson,
Western Sales Manager, Chicago
Roger K. Huston...Manager, Los Angeles Office
Royal Penny.....Account Executive, Charlotte
John W. Bohn.....Account Executive, St. Louis
Charles E. Morrin,
Account Executive, San Francisco

## New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....Sales Manager
George Allen.....Director of Programs
Henry Grossman,
Eastern Division Operations Engineer
& Chief Engineer of WABC

## Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlass.....Vice-President, Chicago
J. L. Van Volkenburg....Assistant to Mr. Atlass
L. F. Erikson.....Western Sales Manager
Harry Mason Smith.....Chicago Sales Manager
James Kane,
Director of Publicity & Special Events
Frank B. Falknor,
Central Division Operations Engineer
& Chief Engineer of WBBM
J. Oren Weaver.....News Editor
Robert Hafter.....Production Manager
Urban Johnson.....Chief Sound Technician
Wayde Grinstead.....Sales Promotion Director
J. V. McLoughlin.....Accountant

## Washington

WJSV, EARLE BLDG.

Harry C. Butcher,
Vice-President in Charge at Washington
A. D. Willard, Jr.....Station Manager WJSV
Wm. D. Murdock.....Sales Manager WJSV
Clyde Hunt.....Chief Engineer
Harry R. Crow.....Accountant
Ann Gillis.....Director of Public Events
Paul A Porter.....Attorney
Lloyd W. Dennis, Jr.....Program Director
William J. Slocum, Jr.....Publicity Director
John Heiney.....Sales Promotion Manager

## Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons...Manager of Station WCCO
Emmett J. Heerdt.....Accountant
H. S. McCartney.....Chief Engineer
Hayle C. Cavanor.....Program Director
Alvin B. Sheehan....Manager of Artists Bureau
Carl Burkland.....Sales Manager
Robert L. Hutton, Jr.,
Sales Promotion & Publicity Manager

## St. Louis

KMOX, MART BLDG.

Merle S. Jones.....Manager of Station KMOX
Arthur Casey.....Assistant to Station Manager
G. L. Tevis.....Chief Engineer
R. S. Gillingham.....Accountant
C. G. Renier.....Program & Production Director
Jerry Hoekstra.Public Events & Publicity Director
K. W. Church.....Sales Manager
Bob Reichenbach.....Sales Promotion Director

## Pacific Coast

LOS ANGELES OFFICE, KNX,
COLUMBIA SQUARE

D. W. Thornburgh...Vice-President, Los Angeles
George L. Moskovics.Director of Sales Promotion
Charles D. Ryder, Jr.....Accountant
Lester Bowman,
Western Division Operations Engineer
& Chief Engineer of KNX



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Nelson G. Pringle . . . . . .News Editor
Charles Vanda . .Western Director of Programs
Russ Johnston. . . . . Program Manager
Fox Case,
Director of Special Events & Public Events
Edith S. Todesca. . . . . .Production Manager
Hal Rorke. . . . . Publicity Director
Harry W. Witt. . . . . .Sales Manager
Alan Cormack. . . . . .Traffic Manager

## San Francisco Office

PALACE HOTEL

Arthur J. Kemp. Sales Manager, Pacific Network
Henry M. Jackson. . . . . .Manager

## Charlotte, N. C.

WBT, WILDER BLDG.

A. E. Joscelyn . Manager of Station WBT
Robert W. Carpenter. . . . . .Accountant
James Beloungy. . . . . .Chief Engineer
Chas. H. Crutchfield. . . . . .Program Director
Arthur Forrest. . . . . Sales Promotion Manager

## Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows. . . . .Manager of Station WEEI
John J. Murray . . . . . .Accountant
Philip K. Baldwin. . . . . .Chief Engineer
Lloyd G. del Castillo
Production Manager and Musical Director
Kingsley Horton . . . . . Sales Manager
George Dunham . . . . .Sales Promotion Manager
Dorothy Drake. . . . . Publicity Director

## Detroit

FISHER BLDG.

Alfred N. Steele . . . .Manager of Detroit Office
Webster H. Taylor,
Assistant Manager of Detroit Office
G. T. C. Fry. . Manager of Sales Promotion

## European Staff

E. R. Murrow. Chief of European Staff—London
Larry Le Seuer,
Assistant to Chief of European Staff, London
William L. Shirer,
Central European Representative—Geneva
Russell Hill,
Assistant Central European Representative, Berlin
W. R. Wills. .Far Eastern Representative—Tokyo
Thomas Grandin. . . . . Paris Representative
Eric Sevareid. . . . .Assistant Paris Representative

## Stations Owned and Operated, or Leased by the

## COLUMBIA BROADCASTING SYSTEM

| | | |
|---|---|---|
| WABC | New York | Owned and operated by CBS |
| WBBM | Chicago | Owned and operated by CBS |
| WBT | Charlotte, N. C. | Owned and operated by CBS. |
| WCCO | Minneapolis | Owned and operated by CBS. |
| WJSV | Washington | Owned and operated by CBS |
| KMOX | St. Louis | Owned and operated by CBS |
| KNX | Los Angeles | Owned and operated by CBS. |
| WEEI | Boston | Owned by Edison Illuminating Co., of Boston Leased and operated by CBS. |



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ALFRED J. McCOSKER

LUSTIER than ever, the Mutual Broadcasting System faces the year 1940. The promises made to affiliated stations and the listening public have not been forgotten. Though it has grown in a short space of time to a chain of more than 118 radio stations in the United States, Hawaii, and Canada, the principles upon which this system was founded still guide our plans. On September 15, 1934, we said: "The Mutual Broadcasting System has pledged itself to render a new service to the listeners, bringing to them more and varied programs from this country and abroad. The network is cooperative, the stations operating the network service, rather than the chain running the station. The individual stations themselves chose to remain independent so that each might do the job in its community as it saw best. The Mutual network was formed with the view of maintaining affiliations with a few key stations of superior coverage, flanked across the continent by progressive independent outlets."

In 1940 we are ever mindful of this pledge. In the year just past, Mutual presented over 300 hours of broadcasting time to special features, both here and abroad, sporting events, spot news, and talks. It is interesting to note that this represented an increase of over 20 per cent for a similar period in 1938.

But the significance of this activity can not be pointed out in statistics alone. The quality of these broadcasts and recognition from listeners for such events as the exclusive broadcasts of the World Series, the commentaries of Raymond Gram Swing, the Wallenstein and Henry Weber concerts, the war coverage, meant much more to us.

Faced with the biggest special features assignment in the history of broadcasting — the European war — Mutual augmented its European staff under the capable direction of John Steele, whose journalistic experience helped him in selecting veteran, foreign correspondents to represent Mutual in the old continent's major capitals.

Appreciation of Mutual's importance in the industry was indicated by a sizeable increase in business and accounted for the network's greatest time billings.

But when many of its early well wishers studied Mutual's fundamental policies in 1934, they doubted if its advanced theories could be made to work. Could radio achieve a happy combination of a group of stations working as a network, yet with each one remaining autonomous? Could a number of thriving, independent radio stations, unrelated to each other in any way, except in the common aim to serve the listener, cooperate in the formation of a third major chain?

These questions were tested when Mutual programs made their debut in October of that year. At that time Mutual programs could be heard in only four cities.

When Mutual's advertising opportunities were first explained, many farsighted time buyers soon discovered in this new network an outlet for advertisers, heretofore unable to purchase a flexible network of stations in as few or as many markets as they desired.

This endorsement enabled Mutual to total $1,000,000 worth of time billings in its first fiscal year.

On December 29, 1936, Mutual went coast to coast. The strong Don Lee regional chain of California became affiliated with Mutual. More details on this network's progress may be found in the issues of RADIO DAILY and other periodicals.

But instead we prefer to look ahead. Our basic principles are more evident in 1940, five and one-half years since its creation; exactly three years since Mutual went coast to coast, and became of age.

*ALFRED J. McCOSKER,*
*Chairman of the Board.*

MBS



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# MUTUAL BROAD

**MUTUAL BROADCASTING SYSTEM**

NETWORK FACILITIES AS OF FEB. 1st, 1940

○ AFFILIATED STATIONS ● BASIC STATIONS



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# CASTING SYSTEM

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# MUTUAL Broadcasting System

*Administrative Office*
Chicago Tribune Tower, Chicago, Ill.
Phone, Superior 0100

*New York Office*
1440 Broadway, New York, N. Y.
Phone, PEnnsylvania 6-9600

## Officers

Chairman of Board of Directors, Alfred J. McCosker
President ..... W. E. Macfarlane
Vice-President ..... Theodore C. Streibert
Vice-President ..... Lewis Allen Weiss
Treasurer and Executive Secretary, E. M. Antrim
General Manager ..... Fred Weber
Advertising and Sales Promotion Manager, Robert A. Schmid
Auditor ..... Miles E. Lamphiear

## Staff

Publicity Director ..... Lester Gottlieb
Program Service Mgr. ..... Adolph Opfinger
Traffic Manager ..... Andrew Poole
Statistician ..... Wallace A. Walker
Sales Representative ..... John R. Overall
Sales Representative ..... Sidney P. Allen
Sales Representative ..... Burt Lambert
Sales Representative ..... Morris Mudge
Midwestern Sales Representative ..... Ade Hult
Midwestern Program Coordinator ..... Don Pontius
London and Foreign Representative, John S. Steele

## Branch Offices

Detroit ..... Union Guardian Bldg.
Cincinnati ..... Alms Hotel
Boston ..... 21 Brookline Ave.
Cleveland ..... Terminal Tower
Los Angeles ..... Don Lee Bldg.
San Francisco ..... 1000 Van Ness Ave.
England ..... Coulsdon, Surrey
France ..... 2527 Rue Pagalle, Paris

## Directors

E. N. Antrim
Willett Brown
H. K. Carpenter
W. E. Macfarlane
Alfred J. McCosker
John Shepard III
Theodore C. Streibert
Lewis Allen Weiss
Fred Weber

## *Operating Board

J. E. Campeau ..... CKLW, Detroit-Windsor
H. K. Carpenter ..... WHK-WCLE, Cleveland
John Shepard III ..... The Colonial Network
Theodore C. Streibert ..... WOR, Newark, N. J.
Hulbert Taft, Jr. ..... WKRC, Cincinnati
Lewis Allen Weiss ..... Don Lee Network
Ed Wood, Jr. ..... WGN, Chicago
*Two to be selected



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LENOX R. LOHR
President

THE year 1939, a year of sharply contrasted activities at home and abroad, placed a grave weight of responsibility upon the shoulders of radio in the part it played in the European conflicts. However well this challenge has been met throughout the United States, it has been and will remain our purpose to handle war situations as factually as we know how, separating fact from fancy as well as we can, confident in the belief that such a policy is in keeping with this country's democratic principles.

The wars have undoubtedly helped to create a new public interest in informational types of programs. This has had its influence in awakening keener interest in educational programs, demonstrating to a greater degree than ever before that no program need be dull because it is educational. We have much satisfaction over the fact that many such programs have shown considerably higher ratings in the program surveys than in previous years.

The National Broadcasting Company has expanded its coverage with the addition of twenty network affiliates during the past year, bringing the total of both the Red and Blue to an all-time high of 181 stations. This figure includes four stations of the Canadian Broadcasting Corporation and CMX in Havana, Cuba, as well as eight in the Middle West; one in the Southwest; four in the South and five in the East and Central-Atlantic regions. At many points, program reception was improved through the installation of new technical equipment, through increases of power, and through changes in station frequencies.

In the twelve month period, the regularly scheduled shortwave service over stations WRCA and WNBI has been built up to sixteen hours daily. The significance of this lies in its basic principle of building friendly international relations without propaganda.

The latter months of the year have witnessed our pioneer efforts to sell time in this field with a view to making international broadcasting self-supporting. The United Fruit Company is sponsoring a daily fifteen-minute news program in Spanish over a beam directed toward Latin America.

NBC and RCA have done their full share in furthering the radio art itself through heavy investment in television, no return for which is expected in the immediate future. We look forward to 1940 because we hope it will bring us program competition in the television field. When other companies match us in this endeavor, we will be much nearer the time when this youngest member of the radio family can take its rightful place in the industry.

Financially, in spite of the heavy expenditures in public service fields where there was no monetary return for the expenditures, NBC has had a succesful year. In commercial billings, this past season has seen the biggest business year in the history of the company, with the Red Network showing a greater volume than has ever been shown by any single network in the existence of sponsored radio. This, coupled with the fact that the other major networks of the nation have recorded fairly uniform increases throughout the year, leads us to view the coming season with optimism and confidence.

Finally, 1939 has given concrete evidence that the radio industry recognizes the desirability of internal cooperation as a means of best serving the public interest. Probably the outstanding expression of this has been a program code to which members of the National Association of Broadcasters have voluntarily subscribed.

*LENOX R. LOHR.*

NBC



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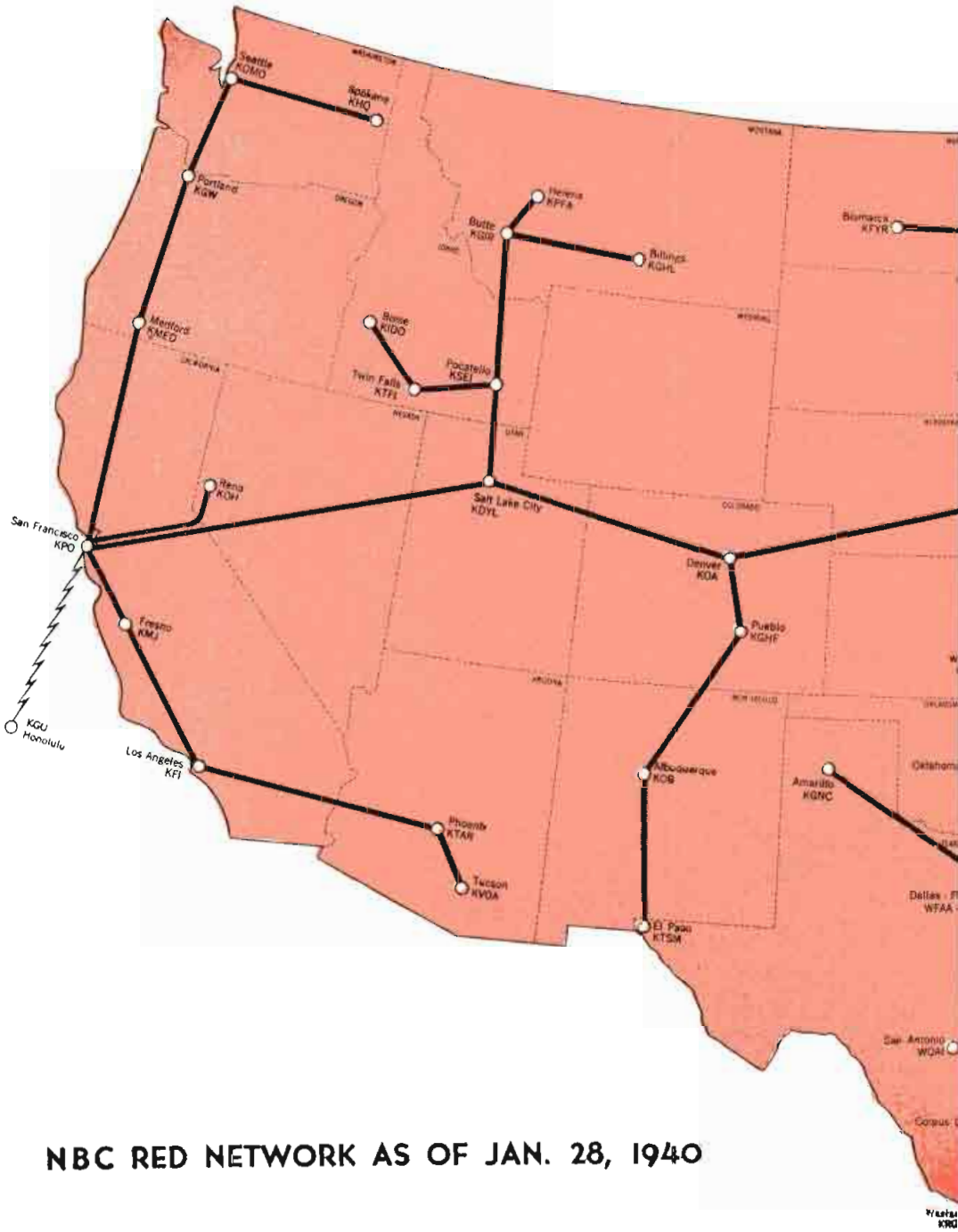
# NATIONAL BROAD




NBC RED NETWORK AS OF JAN. 28, 1940



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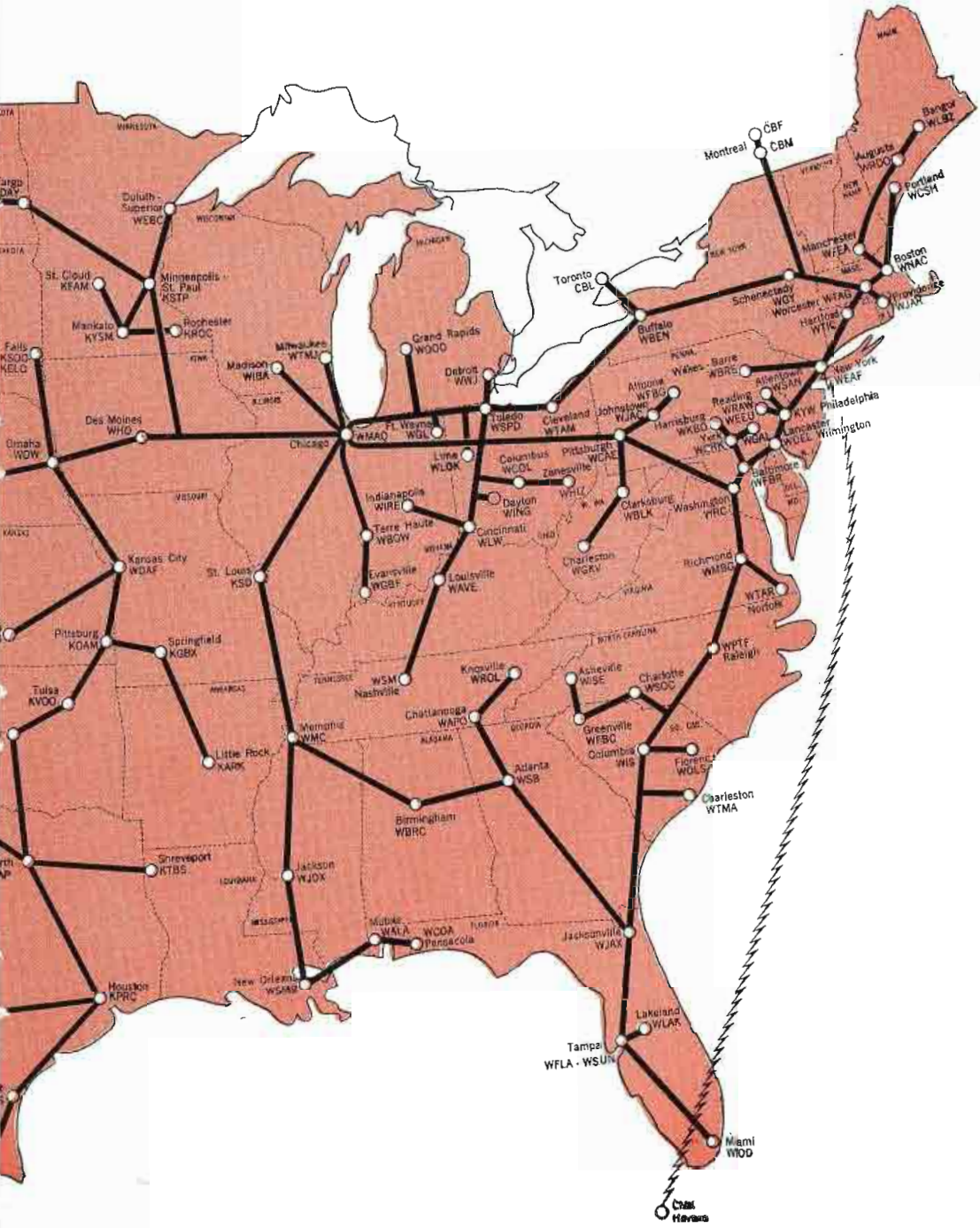
# CASTING COMPANY



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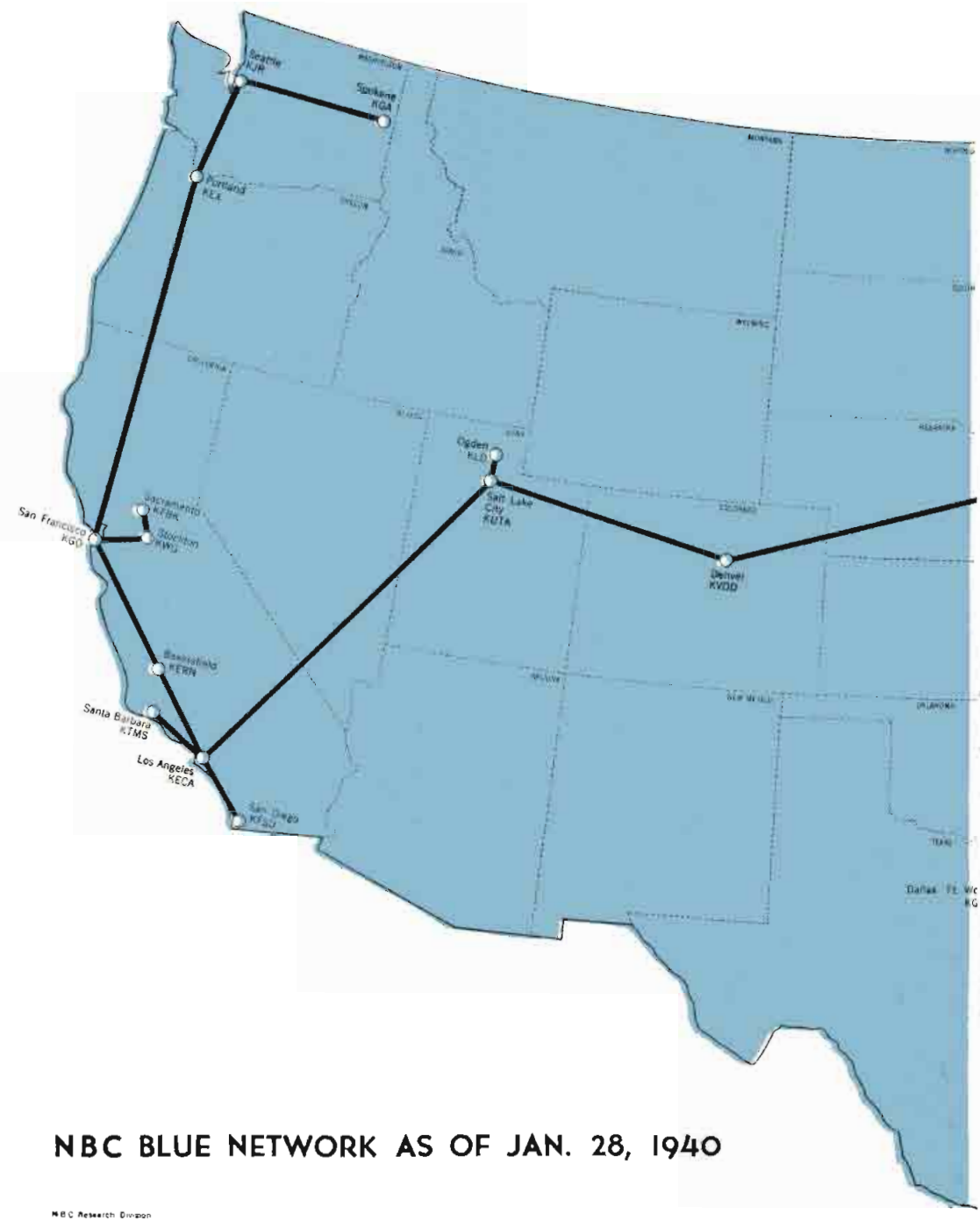
# NATIONAL BROADC




NBC BLUE NETWORK AS OF JAN. 28, 1940

NBC Research Division



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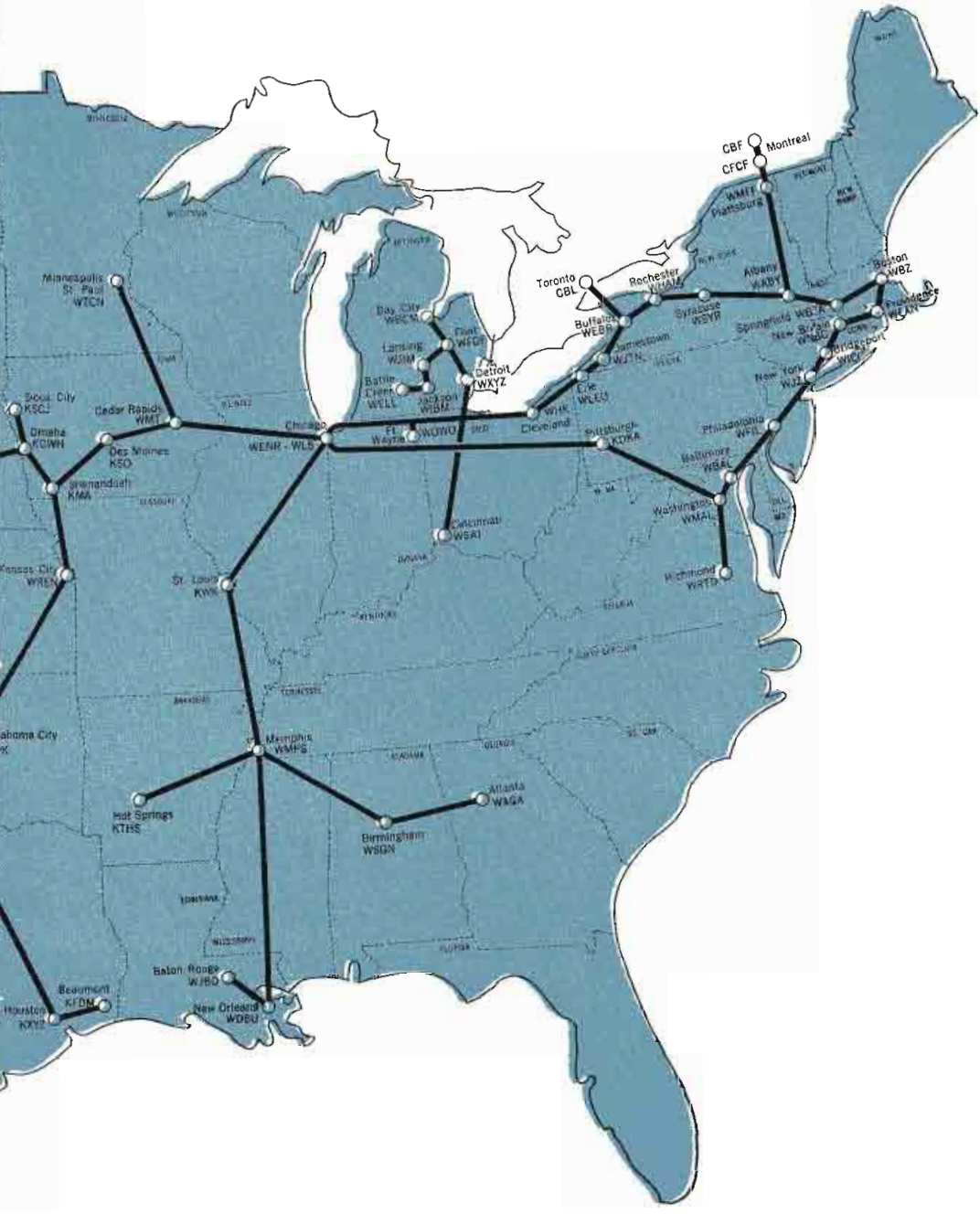
# ASTING COMPANY



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# NATIONAL Broadcasting Company

*30 Rockefeller Plaza, New York City*

*(Telephone number, Circle 7-8300)*

*Registered Telegraphic Address*

*NATBROCAST NEW YORK*

## BOARD OF DIRECTORS

Angell, James Rowland
Bliss, Cornelius N.
Braun, Arthur E.
Dawes, Charles G.
Dunn, Gano
Harbord, James G.
Harden, Edward W.
Lohr, Lenox R.
McGrady, Edward F.
Millhauser, DeWitt
Nally, Edward J.
Sarnoff, David
Trammell, Niles

## Officers

Sarnoff, David — Chairman of the Board
Lohr, Lenox R — President
Trammell, Niles — Executive Vice-President
Ashby, A. L. — Vice-President & General Counsel
Engles, George — Vice-President
Gilman, Don E. — Vice-President
Hanson, O. B. — Vice-President
Hedges, William S. — Vice-President
Mason, Frank E. — Vice-President
Morton, Alfred H — Vice-President
Royal, John F. — Vice-President
Russell, Frank M — Vice-President
Strotz, Sidney — Vice-President
Witmer, Roy C — Vice-President
Woods, Mark — Vice-President, Treasurer and Assistant Sec'y
Horn, C. W. — Assistant Vice-President
MacConnach, Lewis — Secretary
Pfautz, C. E. — Assistant Secretary
Teichner, R. J — Assistant Treasurer

## DEPARTMENTS AND DIVISIONS

### President's Office

Lohr, Lenox R. — President
Trammell, Niles — Executive Vice-President
Almonte, J. de Jara — Assistant to President
Angell, James Rowland — Educational Counselor
Kiggins, Keith — Director of the Blue Network
McGrew, Martha — Assistant to President
Morgan, Clayland T. — Assistant to the President

### Artists Service Department

Engles, George, Vice-President & Managing Director
Bottorff, O. O. — Vice-President and General Manager of Civic Concert Service, Inc. (subsidiary of NBC)
Jones, A. Frank — Assistant to Vice-President in Charge of Artists Service
King, Frances Rockefeller, Manager of NBC Private Entertainment
Levine, Marks — Manager of Concert Division
Tuthill, Daniel S. — Assistant Managing Director

### Continuity Acceptance

MacRorie, Janet — Editor
Kemble, Dorothy — Assistant Editor

### NBC Radio Recording Division

Egner, C. Lloyd — Manager
Chizzini, Frank E. — Assistant Manager
MacDonald, John H. — Business Manager
Thomas, Reginald — Program Director



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## Engineering Department

Hanson, O. B...Vice-President and Chief Engineer
Clarke, William A.,
Manager of Technical Services
Guy, R. F.....Radio Facilities Engineer
McElrath, George.....Operating Engineer
Milne, George O.....Eastern Division Engineer
Morris, Robert M.....Development Engineer
Rackey, C. A...Audio & Video Facilities Engineer
Shelby, R. E.....Video Operations Engineer

## General Service Department

Gilcher, Vincent J....Director of General Service
Lowell, Edward M.,
Manager of Building Maintenance Division
Thurman, Charles H.,
Manager of Guest Relations Division
Van Houten, D. B.,
Manager of Office Services Division
Wallace, Dwight G.....Personnel Manager

## Information Department

Mason, Frank E.....Vice-President in Charge
Braddock, Leonard W.
Manager of Information Division
Hickok, Guy
Director of International Short Wave Broadcasting
Kostka, William...Manager of the Press Division

## Legal Department

Ashby, A. L...Vice-President & General Counsel
Graham, R. H., Attorney—
Assistant to Mr. Leuschner—Hollywood
Grimshaw, I. L.....Attorney
Hennessey, P. J., Jr.....Counsel—Washington
Howard, Henry, Jr.,
Hurley, J. .....Attorney—Washington
Ladner, Henry .....Attorney
Leuschner, Frederick .....Attorney—Hollywood
McDonald, J. A.....Attorney—Chicago
Myers, R. P. .....Attorney
Swezey, Robert D.....Attorney

## Program Department

Royal, John F.,
Vice-President in Charge of Programs
Belviso, Thomas H.....Manager, Music Division
Black, Frank.....General Music Director
Brainard, Bertha,
Manager, Commercial Program Division
Carlin, Phillips,
Manager, Sustaining Program Division
Chotzinoff, Samuel....Director of Serious Music
Cuthbert, Margaret, Director, Women's and Children's Programs Division
Dillon, Zale...Supervisor, Sound Effects Section
Dunham, Franklin
Director of Religious Broadcasts
Fitch, C. W.....Business Manager
Kelly, Patrick J...Supervisor, Announcing Division
Kelly, N. Ray.....Manager, Sound Effects—Development and Maintenance
La Prade, Ernest.....Director, Music Research
Miller, William Burke.Evening Program Manager
Preston, Walter G., Jr.....Assistant to Vice-President in Charge of Education
Roberts, Wilfred S.
Manager of Production Division
Schechter, A. A.,
Director of News and Special Events
Titterton, Lewis H.....Manager, Script Division

## Sales Department

Witmer, Roy C.,
Vice-President in Charge of Sales
Beville, H. M., Jr.....Research Manager
Dyke, Ken R.
Director of National Sales Promotion
Greene, F. Melville.....Sales Traffic Manager
Greene, John M.....Circulation Manager
Hitz, Edward R.....Assistant to Vice-President
James, E. P. H.....Advertising Manager
Showerman, I. E.....Eastern Sales Manager

## Stations Department

Hedges, William S.
Vice-President in Charge of Stations
Norton, John H., Jr.....Assistant to Vice-President in Charge of Stations

### *Station Relations Department*

Hickox, Sheldon B., Jr.
Manager of the Red Network Division
Norton, John H., Jr.
Manager of the Blue Network Division
Woolley, Easton C.
Manager of the Service Division

### *Managed, Operated & Programmed Stations Department*

Wailes, Lee B.
Assistant Manager of Managed, Operated and Programmed Stations



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*National Spot and Local Sales Department*

McConnell, J. V.
National Spot & Local Sales Manager
Hauser, B. J. . . . . Managed, Operated & Programed Stations, Promotion Manager
Boyd, Maurice M. . . . . New York Spot & Local Sales Manager

*Traffic Department*

McClancy, B. F. . . . . Traffic Manager

*Development and Research*

Horn, C. W.
Assistant Vice-President in Charge of Development and Research
Merryman, Philip I. . . . Assistant Director of Development and Research
Lent, W. C. . . . . Assistant Director of Development and Research (Washington office)

## Station Managers

BOSTON AND SPRINGFIELD, MASS.
Holman, John A., Manager, Stations WBZ WBZA
CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.
Yoder, Lloyd C., Manager, Station KOA
PHILADELPHIA, PA.
Joy, Leslie W., Manager, Station KYW
PITTSBURGH, PA.
Gregory, Sherman D., Manager Station KDKA
SCHENECTADY, N. Y.
Hager, Kolin, Manager, Station WGY
SAN FRANCISCO, CALIF.
Nelson, A. E., Manager Stations KPO-KGO
WASHINGTON, D. C.
Berkeley, Kenneth H., Manager Stations WRC WMAL

## Television Department

Morton, A. H.
Vice-President in Charge of Television
Farrier, Clarence. . . . . Television Coordinator
Gordon, Max
General Production Director of Television
Hutchinson, Thomas H.
Manager of Television Program Division

## Treasury Department

Woods, Mark,
Vice-President, Treasurer & Asst. Secretary
Bloxham, William D. . . . Purchasing Agent
Kelly, Harold M. . . . . Asst. Auditor
McKeon, Harry F. . . . . Auditor
Payne, Glenn W. . . . . Commercial Engineer
Teichner, R. J. . . . . Assistant Treasurer
Wall, C. A. . . . . Budget Officer

## Central Division—Chicago

Strotz, Sidney. . . . . Vice-President In Charge
Carlson, Emmons C.
Sales Promotion and Advertising Manager
Carpenter, Kenneth, Blue Network Sales Manager
Cunningham, E. C. . . . . Evening Manager
Drips, William. . . . Director of Agriculture
Fry, Kenneth D. . . Director of Special Events
Herbuveaux, Jules. . . . . Program Manager
Kaney, A. W. . . . . Assistant to the Manager
Kopf, R. C. . . . . Sales Manager
Luttgens, Howard C. . . . Central Division Engineer
McDonald, J. A. . . . . Attorney
Morton, Oliver . Local and Spot Sales Manager
Ray, William B. . . . . Manager of Press Relations
Robinson, Kenneth L. . . . . Continuity Editor
Stirton, James L. . . . Manager, Artists Service
Stockmar, Edward. . . . . Traffic Supervisor
Waller, Judith C. . . . Educational Director
Wetzel, Maurice S.,
Manager, Electrical Transcription
Whalley, John F. . . . . Office Manager and Auditor
Wright, W. P. . . . . Production Manager

## Western Division—Hollywood

Gilman, Don E. . . . . Vice-Pres. in Charge
Andrews, William. . . Manager of Guest Relations
Bock, Harold. Manager of Press Relations
Brown, Charles. . . . Sales Promotion Manager
Dellett, F. V. . . . . Auditor
Dixon, Sydney L. . . . . Sales Manager
Frost, Lewis. . . . . Assistant to Vice-President
Gale, Paul . . . . . Traffic Supervisor
Leuschner, Frederick . . . . . Attorney
Graham, R. H. . Attorney—Assistant to Leuschner
Robb, Alex S. . . . Manager, Artists Service
Saxton, A. H. . . . . Western Division Engineer
Schuetz, Robert. Manager Transcription Service
Swallow, John. . . . . Program Director
Williams, Wendell Continuity Editor

## Washington, D. C.

Russell, Frank M. . . . Vice-President in Charge
Berkeley, Kenneth H.,
General Manager WRC and WMAL
Hennessey, P. J., Jr. . . . . Counsel
Hurley, J. . . . . Attorney

## *Foreign Representatives*

Bate, Fred . . . . . England
Jordan, Max . . . . . Switzerland



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## Stations Owned and/or Managed and/or Programmed by the

# NATIONAL BROADCASTING COMPANY

| | | |
|---|---|---|
| WEAF | New York | Owned, managed, operated and programmed by NBC |
| WJZ | New York | Owned, managed, operated and programmed by NBC |
| WMAQ | Chicago | Owned, managed, operated and programmed by NBC |
| WENR | Chicago | Owned, managed, operated and programmed by NBC |
| WRC | Washington | Owned, managed, operated and programmed by NBC |
| WTAM | Cleveland | Owned, managed, operated and programmed by NBC |
| KPO | San Francisco | Owned, managed, operated and programmed by NBC |
| WMAL | Washington | Owned by Evening Star Publishing Co. Managed, operated and programmed by the NBC. |
| KGO | San Francisco | Owned by General Electric Managed, operated and programmed by the NBC. |
| KOA | Denver | Owned by General Electric Managed, operated and programmed by the NBC. |
| WGY | Schenectady | Owned and operated by General Electric Managed and programmed by the NBC. |
| WBZ | Boston | Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC. |
| WBZA | Springfield | Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC. |
| KDKA | Pittsburgh | Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC. |
| KYW | Philadelphia | Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC. |
| KEX | Portland, Ore. | Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company. |
| KJR | Seattle | Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc. |
| KGA | Spokane | Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer. |



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# REGIONAL NETWORKS

*Steadily increasing growth of regional network billings indicates that more and more national advertisers are directing their campaigns in high-spot markets.*

*With the advantage of purchasing the time actually wanted, tailor-made talent of particular appeal to the specific area, and aggressive merchandising policies of the individual networks, the advertiser is provided with sales impetus in those areas where sales can be produced.*

*As the majority of these networks are sufficiently flexible to provide coverage where and when the client wants it, it is believed that the trend in 1940 will be toward greater application to selective markets as exemplified by regional networks.*

## The Alabama Network

c/o WSGN, Tutwiler Hotel, Birmingham, Ala.
Phone: 4-3434

PERSONNEL

President ..... Henry P. Johnston
Vice-President ..... Howard E. Pill
Secretary-Treasurer ..... Bascom H. Hopson

STATIONS

WMSL, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham.

COVERAGE

Primary area of the network comprises 29 counties in Alabama, reaching 209,329 of the state's 258,000 radio homes (81 per cent of total).

NATIONAL REPRESENTATIVE

Headley-Reed Co.

## Arizona Broadcasting Co.

c/o KTAR, Heard Bldg., Phoenix, Ariz.
Phone 4-4161

c/o KVOA, 48 East Broadway, Tucson, Ariz.
Phone 3703

PERSONNEL

President ..... R. B. Williams
Manager ..... Dick Lewis
Commercial Manager ..... J. R. Heath
Promotion Monager ..... K. M. Pennington

STATIONS

Primary: KTAR, Phoenix; KVOA, Tucson.
Supplementary: KWJB, Globe-Miami; KCRJ, Jerome; KYUM, Yuma.

COVERAGE

State of Arizona.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

## The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

Manager (KOY) ..... Fred A. Palmer
Manager (KTUC) ..... Ben Roush
Manager (KSUN) ..... Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KGLU, Safford.

COVERAGE

| | Primary | Secondary |
|---|---|---|
| Population | 190,200 | 228,700 |
| Radio Homes | 32,770 | 31,060 |

NATIONAL REPRESENTATIVE

John Blair Company

## Arrowhead Broadcasting System

WEBC Building, Duluth, Minn.

PERSONNEL

General Manager ..... Walter C. Bridges
Business Manager ..... Thomas W. Gavin

STATIONS

WEBC, Duluth, Minn. & Superior, Wisc.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.



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COVERAGE

This network claims coverage in northern Minnesota and Wisconsin and the upper peninsular of Michigan.

NATIONAL REPRESENTATIVE
George P. Hollingbery Co.

## California Radio System

708 Eye Street, Sacramento, Calif.
Phone: Main 5000

PERSONNEL

Vice-President .....G. C. Hamilton
General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara; KFSD, San Diego.

COVERAGE

Network offers state coverage through the nine stations located in each of the first eight population centers of California.

BRANCH OFFICES
366 Madison Ave., New York, N. Y.
Phone: MUrray Hill 2-8690
Manager.....Humboldt Grieg
530 West Sixth St., Los Angeles, Calif.

---

1814 Russ Bldg., San Francisco, Calif.
Phone: Douglas 2373

NATIONAL REPRESENTATIVE
Paul H. Raymer Co.

## Central States Broadcasting System

Omaha (Nebr): Omaha National Bank Bldg.
Lincoln (Nebr.): Hotel Lincoln

PERSONNEL

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Chief Engineer.....Mark Bullock

STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.

COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

REPRESENTATIVE
The Katz Agency

## The Colonial Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
V-P in Charge of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production..Linus Travers
Sales Manager.....W. W. Warner
Merchandising Manager...Carleton McVarish
Director of Promotion.....Frank P. Foster, 2nd
Editor of Colonial Network
News Service.....Leland Bickford
Director of Publicity.....Al Stephenson
Technical Director.....Paul A. DeMars
Chief Engineer.....Irving Robinson
Sports Editor.....Jim Britt
Manager of Artist Bureau....Josephine White
Director of Public Relations..Gerald Harrison

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfeld; WCOU, Lewiston and Aubrun; WATR, Waterbury; WBRK, Pittsfield; WSYB, Rutland, Vt.

COVERAGE

| | Evening | Daytime |
|---|---|---|
| Population ..... | 5,538,299 | 5,674,855 |
| Radio Homes ..... | 1,274,009 | 1,305,019 |

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

## Colorado Radio Network

Albany Hotel, Denver, Colo.
Phone Keyston 0178

PERSONNEL

Sales Manager.....Gene O'Fallon
Director of Station Relations.....Frank Bishop

STATIONS

KFEL, Denver (key station); KFKA, Greeley; KFXJ, Grand Junction.

## Connecticut Broadcasting System

Address Individual Stations

PERSONNEL

Manager (WELI).....James T. Milne
Manager (WNBC).....Richard W. Davis
Manager (WATR).....Harold Thomas

STATIONS

WELI, New Haven; WNBC, New Britain; WATR, Waterbury.

NATIONAL REPRESENTATIVE
Gene Furgason & Co.

## Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.
Phone: 3-7147

PERSONNEL

Vice-President.....J. O. Maland
Sales Manager.....Hale Bondurant
Technical Supervisor.....Paul A. Loyet



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STATIONS

Basic: WHO, Des Moines; WOC, Davenport; KMA, Shenandoah.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal. Rate is the combination of the spot broadcasting rate of each station used, without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but simply provides for an exchange of programs without use of lines.

NATIONAL REPRESENTATIVE
Free & Peters, Inc.

## Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,
Los Angeles, Calif.
Phone: Vandike 7111
San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager....Lewis Allen Weiss
Assistant Manager.....Willet Brown
General Sales Manager....Wilbur Eickelberg
Program Director.....Van Newkirk
Production Manager.....James Burton
Publicity Director.....Mark Finley

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KQW, San Jose; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KTKC, Visalia.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; KOOS, Marshfield.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview.

NATIONAL REPRESENTATIVE
John Blair & Co.

## Georgia Broadcasting System

1420 Second Avenue, Columbus, Ga.
Phone: 4300
Atlanta Office: Henry Grady Bldg.
Phone Walnut 4377

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.
Commercial Manager...Maurice C. Coleman

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

COVERAGE*

| | Evening | Daytime |
|---|---|---|
| Population | 636,280 | 948,600 |
| Radio Homes | 112,577 | 140,990 |

* In primary markets of west Georgia and eastern Alabama.

NATIONAL REPRESENTATIVE
Sears & Ayer

## Inter-City Broadcasting System

"The Independent Network of the North Atlantic Seaboard"
1657 Broadway, New York City
Phone: CIrcle 6-2200
Chicago office: 360 N. Michigan Ave.
Phone: State 9493

PERSONNEL

President.....Donald Flamm
Executive Vice-President.....Don S. Shaw
National Sales Manager....Charles M. Stark
Director of Special Events.....Leon Goldstein
Director of Publicity.....Leon Goldstein
Program Director.....Ed Scheuing
Chicago Office...J. M. Ward, G. B. McDermott

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WILM, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WKBO, Harrisburg, Pa.

COVERAGE

Linked together by permanent A. T. & T. lines, the eight stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

## The Cowles Stations

Des Moines Register and Tribune Building,
Des Moines, Ia.
Phone: 3-2111
Cedar Rapids Office: Paramount Theater Bldg.
Waterloo Office: Russell Lamson Hotel
Sioux City Office: Orpheum Theater Bldg.
Yankton Office: Gurney Bldg.

PERSONNEL

President.....Gardner Cowles, Jr.
Vice-President.....John Cowles
Vice-President and Treasurer....Luther L. Hill
Vice-President.....Sumner Quarton
Commercial Manager.....Craig Lawrence
National Sales Manager.....H. T. Eans

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids, Waterloo; WNAX, Yankton, S. D.



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SERVICES

Network maintains production, announcing and technical staffs available to advertisers without charge.

COVERAGE*

| | |
|---|---|
| Population | 6,700,649 |
| Families | 1,644,549 |
| Radio Families | 1,364,860 |

* Summary of 385 primary counties (in Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Missouri, Wisconsin, Illinois).

NATIONAL REPRESENTATIVE
The Katz Agency

## The Lone Star Chain

600 Thomas Bldg., Dallas, Texas
Phone 7-8664
Fort Worth Office: Star-Telegram Bldg.
Phone LD 18

PERSONNEL

Managing Director.....Sam H. Bennett
Operating Committee.....Harold V. Hough, Chairman; O. L. Taylor, Tilford Jones.

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; KTSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFDM, Beaumont (supplementary).

COVERAGE

Network with its supplementary station claims coverage of the entire state of Texas as a primary area.

NATIONAL REPRESENTATIVES
Free & Peters Inc. and Howard H. Wilson Co.

## Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WILM, Wilmington, Del.; WKBO, Harrisburg, Pa.

NATIONAL REPRESENTATIVE
Paul H. Raymer Co.

## Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.
Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
Treasurer & Genl. Mgr.....H. Allen Campbell
Vice-President.....John H. King
Secretary.....Howard O. Pierce

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

COVERAGE

The Michigan Network territory includes the lower peninsula of Michigan with a primary coverage of over four million people in Michigan's eight largest cities.

REPRESENTATIVE
Paul H. Raymer Co.

## The Minnesota Radio Network

Radisson Hotel, Minneapolis, Minn.
Phone Bridgeport 3222
St. Paul Office: St. Paul Hotel
Phone Cedar 5511

PERSONNEL

General Sales Manager.....Ray C. Jenkins

STATIONS

KSTP, Minneapolis-St. Paul (key station); KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud.

COVERAGE

| | Primary* |
|---|---|
| Population | 2,360,218 |
| Radio Homes | 490,563 |

* The primary area of the four stations combines the total of 71 counties in Minnesota; network claims a total listening audience (primary and secondary) of 4,108,220 persons.

NATIONAL REPRESENTATIVE
Edward Petry & Company

## Missouri-Illinois Broadcasting System

Hotel Chase, St. Louis, Mo.
Phone Rosedale 3210

PERSONNEL

President.....R. T. Convey

STATIONS

KWOS, Jefferson City, Mo.; WTAX, Springfield, Ill.; WSOY, Decatur, Ill.

NATIONAL REPRESENTATIVE
Paul H. Raymer Company

## New York Broadcasting System, Inc.

20 East 57th St., New York, N. Y.
Phone PLaza 8-3355

PERSONNEL

President.....Major E. M. Stoer
Vice-President-General Manager..Carl Calman
Sales Manager.....Ed Lennon
Publicity Director.....B. S. Bercovici
Traffic Manager.....Al Grobe



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STATIONS

WABY, Albany; WMBO, Auburn; WKBW-WGR, Buffalo; WJTN, Jamestown; *WINS, New York; WSAY, Rochester; WSYR, Syracuse; WIBX, Utica.

*Choice of selecting any New York City station as the New York outlet is allowed.

COVERAGE

| | |
|---|---|
| Population-Primary | 3,446,778 |
| Families-Primary | 949,250 |
| Radio Homes-Primary | 869,670 |
| Population-Secondary | 758,997 |
| Families-Secondary | 209,090 |
| Radio Homes-Secondary | 188,530 |

NATIONAL REPRESENTATIVE

International Radio Sales

## North Central Broadcasting System, Inc.

Empire National Bank Bldg., St. Paul, Minn.

PERSONNEL

President-General Manager.....John W. Boler

STATIONS

WHDF, Calumet, Mich.; WJMS, Ironwood, Mich.; WDMJ, Marquette, Mich.; KATE, Albert Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; KWNO, Winona, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KGCU, Mandan, N. D.; KABR, Aberdeen, S. D.; WDSM, Superior, Wisc.; WSAU, Wausau, Wisc.

## Northwest Triangle Chain

Address Individual Stations

PERSONNEL

Manager (Seattle).....Birt Fisher
Manager (Spokane).....Louis Wasmer
Manager (Portland).....W. Carey Jennings

STATIONS

KOMO, Seattle; KJR, Seattle; KHQ, Spokane; KGA, Spokane; KGW, Portland; KEX, Portland.

REPRESENTATIVE

Edward Petry & Co.

## Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.
Phone 4-8188

PERSONNEL

Manager (KOMA).....Neal Barrett
Manager (KTUL).....William C. Gillespie
Commercial Manager (KOMA)....Jack Howell
Commercial Manager (KTUL)...Lawson Taylor

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

## The Oklahoma Network

"Complete Coverage at Minimum Cost"
1800 West Main St., Oklahoma City, Okla.
Phone: 3-4881

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Kenyon M. Douglass
Managing Director.....Kenyon M. Douglass

STATIONS

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa.

NATIONAL REPRESENTATIVE

Burn-Smith Company, Inc.

## Pacific Broadcasting Co.

914½ Broadway, Tacoma, Wash.
Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond

STATIONS

Oregon: KALE, Portland; KSLM, Salem; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KRKO, Everett; KWLK, Longview.

COVERAGE

Network outlets in each of the 11 primary markets of Washington and 5 primary markets of Oregon. Nine out of ten radio homes in these areas within 25 miles of a Pacific Broadcasting Co. outlet. Eighty per cent of all retail sales for the entire territory covered come from within 25 miles of some Pacific Broadcasting Co. outlet.

NATIONAL REPRESENTATIVE

John Blair & Co.

## The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.
Phone Locust 7700

PERSONNEL

Manager.....Kenneth W. Stowman

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Wilkes-Barre and Pittsburgh stations optional).

COVERAGE

Network claims coverage of Pennsylvania, southern New Jersey, Delaware and portions of states bordering Pennsylvania.



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## Quaker Network

Widener Bldg., Philadelphia, Pa.
Phone; Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WRAW, Reading; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WSAN, Allentown.

## The Southern Network

Radio Bldg., Walnut & Short Sts.
Lexington, Ky.
Phone 1721

PERSONNEL

President.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Production Manager.....Ted Grizzard
Chief Engineer.....Sanford Helt

STATIONS

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.

## The Texas Quality Network

Address Individual Stations

The Texas Quality Network has no officers or directors, each outlet being a sales office for the other.

STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

## Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas
Phone: 3-3474

PERSONNEL

President .....Elliott Roosevelt
Vice-President-Secretary-
General Manager.....Harry A. Hutchinson
Vice-President-Treasurer....Gerald T. Stanley
Vice-President in Charge of Mdsing.,
Publicity & Promotion.....Benton Ferguson
Musical Director.....Ralph Rose

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon.

BRANCH OFFICES

630 Fifth Ave., New York, N. Y.
Frank Fenton, Manager
400 N. Michigan Ave., Chicago, Ill.
W. W. Joyce, Manager

## West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Program Director & Artist
Bureau Head.....N. Pagliara
Chief Engineer.....O. Robinson
Publicity Director.....James L. Cox

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ ,Huntington.

POLICIES

Advertising of alcoholic beverages accepted.

NATIONAL REPRESENTATIVE

The Branham Co.

## The Yankee Network

"Covering New England"
21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
V-P in Chg. of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production..Linus Travers
Merchandising Manager...Carleton McVarish
Director of Promotion.....Frank P. Foster, 2nd
Editor of Yankee Network
News Service.....Leland Bickford
Director of Publicity.....Al Stephenson
Technical Director.....Paul A. De Mars
Chief Engineer.....Irving Robinson
Merchandising .....Hervey Carter
Sports Editor.....Jim Britt
Director Home Economics.....Bette Ragland
Manager of Yankee Network
Artists Bureau.....Josephine White

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport and New Haven; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland.

COVERAGE

| | Evening | Daytime |
|---|---|---|
| Population ..... | 6,444,623 | 5,293,767 |
| Radio Homes ..... | 1,482,264 | 1,217,559 |

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

## Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

Gene Furgason & Co.



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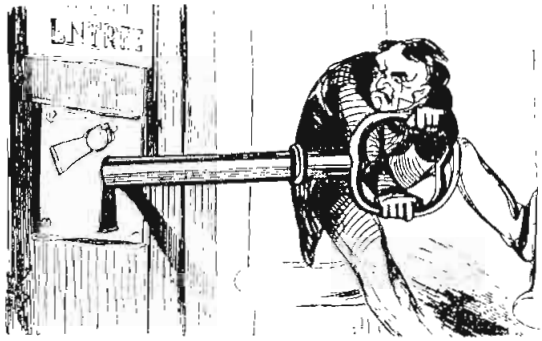
# "As you know, the product was practically unknown in the domestic market . . . . When we started on WOR approximately five months ago, we had less than 50 dealers - most of whom were inactive. Today we have over 600 in WOR's primary area.




Most important of all, independent surveys show that this product is currently second in total units sold and first in dollar volume. Considering the highly competitive nature of the industry and of the market for our client's product in particular, we believe that this success story is the finest tribute to the power of effective broadcasting..."

**WOR** excerpt from a letter written to a WOR executive by the advertising agent for a manufacturer currently using this station.

our address is 1440 Broadway, in New York

www.americanradiohistory.com

# STATIONS

## *of the*

## *United States*

***Standard*** ***Developmental***

***International*** ***High-Frequency***

***Newspaper***

***Owned Stations***

***F.C.C. Application***

***Regulations***

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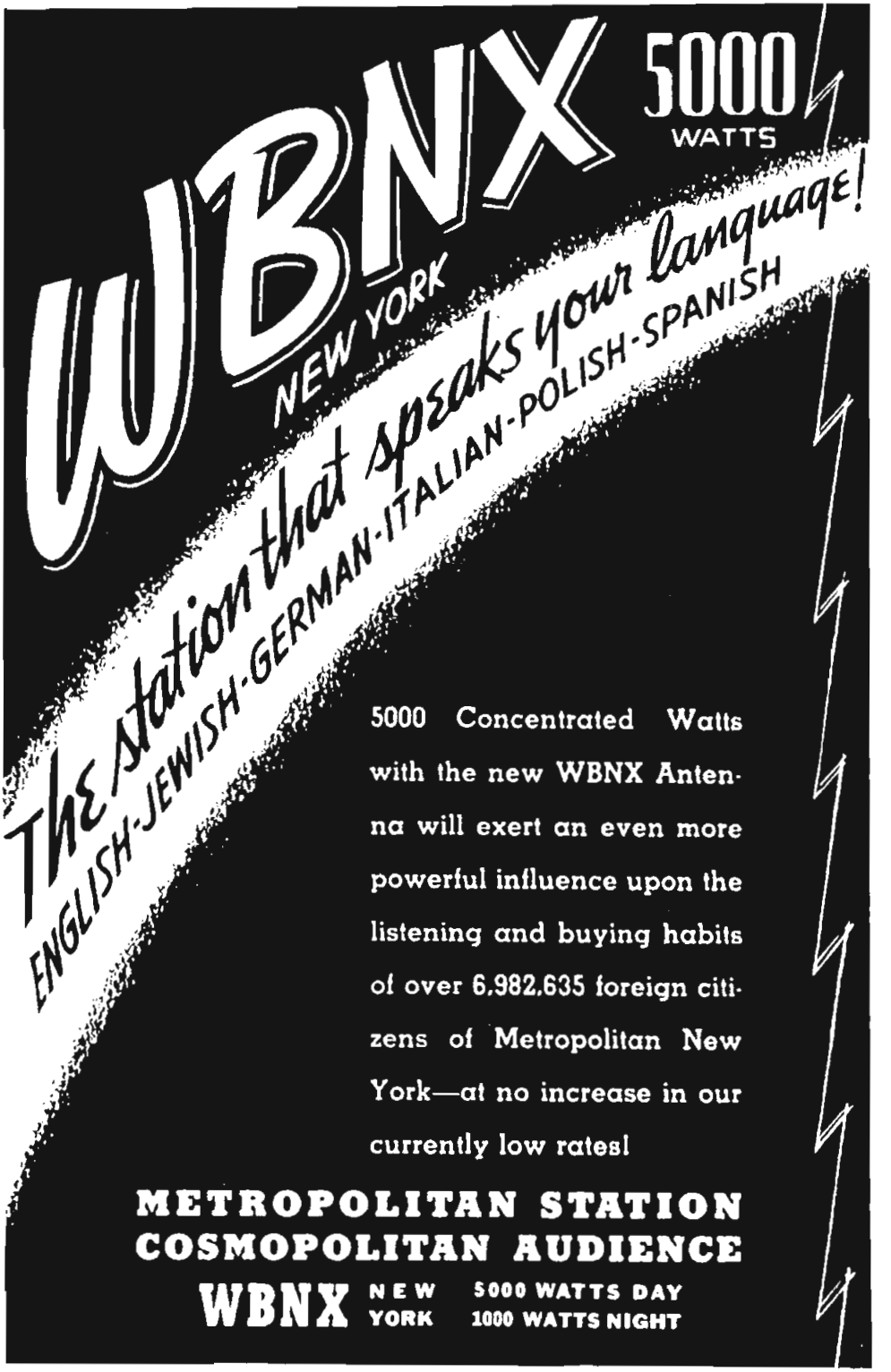




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# INDEX OF THE
# STANDARD STATIONS
## OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles and Page Number Providing Complete Station Information*

*Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization; d—daytime; n—night.*

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| KABC | San Antonio, Tex. | 1420 | 250 | 533 |
| KABR | Aberdeen, S. Dak. | 1390 | 1000 d., 500 n. | 516 |
| KADA | Ada, Okla. | 1200 | 100 | 486 |
| KALB | Alexandria, La. | 1210 | 250 | 391 |
| KALE | Portland, Ore. | 1300 | 1000 | |
| | | | C.P. 5000 d. | 493 |
| KAND | Corsicana, Tex. | 1310 | 100 | 527 |
| KANS | Wichita, Kans. | 1210 | 100 | |
| | | | C.P. 250 | 387 |
| KARK | Little Rock, Ark. | 890 | 1000 | 316 |
| KARM | Fresno, Calif. | 1310 | 250 | 319 |
| KASA | Elk City, Okla. | 1210 | 100 | 486 |
| KAST | Astoria, Ore. | 1200 | 250 | 491 |
| KATE | Albert Lea, Minn. | 1420 | 250 | 419 |
| KAWN | Gallup, New Mex. | 1500 | 250 d., 100 n. | 442 |
| KBIX | Muskogee, Okla. | 1500 | 100 | 487 |
| KBKR | Baker, Ore. | 1500 | 250 d., 100 n. | 492 |
| KBND | Bend, Ore. | 1310 | 250 | 492 |
| KBPS | Portland, Ore. | 1420 | 100 | 493 |
| KBST | Big Spring, Tex. | 1500 | 100 | 526 |
| KBTM | Jonesboro, Ark. | 1200 | 250 d., 100 n. | 316 |
| KCKN | Kansas City, Kan. | 1310 | 250 | 384 |
| KCMC | Texarkana, Ark.-Tex. | 1420 | 250 | 536 |
| KCMO | Kansas City, Mo. | 1450 | 1000 | 427 |
| | | | C.P. 5000 d. | |
| KCRC | Enid, Okla. | 1360 | 250 | 487 |
| KCRJ | Jerome, Ariz. | 1310 | 250 | 312 |
| KDAL | Duluth, Minn. | 1500 | 100 | |
| | | | C.P. 250 d. | 419 |
| KDB | Santa Barbara, Calif. | 1500 | 250 d., 100 n. | 329 |
| KDFN | Casper, Wyo. | 1440 | 500 | 561 |
| KDKA | Pittsburgh, Pa. | 980 | 50000 | 505 |
| KDLR | Devils Lake, N. Dak. | 1210 | 250 | 471 |
| KDNT | Denton, Tex. | 1420 | 100 | 528 |
| KDON | Monterey, Calif. | 1210 | 100 | 324 |
| KDRO | Sedalia, Mo. | 1500 | 250 | 430 |
| KDTH | Dubuque, Ia. | 1340 | 500 | 378 |
| KDYL | Salt Lake City, Utah | 1290 | 5000 d., 1000 n. | 538 |
| KECA | Los Angeles, Calif. | 780 | 5000 d., 1000 n. | 321 |
| KEEN | Seattle, Wash. | 1370 | 100 | 548 |
| KELA | Between Centralia and Chehalis, Wash. | 1440 | 1000 | 547 |




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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| KELD | El Dorado, Ark. | 1370 | 250 | 315 |
| KELO | Sioux Falls, S. Dak. | 1200 | 250 | 517 |
| KERN | Bakersfield, Calif. | 1370 | 100 | |
| | | C.P. 1380 | 1000 | 317 |
| KEUB | Price, Utah | 1420 | 100 | 538 |
| KEX | Portland, Ore. | 1160 | 5000 | 494 |
| KFAB | Lincoln, Nebr. | 770 | 10000 | 435 |
| KFAC | Los Angeles, Calif. | 1300 | 1000 | 321 |
| KFAM | St. Cloud, Minn. | 1420 | 250 | 422 |
| KFAR | Fairbanks, Alaska | 610 | 1000 | 562 |
| KFBB | Great Falls, Mont. | 1280 | 5000 d., 1000 n. | 432 |
| KFBI | Abilene, Kans. | 1050 | 5000 | 382 |
| KFBK | Sacramento, Calif. | 1490 | 10000 | 325 |
| KFDA | Amarillo, Tex. | 1500 | 250 | 525 |
| KFDM | Beaumont, Tex. | 560 | 1000 | 526 |
| KFDY | Brookings, S. Dak. | 780 | 1000 | 516 |
| KFEL | Denver, Colo. | 920 | 1000 | 333 |
| KFEQ | St. Joseph, Mo. | 680 | 2500 d., 500 n. | 429 |
| KFGQ | Boone, Ia. | 1370 | 100 | 377 |
| KFH | Wichita, Kansas | 1300 | 5000 d., 1000 n. | 387 |
| KFI | Los Angeles, Calif. | 640 | 50000 | 321 |
| KFIO | Spokane, Wash. | 1120 | 100 | 551 |
| KFIZ | Fond Du Lac, Wisc. | 1420 | 100 | 556 |
| KFJB | Marshalltown, Ia. | 1200 | 250 | 379 |
| KFJI | Klamath Falls, Ore. | 1210 | 100 | 492 |
| KFJM | Grand Forks, N. Dak. | 1410 | 1000 d., 500 n. | 471 |
| KFJZ | Fort Worth, Tex. | 1210 | 1000 | 529 |
| KFKA | Greeley, Colo. | 880 | 1000 d., 500 n. | 335 |
| KFKU | Lawrence, Kansas | 1220 | 5000 d., 1000 n. | 381 |
| KFNF | Shenandoah, Ia. | 890 | 1000 d., 500 n. | |
| | | | C.P. 5000 d., 1000 n. | 381 |
| KFOR | Lincoln, Nebr. | 1210 | 250 d., 100 n. | 435 |
| KFOX | Long Beach, Calif. | 1250 | 1000 | 319 |
| KFPL | Dublin, Tex. | 1310 | 250 d., 100 n. | 528 |
| KFPW | Fort Smith, Ark. | 1210 | 100 | |
| | | C.P. 1370 | 250 | 315 |
| KFPY | Spokane, Wash. | 890 | 5000 | 550 |
| KFQD | Anchorage, Alaska | 780 | 250 | 562 |
| KFRC | San Francisco, Calif. | 610 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 326 |
| KFRO | Longview, Tex. | 1370 | 250 | |
| | | C.P. 1340 | 1000 | 531 |
| KFRU | Columbia, Mo. | 630 | 1000 d., 500 n. | 426 |
| KFSD | San Diego, Calif. | 600 | 1000 | 326 |
| KFSG | Los Angeles, Calif. | 1120 | 2500 d., 1000 n. | 322 |
| KFUO | Clayton, (St. Louis) Mo. | 550 | 1000 d., 500 n. | 426 |
| KFVD | Los Angeles, Calif. | 1000 | 1000 | 322 |
| KFVS | Cape Girardeau, Mo. | 1210 | 250 | 426 |
| KFWB | Los Angeles, Calif. | 950 | 5000 | 322 |
| KFXD | Nampa, Idaho | 1200 | 250 | 357 |
| KFXJ | Grand Junction, Colo. | 1200 | 250 | 335 |
| KFXM | San Bernardino, Calif. | 1210 | 100 | 326 |
| KFYO | Lubbock, Texas | 1310 | 250 d., 100 n. | 531 |
| KFYR | Bismarck, N. Dak. | 550 | 5000 d., 1000 n. | 470 |
| KGA | Spokane, Wash. | 1470 | 5000 | 551 |
| KGB | San Diego, Calif. | 1330 | 1000 | |
| | | | C.P. 5000 | 326 |
| KGBU | Ketchikan, Alaska | 900 | 500 | 563 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| KGBX | Springfield, Mo. | 1230 | 500 | 431 |
| KGCA | Decorah, Ia. | 1270 | 100 | 377 |
| KGCU | Mandan, N. Dak. | 1240 | 250 | 473 |
| KGCX | Wolf Point, Mont. | 1450 | 1000 | 434 |
| KGDE | Fergus Falls, Minn. | 1200 | 250 d., 100 n. | 420 |
| KGDM | Stockton, Calif. | 1100 | 1000 | 330 |
| KGEK | Sterling, Colo. | 1200 | 100 | 337 |
| KGER | Long Beach, Calif. | 1360 | 1000 | 321 |
| KGEZ | Kalispell, Mont. | 1310 | 100 | 433 |
| KGFF | Shawnee, Okla. | 1420 | 250 | 489 |
| KGFI | Brownsville, Tex. | 1500 | 250 d., 100 n. | 527 |
| KGFJ | Los Angeles, Calif. | 1200 | 100 | 322 |
| KGFL | Roswell, New Mex. | 1370 | 100 | 443 |
| KGFW | Kearney, Nebr. | 1310 | 250 | 434 |
| KGFX | Pierre, S. Dak. | 630 | 200 | 516 |
| KGGF | Coffeyville, Kans. | 1010 | 1000 | 382 |
| KGGM | Albuquerque, N. Mex. | 1230 | 1000 | 442 |
| KGHF | Pueblo, Colo. | 1320 | 500 | 337 |
| KGHI | Little Rock, Ark. | 1200 | 250 | 316 |
| KGHL | Billings, Mont. | 780 | 5000 d., 1000 n. | 431 |
| KGIR | Butte, Mont. | 1340 | 5000 | 432 |
| KGIW | Alamosa, Colo. | 1420 | 100 | 331 |
| KGKB | Tyler, Tex. | 1500 | 250 | 536 |
| KGKL | San Angelo, Tex. | 1370 | 250 | 533 |
| KGKO | Fort Worth, Tex. | 570 | 5000 d., 1000 n. | 529 |
| KGKY | Scottsbluff, Nebr. | 1500 | 250 | 437 |
| KGLO | Mason City, Ia. | 1210 | 250 | 379 |
| KGLU | Safford, Ariz. | 1420 | 250 | 314 |
| KGMB | Honolulu, Hawaii | 1320 | 1000 | |
| | | C.P. 590 | 5000 | 563 |
| KGNC | Amarillo, Tex. | 1410 | 2500 d., 1000 n. | 525 |
| KGNF | North Platte, Nebr. | 1430 | 1000 | 436 |
| KGNO | Dodge City, Kans. | 1340 | 250 | |
| | | | C.P. 1000 d. | 383 |
| KGO | San Francisco, Calif. | 790 | 7500 | 327 |
| KGU | Honolulu, Hawaii | 750 | 2500 | 563 |
| KGVO | Missoula, Mont. | 1260 | 5000 d., 1000 n. | 433 |
| KGW | Portland, Ore. | 620 | 5000 d., 1000 n. | 494 |
| KGY | Olympia, Wash. | 1210 | 100 | 548 |
| KHAS | Hastings, Nebr. | C.P. 1200 | 250 | 434 |
| KHBC | Hilo, Hawaii | 1200 | 250 | 563 |
| KHBG | Okmulgee, Okla. | 1210 | 100 | |
| | | | C.P. 250 | 489 |
| KHJ | Los Angeles, Calif. | 900 | 5000 d., 1000 n. | 322 |
| KHQ | Spokane, Wash. | 590 | 5000 | 551 |
| KHSL | Chico, Calif. | 1260 | 250 | |
| | | | C.P. 1000 d., 500 n. | 318 |
| KHUB | Watsonville, Calif. | 1310 | 250 | 331 |
| KICA | Clovis, New Mex. | 1370 | 100 | 442 |
| KID | Idaho Falls, Idaho | 1320 | 5000 d., 500 n. | 357 |
| KIDO | Boise, Idaho | 1350 | 2500 d., 1000 n. | 357 |
| KIDW | Lamar, Colo. | 1420 | 100 | 337 |
| KIEM | Eureka, Calif. | 1450 | 1000 d., 500 n. | 319 |
| KIEV | Glendale, Calif. | 850 | 250 | 319 |
| KINY | Juneau, Alaska | 1430 | 1000 | 562 |
| KIRO | Seattle, Wash. | 710 | 1000 | 548 |
| KIT | Yakima, Wash. | 1250 | 1000 | 552 |
| KITE | Kansas City, Mo. | 1530 | 1000 | 427 |
| KIUL | Garden City, Kans. | 1210 | 100 | 383 |
| KIUN | Pecos, Tex. | 1370 | 100 | 533 |
| KIUP | Durango, Colo. | 1370 | 100 | 335 |
| KJBS | San Francisco, Calif. | 1070 | 500 | 327 |
| KJR | Seattle, Wash. | 970 | 5000 | 549 |
| KLAH | Carlsbad, New Mex. | 1210 | 250 | 442 |
| KLBM | La Grande, Ore. | 1420 | 250 | 493 |
| KLCN | Blytheville, Ark. | 1200 | 100 | 315 |
| KLO | Ogden, Utah | 1400 | 5000 | 538 |
| KLPM | Minot, N. Dak. | 1360 | 1000 d., 500 n. | 473 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| KLRA | Little Rock, Ark. | 1390 | 5000 d., 1000 n. | 316 |
| KLS | Oakland, Calif. | 1280 | 250 | 324 |
| KLUF | Galveston, Tex. | 1370 | 250 | 530 |
| KLX | Oakland, Calif. | 880 | 1000 | 324 |
| KLZ | Denver, Colo. | 560 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 333 |
| KMA | Shenandoah, Iowa | 930 | 5000 d., 1000 n. | 381 |
| KMAC | San Antonio, Tex. | 1370 | 250 | 534 |
| KMBC | Kansas City, Mo. | 950 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 128 |
| KMED | Medford, Ore. | 1110 | 1000 d., 250 n. | 193 |
| KMJ | Fresno, Calif. | 580 | 1000 | |
| | | | C.P. 5000 | 319 |
| KMLB | Monroe, La. | 1200 | 250 | 392 |
| KMMJ | Grand Island, Nebr. | 740 | 1000 | 131 |
| KMO | Tacoma, Wash. | 1330 | 1000 | 551 |
| KMOX | St. Louis, Mo. | 1090 | 50000 | 129 |
| KMPC | Beverly Hills, Calif. | 710 | 500 | |
| | | | C.P. 5000 d., 1000 n. | 318 |
| KMTR | Los Angeles, Calif. | 570 | 1000 | 323 |
| KMYR | Denver, Colo. | C.P. 1310 | 250 d., 100 n. | 333 |
| KNEL | Brady, Tex. | 1500 | 250 d., 100 n. | 527 |
| KNET | Palestine, Tex. | 1420 | 100 | 532 |
| KNOW | Austin, Tex. | 1500 | 250 | 525 |
| KNX | Los Angeles, Calif. | 1050 | 50000 | 323 |
| KOA | Denver, Colo. | 830 | 50000 | 335 |
| KOAC | Corvallis, Ore. | 550 | 1000 | 492 |
| KOAM | Pittsburg, Kans. | 790 | 1000 | 385 |
| KOB | Albuquerque, New Mex. | 1180 | 10000 | 142 |
| KOBH | Rapid City, S. Dak. | 1370 | 250 | 517 |
| KOCA | Kilgore, Tex. | 1210 | 250 | 531 |
| KOCW | Oklahoma City, Okla. | 1310 | 250 | 487 |
| KOH | Reno, Nev. | 1380 | 500 | |
| | | C.P. 630 | 1000 | 437 |
| KOIL | Omaha, Nebr. | 1260 | 5000 d., 1000 n. | 436 |
| KOIN | Portland, Ore. | 940 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 195 |
| KOKO | La Junta, Colo. | 1370 | 100 | 335 |
| KOL | Seattle, Wash. | 1270 | 5000 d., 1000 n. | 549 |
| KOMA | Oklahoma City, Okla. | 1480 | 5000 | 487 |
| KOME | Tulsa, Okla. | 1310 | 250 | 489 |
| KOMO | Seattle, Wash. | 920 | 5000 d., 1000 n | 549 |
| KONO | San Antonio, Tex. | 1370 | 250 | 534 |
| KOOS | Marshfield, Ore. | 1200 | 250 | 193 |
| KORE | Eugene, Ore. | 1420 | 250 | 192 |
| KORN | Fremont, Nebr. | C.P. 1370 | 250 d., 100 n. | 434 |
| KOTN | Pine Bluff, Ark. | 1500 | 100 | 317 |
| KOVC | Valley City, N. Dak. | 1500 | 250 | 473 |
| KOVO | Provo, Utah | 1210 | 250 | 538 |
| KOWH | Omaha, Nebr. | 660 | 500 | 436 |
| KOY | Phoenix, Ariz. | 1390 | 1000 | 313 |
| KPAB | Laredo, Tex. | 1500 | 250 | 531 |
| KPAC | Port Arthur, Tex. | 1260 | 500 | |
| | | C.P. 1220 | | 583 |
| KPDN | Pampa, Tex. | 1310 | 100 | 532 |
| KPFA | Helena, Mont. | 1210 | 250 | 132 |
| KPLC | Lake Charles, La. | 1500 | 250 | 392 |
| KPLT | Paris, Tex. | 1500 | 250 | 533 |
| KPMC | Bakersfield, Calif. | 1550 | 1000 | 317 |
| KPO | San Francisco, Calif. | 680 | 50000 | 327 |
| KPOF | Denver, Colo. | 880 | 1000 | 333 |
| KPPC | Pasadena, Calif. | 1210 | 100 | 325 |
| KPQ | Wenatchee, Wash. | 1500 | 250 | 552 |
| KPRC | Houston, Tex. | 920 | 5000 d., 1000 n. | 530 |
| KQV | Pittsburgh, Pa. | 1380 | 1000 | 507 |
| KQW | San Jose, Calif. | 1010 | 5000 d., 1000 n. | 328 |
| KRBA | Lufkin, Tex. | 1310 | 250 | 532 |
| KRBC | Abilene, Tex. | 1420 | 250 | 525 |
| KRBM | Bozeman, Mont. | 1420 | 250 | 432 |
| KRE | Berkeley, Calif. | 1370 | 250 | 318 |
| KRGV | Weslaco, Tex. | 1260 | 1000 | 537 |
| KRIC | Beaumont, Tex. | 1420 | 250 | 526 |
| KRIS | Corpus Christi, Tex. | 1330 | 500 | 527 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| KRKD | Los Angeles, Calif. | 1120 | 2500 d., 1000 n. | 323 |
| KRKO | Everett, Wash. | 1370 | 50 | 547 |
| KRLC | Lewiston, Idaho | 1390 | 250 | 357 |
| KRLD | Dallas, Tex. | 1040 | 50000 | 527 |
| KRLH | Midland, Tex. | 1420 | 100 | 532 |
| KRMC | Jamestown, N. Dak. | 1370 | 250 | 471 |
| KRMD | Shreveport, La. | 1310 | 250 | 393 |
| KRNR | Roseburg, Ore. | 1500 | 250 d., 100 n. | 495 |
| KRNT | Des Moines, Iowa | 1320 | 5000 d., 1000 n. | 378 |
| KROC | Rochester, Minn. | 1310 | 250 | 422 |
| KROD | El Paso, Tex. | C.P. 1500 | 100 | 529 |
| KROW | Oakland, Calif. | 930 | 1000 | 324 |
| KROY | Sacramento, Calif. | 1210 | 100 | 325 |
| KRRV | Sherman, Tex. | 1310 | 250 | |
| | | C.P. 880 | 1000 | 535 |
| KRSC | Seattle, Wash. | 1120 | 250 | |
| | | | C.P. 1000 | 550 |
| KSAC | Manhattan, Kans. | 580 | 1000 d., 500 n. | 385 |
| KSAL | Salina, Kans. | 1500 | 250 d., 100 n. | |
| | | C.P. 1120 | 1000 d., 500 n. | 385 |
| KSAM | Huntsville, Tex. | 1500 | 250 | 531 |
| KSAN | San Francisco, Calif. | 1420 | 250 | 327 |
| KSCJ | Sioux City, Ia. | 1330 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 381 |
| KSD | St. Louis, Mo. | 550 | 5000 d., 1000 n. | 429 |
| KSEI | Pocatello, Idaho | 900 | 1000 d., 250 n. | 359 |
| KSFO | San Francisco, Calif. | 560 | 5000 d., 1000 n. | 328 |
| KSL | Salt Lake City, Utah | 1130 | 50000 | 539 |
| KSLM | Salem, Ore. | 1370 | 1000 d., 500 n. | 495 |
| KSO | Des Moines, Iowa | 1430 | 5000 d., 1000 n. | 378 |
| KSOO | Sioux Falls, S. Dak. | 1110 | 5000 | 517 |
| KSRO | Santa Rosa, Calif. | 1310 | 250 | 329 |
| KSTP | St. Paul, Minn. | 1460 | 25000 d., 10000 n. | |
| | | | C.P. 50000 | 422 |
| KSUB | Cedar City, Utah | 1310 | 100 | 537 |
| KSUN | Lowell, Ariz. | 1200 | 250 | 313 |
| KTAR | Phoenix, Ariz. | 620 | 1000 | 313 |
| KTBC | Austin, Tex. | 1120 | 1000 | 526 |
| KTBS | Shreveport, La. | 1450 | 1000 | 394 |
| KTEM | Temple, Tex. | 1370 | 250 | 535 |
| KTFI | Twin Falls, Idaho | 1240 | 1000 | 359 |
| KTHS | Hot Springs National Park, Ark. | 1040 | 10000 | 315 |
| KTKC | Visalia, Calif. | 890 | 1000 | 330 |
| KTMS | Santa Barbara, Calif. | 1220 | 500 | 320 |
| KTOH | Lihue, Hawaii | C.P. 1500 | 250 d., 100 n. | 563 |
| KTOK | Oklahoma City, Okla. | 1370 | 250 | 488 |
| KTRB | Modesto, Calif. | 740 | 250 | 324 |
| KTRH | Houston, Tex. | 1290 | 5000 d., 1000 n. | 530 |
| KTRI | Sioux City, Ia. | 1420 | 250 | 381 |
| KTSA | San Antonio, Tex. | 550 | 5000 d., 1000 n. | 535 |
| KTSM | El Paso, Tex. | 1310 | 250 | 529 |
| KTSW | Emporia, Kans. | 1370 | 250 | 383 |
| KTUC | Tucson, Ariz. | 1370 | 250 | 314 |
| KTUL | Tulsa, Okla. | 1400 | 5000 | 491 |
| KTW | Seattle, Wash. | 1220 | 1000 | 550 |
| KUIN | Grants Pass, Ore. | C.P. 1310 | 100 | 492 |
| KUJ | Walla Walla, Wash. | 1370 | 100 | 552 |
| KUOA | Siloam Springs, Ark. | 1260 | 5000 | 317 |
| KUSD | Vermillion, S. Dak. | 890 | 500 | 517 |
| KUTA | Salt Lake City, Utah | 1500 | 100 | |
| | | | C.P. 250 | 540 |
| KVAK | Atchison, Kans. | 1420 | 100 | 382 |
| KVAN | Vancouver, Wash. | 880 | 250 | 552 |
| KVCV | Redding, Calif. | 1200 | 100 | |
| | | | C.P. 250 | 325 |
| KVEC | San Luis Obispo, Calif. | 1200 | 250 | 329 |
| KVFD | Fort Dodge, Ia. | C.P. 1370 | 250 d., 100 n. | 379 |
| KVGB | Great Bend, Kans. | 1370 | 100 | |
| | | | C.P. 250 | 383 |
| KVI | Tacoma, Wash. | 570 | 5000 d., 1000 n. | 551 |
| KVIC | Victoria, Texas | C.P. 1310 | 250 d., 100 n. | 536 |
| KVNU | Logan, Utah | 1200 | 100 | |
| | | | C.P. 250 | 537 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| KVOA | Tucson, Ariz. | 1260 | 1000 | 314 |
| KVOD | Denver, Colo. | 920 | 1000 | 333 |
| KVOE | Santa Ana, Calif. | 1500 | 100 | 329 |
| KVOL | Lafayette, La. | 1310 | 250 | 392 |
| KVOO | Tulsa, Okla. | 1140 | 25000 | 491 |
| KVOR | Colorado Springs, Colo. | 1270 | 1000 | 331 |
| KVOS | Bellingham, Wash. | 1200 | 250 | 547 |
| KVOX | Moorhead, Minn. | 1310 | 250 | 422 |
| KVRS | Rock Springs, Wyoming. | 1370 | 250 | 561 |
| KVSF | Santa Fe, N. M. | 1310 | 100 | 443 |
| KVSO | Ardmore, Okla. | 1210 | 250 d., 100 n. | 486 |
| KVWC | Vernon, Tex. | 1500 | 250 | 536 |
| KWAL | Wallace, Ida. | C.P. 1420 | 250 d., 100 n. | 359 |
| KWAT | Watertown, S. D. | C.P. 1210 | 250 | 518 |
| KWBD | Plainview, Tex. | C.P. 1200 | 100 | 533 |
| KWBG | Hutchinson, Kans. | 1420 | 100 | |
| | | | C.P. 250 | 383 |
| KWEW | Hobbs, New Mexico | 1500 | 100 | 413 |
| KWFC | Hot Springs, Ark. | C.P. 1310 | 250 d., 100 n. | 316 |
| KWFT | Wichita Falls, Tex. | 620 | 1000 d., 250 n. | 537 |
| KWG | Stockton, Calif. | 1200 | 100 | 330 |
| KWJB | Globe, Ariz. | 1210 | 250 d., 100 n. | 312 |
| KWJJ | Portland, Ore. | 1060 | 500 | |
| | | S.A. 1040 | | 495 |
| KWK | St. Louis, Mo. | 1350 | 5000 d., 1000 n. | 429 |
| KWKH | Shreveport, La. | 850 | 10000 | |
| | | S.A. 1100 | 50000 | 394 |
| KWLC | Decorah, Iowa | 1270 | 100 | 378 |
| KWLK | Longview, Wash. | 780 | 250 | 548 |
| KWNO | Winona, Minn. | 1200 | 250 | 423 |
| KWOC | Poplar Bluff, Mo. | 1310 | 100 | |
| | | | C.P. 250 | 428 |
| KWOS | Jefferson City, Mo. | 1310 | 250 | 426 |
| KWSC | Pullman, Wash. | 1220 | 5000 | 548 |
| KWTO | Springfield, Mo. | 560 | 5000 | 431 |
| KWYO | Sheridan, Wyoming | 1370 | 250 | 561 |
| KXA | Seattle, Wash. | 760 | 600 d., 250 n. | |
| | | | C.P. 1000 | 550 |
| KXL | Portland, Ore. | 1420 | 250 | 495 |
| KXO | El Centro, Calif. | 1500 | 100 | 318 |
| KXOK | St. Louis, Mo. | 1250 | 1000 | 130 |
| KXON | Sweetwater, Tex. | 1210 | 250 | 535 |
| KXRO | Aberdeen, Wash. | 1310 | 250 | 547 |
| KXYZ | Houston, Tex. | 1440 | 1000 | 531 |
| KYA | San Francisco, Calif. | 1230 | 5000 d., 1000 n. | 328 |
| KYCA | Prescott, Ariz. | C.P. 1500 | 250 d., 100 n. | 314 |
| KYOS | Merced, Calif. | 1040 | 250 | 323 |
| KYSM | Mankato, Minn. | 1500 | 250 | 420 |
| KYUM | Yuma, Ariz. | C.P. 1210 | 250 d., 100 n. | 314 |
| KYW | Philadelphia, Pa. | 1020 | 10000 | 501 |
| WAAB | Boston, Mass. | 1410 | 1000 | 401 |
| WAAF | Chicago, Ill. | 920 | 1000 | 361 |
| WAAT | Jersey City, N. J. | 910 | 500 | 140 |
| WABC | New York, N. Y. | 860 | 50000 | 449 |
| WABI | Bangor, Me. | 1200 | 250 | 395 |
| WABY | Albany, N. Y. | 1370 | 250 | 443 |
| WACO | Waco, Tex. | 1420 | 250 | 536 |
| WADC | Tallmadge, (Akron) Ohio | 1320 | 5000 d., 1000 n. | 473 |
| WAGA | Atlanta, Ga. | 1450 | 1000 d., 500 n. | 353 |
| WAGF | Dothan, Ala. | 1370 | 250 | 310 |
| WAGM | Presque Isle, Maine. | 1420 | 100 | 396 |
| WAIM | Anderson, S. C. | 1200 | 100 | 513 |
| WAIR | Winston-Salem, N. C. | 1250 | 250 | 470 |
| WAKR | Akron, Ohio | 1500 | 1000 | 473 |
| WALA | Mobile, Ala. | 1380 | 1000 d., 500 n. | |
| | | | C.P. 1000 | 310 |
| WAML | Laurel, Miss. | 1310 | 250 | 425 |
| WAOV | Vincennes, Ind. | C.P. 1420 | 100 | 376 |
| WAPI | Birmingham, Ala. | 1140 | 5000 | 309 |
| WAPO | Chattanooga, Tenn. | 1420 | 250 | |
| | | C.P. 1120 | 1000 d., 500 n. | 519 |
| WARD | Brooklyn, N. Y. | 1400 | 500 | 445 |
| WASH | Grand Rapids, Mich. | 1270 | 500 | 414 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| WATL | Atlanta, Ga. | 1370 | 250 | 354 |
| WATR | Waterbury, Conn. | 1290 | 250 | 340 |
| WATW | Ashland, Wisc. | C.P. 1370 | 100 | 556 |
| WAVE | Louisville, Ky. | 940 | 1000 | 389 |
| WAWZ | Zarephath, N. J. | 1350 | 1000 | 441 |
| WAYX | Waycross, Ga. | 1200 | 250 | 356 |
| WAZL | Hazleton, Pa. | 1420 | 100 | |
| | | | C.P. 250 | 499 |
| WBAA | West Lafayette, Ind. | 890 | 1000 d., 500 n. | 376 |
| WBAB | Atlantic City, N. J. | C.P. 1200 | 250 d., 100 n. | 430 |
| WBAL | Baltimore, Md. | 1060 | 10000 | 397 |
| WBAP | Fort Worth, Tex. | 800 | 50000 | 530 |
| WBAX | Wilkes-Barre, Pa. | 1210 | 100 | 511 |
| WBBC | Brooklyn, N. Y. | 1400 | 500 | 445 |
| WBBL | Richmond, Va. | 1210 | 100 | 545 |
| WBBM | Chicago, Ill. | 770 | 50000 | 361 |
| WBBR | Brooklyn, N. Y. | 1300 | 1000 | 445 |
| WBBZ | Ponca City, Okla. | 1200 | 250 | 489 |
| WBCM | Bay City, Mich. | 1410 | 1000 d., 500 n. | 411 |
| WBEN | Buffalo, N. Y. | 900 | 5000 d., 1000 n. | 446 |
| WBHP | Huntsville, Ala. | 1200 | 100 | 310 |
| WBIG | Greensboro, N. C. | 1440 | 5000 d., 1000 n. | 467 |
| WBLK | Clarksburg, W. Va. | 1370 | 250 | 554 |
| WBNS | Columbus, Ohio | 1430 | 5000 d., 1000 n. | 481 |
| WBNX | New York, N. Y. | 1350 | 1000 | |
| | | | C.P. 5000 d. | 451 |
| WBNY | Buffalo, N. Y. | 1370 | 250 | 446 |
| WBOW | Terre Haute, Ind. | 1310 | 250 d., 100 n. | |
| | | C.P. 1200 | 250 | 376 |
| WBRB | Red Bank, N. J. | 1210 | 100 | 441 |
| WBRC | Birmingham, Ala. | 930 | 5000 d., 1000 n. | 309 |
| WBRE | Wilkes-Barre, Pa. | 1310 | 250 | 511 |
| WBRK | Pittsfield, Mass. | 1310 | 250 | 409 |
| WBRY | Waterbury, Conn. | 1530 | 1000 | 340 |
| WBT | Charlotte, N. C. | 1080 | 50000 | 465 |
| WBTH | Williamson, W. Va. | 1370 | 250 | 555 |
| WBTM | Danville, Va. | 1370 | 250 d., 100 n. | 541 |
| WBZ | Boston, Mass. | 990 | 50000 | 401 |
| WBZA | Boston, Mass. | 990 | 1000 | 401 |
| WCAD | Canton, N. Y. | 1220 | 500 | 447 |
| WCAE | Pittsburgh, Pa. | 1220 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 507 |
| WCAL | Northfield, Minn. | 760 | 5000 | 422 |
| WCAM | Camden, N. J. | 1280 | 500 | 439 |
| WCAO | Baltimore, Md. | 600 | 1000 d., 500 n. | 398 |
| WCAP | Asbury Park, N. J. | 1280 | 500 | 439 |
| WCAR | Pontiac, Mich. | C.P. 1100 | 1000 d. | 417 |
| WCAT | Rapid City, S. Dak. | 1200 | 100 | 517 |
| WCAU | Philadelphia, Pa. | 1170 | 50000 | 503 |
| WCAX | Burlington, Vt. | 1200 | 250 | 540 |
| WCAZ | Carthage, Ill. | 1070 | 100 | 361 |
| WCBA | Allentown, Pa. | 1440 | 500 | 497 |
| WCBD | Chicago, Ill. | 1080 | 5000 | 363 |
| WCBM | Baltimore, Md. | 1370 | 250 | 398 |
| WCBS | Springfield, Ill. | 1420 | 250 | 371 |
| WCCO | Minneapolis, Minn. | 810 | 50000 | 420 |
| WCFL | Chicago, Ill. | 970 | 5000 | 363 |
| WCHS | Charleston, W. Va. | 580 | 5000 d., 500 n. | 553 |
| WCHV | Charlottesville, Va. | 1420 | 250 | 541 |
| WCKY | Cincinnati, Ohio | 1490 | 50000 | 475 |
| WCLE | Cleveland, Ohio | 610 | 500 | 479 |
| WCLO | Janesville, Wisc. | 1200 | 250 | 556 |
| WCLS | Joliet, Ill. | 1310 | 100 | 369 |
| WCMI | Ashland, Ky. | 1310 | 250 | 387 |
| WCNC | Elizabeth City, N. C. | 1370 | 250 | 466 |
| WCNW | Brooklyn, N. Y. | 1500 | 250 d., 100 n. | 445 |
| WCOA | Pensacola, Florida | 1340 | 1000 d., 500 n. | 347 |
| WCOC | Meridian, Miss. | 880 | 1000 | 425 |
| WCOL | Columbus, Ohio | 1210 | 100 | 481 |
| WCOP | Boston, Mass. | 1120 | 500 | 403 |
| WCOS | Columbia, S. C. | 1370 | 250 | 514 |
| WCOU | Lewiston, Me. | 1210 | 250 | 395 |
| WCOV | Montgomery, Ala. | 1210 | 100 | 311 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| WCPO | Cincinnati, Ohio | 1200 | 250 | 475 |
| WCRW | Chicago, Ill. | 1210 | 100 | 363 |
| WCSC | Charleston, S. C. | 1360 | 1000 d., 500 n. | 513 |
| WCSH | Portland, Maine | 940 | 2500 d., 1000 n. | 396 |
| WDAE | Tampa, Florida | 1220 | 5000 d., 1000 n. C.P. 5000 | 351 |
| WDAF | Kansas City, Mo. | 610 | 5000 | 128 |
| WDAH | El Paso, Texas. | 1310 | 250 | 520 |
| WDAN | Danville, Ill. | 1500 | 250 | 368 |
| WDAS | Philadelphia, Pa. | 1370 | 250 | 503 |
| WDAY | Fargo, N. Dak. | 940 | 5000 d., 1000 n. | 471 |
| WDBJ | Roanoke, Va. | 930 | 5000 d., 1000 n. | 546 |
| WDBO | Orlando, Fla. | 580 | 5000 d., 1000 n. | 347 |
| WDEL | Wilmington, Delaware | 1120 | 1000 d., 250 n. | 341 |
| WDEV | Waterbury, Vt. | 550 | 1000 | 541 |
| WDGY | Minneapolis, Minn. | 1180 | 5000 d., 1000 n. | 421 |
| WDMJ | Marquette, Mich. | 1310 | 250 | 416 |
| WDLP | Panama City, Fla. | C.P. 1200 | 250 d., 100 n. | 347 |
| WDNC | Durham, N. C. | 1500 | 250 | 466 |
| WDOD | Chattanooga, Tenn. | 1280 | 5000 d., 1000 n. | 519 |
| WDRC | Hartford, Conn. | 1330 | 5000 d., 1000 n. C.P. 5000 | 339 |
| WDSM | Superior, Wisc. | 1200 | 100 | 560 |
| WDSU | New Orleans, La. | 1250 | 1000 | 392 |
| WDWS | Champaign, Ill. | 1370 | 250 | 361 |
| WDZ | Tuscola, Ill. | 1020 | 1000 | 371 |
| WEAF | New York, N. Y. | 660 | 50000 | 451 |
| WEAN | Providence, R. I. | 780 | 5000 d., 1000 n. | 512 |
| WEAU | Eau Claire, Wisc. | 1050 | 5000 d., 1000 n. | 556 |
| WEBC | Duluth, Minn. | 1290 | 5000 d., 1000 n. | 420 |
| WEBQ | Harrisburg, Ill. | 1210 | 250 | 369 |
| WEBR | Buffalo, N. Y. | 1310 | 250 | 447 |
| WEDC | Chicago, Ill. | 1210 | 250 | 363 |
| WEED | Rocky Mount, N. C. | 1420 | 250 | 169 |
| WEEI | Boston, Mass. | 590 | 5000 d., 1000 n. C.P. 5000 | 403 |
| WEEU | Reading, Pa. | 830 | 1000 | 509 |
| WELI | New Haven, Conn. | 930 | 500 d., 250 n. | 339 |
| WELL | Battle Creek, Mich. | 1420 | 100 | 411 |
| WEMP | Milwaukee, Wisc. | 1310 | 250 | 558 |
| WENR | Chicago, Ill. | 870 | 50000 | 363 |
| WENY | Elmira, N. Y. | 1200 | 250 | 448 |
| WEOA | Evansville, Ind. | 1370 | 250 | 372 |
| WESG | Elmira, N. Y. | 850 | 1000 | 448 |
| WEST | Easton, Pa. | 1200 | 250 | 497 |
| WESX | Salem, Mass. | 1200 | 100 | 409 |
| WEVD | New York, N. Y. | 1300 | 1000 | 451 |
| WEW | St. Louis, Mo. | 760 | 1000 | 430 |
| WEXL | Royal Oak, Mich. | 1310 | 50 | 417 |
| WFAA | Dallas, Tex. | 800 | 50000 | 528 |
| WFAM | South Bend, Ind. | 1200 | 100 | 376 |
| WFAS | White Plains, N. Y. | 1210 | 100 | 463 |
| WFBC | Greenville, S. C. | 1300 | 5000 d., 1000 n. C.P. 5000 | 515 |
| WFBG | Altoona, Pa. | 1310 | 100 | 197 |
| WFBL | Syracuse, N. Y. | 1360 | 5000 d., 1000 n. | 461 |
| WFBM | Indianapolis, Ind. | 1230 | 5000 d., 1000 n. | 374 |
| WFBR | Baltimore, Md. | 1270 | 5000 d., 1000 n. | 398 |
| WFDF | Flint, Mich. | 1310 | 100 | 414 |
| WFEA | Manchester, N. H. | 1340 | 1000 d., 500 n. | 438 |
| WFJG | Sumter, S. C. | C.P. 1310 | 250 d., 100 n. | 516 |
| WFIL | Philadelphia, Pa. | 560 | 1000 | 505 |
| WFLA | Tampa, Fla. | 620 | 5000 d., 1000 n. | 351 |
| WFMD | Frederick, Md. | 900 | 500 | 399 |
| WFMJ | Youngstown, Ohio | 1420 | 100 C.P. 250 | 485 |
| WFNC | Fayetteville, N. C. | C.P. 1340 | 250 | 466 |
| WFOR | Hattiesburg, Miss. | 1370 | 100 C.P. 250 d. | 424 |
| WFOY | St. Augustine, Fla. | 1210 | 250 | 349 |
| WFTC | Kinston, N. C. | 1200 | 250 | 468 |
| WFTL | Fort Lauderdale, Fla. | 1370 | 250 d., 100 n. | 343 |
| WFTM | Fort Myers, Fla. | C.P. 1210 | 250 | 344 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| WFVA | Fredericksburg, Va. | 1260 | 250 | 542 |
| WGAL | Lancaster, Pa. | 1500 | 250 | 501 |
| WGAN | Portland, Me. | 640 | 500 | 396 |
| WGAR | Cleveland, Ohio | 1450 | 5000 d., 1000 n. | 479 |
| WGAU | Athens, Ga. | 1310 | 250 | 353 |
| WGBB | Freeport, N. Y. | 1210 | 100 | 448 |
| WGBF | Evansville, Ind. | 630 | 1000 d., 500 n. | 373 |
| WGBI | Scranton, Pa. | 880 | 1000 d., 500 n. | 510 |
| WGBR | Goldsboro, N. C. | 1370 | 250 | 466 |
| WGCM | Gulfport, Miss. | 1210 | 250 d., 100 n. | 424 |
| WGES | Chicago, Ill. | 1360 | 1000 d., Sun. 500 n. | 365 |
| WGH | Newport News, Va. | 1310 | 250 | 542 |
| WGIL | Galesburg, Ill. | 1500 | 250 | 369 |
| WGKV | Charleston, W. Va. | 1500 | 100 | 553 |
| WGL | Fort Wayne, Ind. | 1370 | 250 | 373 |
| WGN | Chicago, Ill. | 720 | 50000 | 365 |
| WGNC | Gastonia, N. C. | 1420 | 250 | 466 |
| WGNY | Newburgh, N. Y. | 1220 | 250 | 449 |
| WGPC | Albany, Ga. | 1420 | 100 | 353 |
| WGR | Buffalo, N. Y. | 550 | 5000 d., 1000 n. | 447 |
| WGRC | New Albany, Ind. | 1370 | 250 | 375 |
| WGRM | Grenada, Miss. | 1210 | 250 | 424 |
| WGST | Atlanta, Ga. | 890 | 5000 d., 1000 n. | 354 |
| WGTC | Greenville, N. C. | C.P. 1500 | 250 | 467 |
| WGTM | Wilson, N. C. | 1310 | 100 | |
| | | | C.P. 250 | 469 |
| WGY | Schenectady, N. Y. | 790 | 50000 | 460 |
| WHA | Madison, Wisc. | 940 | 5000 | 557 |
| WHAI | Greenfield, Mass. | 1210 | 250 | 405 |
| WHAL | Saginaw, Mich. | C.P. 950 | 500 | 417 |
| WHAM | Rochester, N. Y. | 1150 | 50000 | 459 |
| WHAS | Louisville, Ky. | 820 | 50000 | 391 |
| WHAT | Philadelphia, Pa. | 1310 | 100 | 503 |
| WHAZ | Troy, N. Y. | 1300 | 1000 | 462 |
| WHB | Kansas City, Mo. | 860 | 1000 | 428 |
| WHBB | Selma, Ala. | 1500 | 100 | 312 |
| WHBC | Canton, Ohio | 1200 | 250 | 475 |
| WHBF | Rock Island, Ill. | 1240 | 1000 | 370 |
| WHBI | Newark, N. J. | 1250 | 2500 d., 1000 n. | 441 |
| WHBL | Sheboygan, Wisc. | 1300 | 1000 d., 250 n. | 560 |
| WHBQ | Memphis, Tenn. | 1370 | 100 | 520 |
| WHBU | Anderson, Ind. | 1210 | 250 d., 100 n. | 372 |
| WHBY | Appleton, Wisc. | 1200 | 250 | 555 |
| WHDF | Calumet, Mich. | 1370 | 250 | 411 |
| WHDH | Boston, Mass. | 830 | 1000 | 401 |
| WHDL | Olean, N. Y. | 1400 | 250 | 457 |
| WHEB | Portsmouth, N. H. | 740 | 250 | 438 |
| WHEC | Rochester, N. Y. | 1430 | 1000 d., 500 n. | 460 |
| WHFC | Cicero, Ill. | 1420 | 250 | 368 |
| WHIO | Dayton, Ohio | 1260 | 5000 d., 1000 n. | 483 |
| WHIP | Hammond, Ind. | 1480 | 5000 | 374 |
| WHIS | Bluefield, W. Va. | 1410 | 1000 d., 500 n. | 553 |
| WHIZ | Zanesville, Ohio | 1210 | 100 | |
| | | | C.P. 250 | 486 |
| WHJB | Greensburg, Pa. | 620 | 250 | 498 |
| WHK | Cleveland, Ohio | 1390 | 5000 d., 1000 n. | 481 |
| WHKC | Columbus, Ohio | 640 | 500 | 482 |
| WHKY | Hickory, N. C. | C.P. 1370 | 250 | 467 |
| WHLB | Virginia, Minn. | 1370 | 250 | 423 |
| WHLD | Niagara Falls, N. Y. | C.P. 1260 | 1000 | 456 |
| WHLS | Port Huron, Mich. | 1370 | 250 | 417 |
| WHMA | Anniston, Ala. | 1420 | 100 | |
| | | | C.P. 250 | 309 |
| WHN | New York, N. Y. | 1010 | 5000 d., 1000 n. | 451 |
| WHO | Des Moines, Ia. | 1000 | 50000 | 378 |
| WHOM | Jersey City, N. J. | 1450 | 250 | 440 |
| WHOP | Hopkinsville, Ky. | C.P. 1200 | 250 | 389 |
| WHP | Harrisburg, Pa. | 1430 | 5000 d., 1000 n. | 499 |
| WHTR | Spartanburg, S. C. | C.P. 1370 | 250 d., 100 n. | 515 |
| WHUB | Cookeville, Tenn. | C.P. 1370 | 250 | 519 |
| WIBA | Madison, Wisc. | 1280 | 5000 d., 1000 n. | 557 |
| WIBC | Indianapolis, Ind. | 1050 | 1000 | 374 |
| WIBG | Glenside, Pa. | 970 | 100 | 498 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| WIBM | Jackson, Mich. | 1370 | 250 | 415 |
| WIBU | Poynette, Wisc. | 1210 | 250 | 559 |
| WIBW | Topeka, Kans. | 580 | 5000 d., 1000 n. | 387 |
| WIBX | Utica, N. Y. | 1200 | 250 | 463 |
| WICA | Ashtabula, Ohio | 940 | 250 | |
| | | | C.P. 500 | 474 |
| WICC | Bridgeport, Conn. | 600 | 1000 d., 500 n. | 337 |
| WIL | St. Louis, Mo. | 1200 | 250 | 430 |
| WILL | Urbana, Ill. | 580 | 5000 | 371 |
| WILM | Wilmington, Del. | 1120 | 100 | |
| | | | C.P. 250 | 341 |
| WIND | Gary, Ind. | 560 | 5000 d., 1000 n. | 373 |
| WING | Dayton, Ohio | 1380 | 500 d., 250 n. | 483 |
| WINN | Louisville, Ky. | C.P. 1210 | 250 d., 100 n. | 389 |
| WINS | New York, N. Y. | 1180 | 1000 | 453 |
| WIOD-WMBF | Miami, Fla. | 610 | 1000 | 346 |
| WIP | Philadelphia, Pa. | 610 | 1000 | |
| | | | C.P. 5000 | 505 |
| WIRE | Indianapolis, Ind. | 1400 | 5000 | 375 |
| WIS | Columbia, S. C. | 560 | 5000 d., 1000 n. | 515 |
| WISE | Asheville, N. C. | 1370 | 250 | 465 |
| WISN | Milwaukee, Wisc. | 1120 | 1000 d., 250 n. | 558 |
| WJAC | Johnstown, Pa. | 1310 | 250 | 501 |
| WJAG | Norfolk, Nebr. | 1060 | 1000 | 435 |
| WJAR | Providence, R. I. | 890 | 5000 d., 1000 n. | 512 |
| WJAS | Pittsburgh, Pa. | 1290 | 5000 d., 1000 n. | 507 |
| WJAX | Jacksonville, Fla. | 900 | 5000 d., 1000 n. | 344 |
| WJBC | Bloomington, Ill. | 1200 | 250 | 361 |
| WJBK | Detroit, Mich. | 1500 | 250 | 413 |
| WJBO | Baton Rouge, La. | 1120 | 500 | |
| | | | C.P. 1000 | 392 |
| WJBW | New Orleans, La. | 1200 | 100 | 393 |
| WJBY | Gadsden, Ala. | 1210 | 250 | 310 |
| WJDX | Jackson, Miss. | 1270 | 5000 d., 1000 n. | 121 |
| WJEJ | Hagerstown, Md. | 1210 | 100 | 400 |
| WJHL | Johnson City, Tenn. | 1200 | 250 | 520 |
| WJHP | Jacksonville, Fla. | C.P. 1290 | 250 | 344 |
| WJIM | Lansing, Mich. | 1210 | 250 | 415 |
| WJJD | Chicago, Ill. | 1130 | 20000 | 367 |
| WJLS | Beckley, W. Va. | 1210 | 250 | 553 |
| WJMC | Rice Lake, Wisc. | 1210 | 250 | 559 |
| WJMS | Ironwood, Mich. | 1420 | 250 | 415 |
| WJNO | West Palm Beach, Fla. | 1200 | 250 | 351 |
| WJPF | Herrin, Ill. | C.P. 1310 | 250 d., 100 n. | 369 |
| WJPR | Greenville, Miss. | 1310 | 250 | 424 |
| WJR | Detroit, Mich. | 750 | 50000 | 413 |
| WJRD | Tuscaloosa, Ala. | 1200 | 250 | 312 |
| WJSV | Washington, D. C. | 1460 | 50000 | 342 |
| WJTN | Jamestown, N. Y. | 1210 | 250 | 448 |
| WJW | Akron, Ohio | 1210 | 250 | 474 |
| WJZ | New York, N. Y. | 760 | 50000 | 453 |
| WKAQ | San Juan, Puerto Rico | 1240 | 1000 | 564 |
| WKAR | East Lansing, Mich. | 850 | 1000 | |
| | | | C.P. 5000 | 414 |
| WKAT | Miami Beach, Fla. | 1500 | 250 | 345 |
| WKBB | Dubuque, Ia. | 1500 | 250 | 379 |
| WKBH | La Crosse, Wisc. | 1380 | 1000 | 557 |
| WKBN | Youngstown, Ohio | 570 | 1000 d., 500 n. | 485 |
| WKBO | Harrisburg, Pa. | 1200 | 250 d., 100 n. | 199 |
| WKBV | Richmond, Ind. | 1500 | 100 | 375 |
| WKBW | Buffalo, N. Y. | 1480 | 5000 | 447 |
| WKBZ | Muskegon, Mich. | 1500 | 250 | 416 |
| WKEU | Griffin, Ga. | 1500 | 100 | 355 |
| WKIP | Poughkeepsie, N. Y. | C.P. 1420 | 250 | 457 |
| WKNE | Keene, N. H. | 1260 | 1000 | 438 |
| WKNY | Kingston, N. Y. | C.P. 1500 | 100 | 449 |
| WKOK | Sunbury, Pa. | 1210 | 100 | 510 |
| WKRC | Cincinnati, Ohio | 550 | 5000 d., 1000 n. | 476 |
| WKST | New Castle, Pa. | 1250 | 1000 | 501 |
| WKY | Oklahoma City, Okla. | 900 | 5000 d., 1000 n. | 488 |
| WKZO | Kalamazoo, Mich. | 590 | 1000 | 415 |
| WLAC | Nashville, Tenn. | 1470 | 5000 | 521 |
| WLAK | Lakeland, Fla. | 1310 | 250 | 345 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| WLAP | Lexington, Ky. | 1420 | 250 d., 100 n. | 389 |
| WLAW | Lawrence, Mass. | 680 | 1000 | 407 |
| WLB | Minneapolis, Minn. | 760 | 5000 | 421 |
| WLBC | Muncie, Ind. | 1310 | 250 | 375 |
| WLBJ | Bowling Green, Ky. | C.P. 1310 | 250 | 389 |
| WLBL | Stevens Point, Wisc. | 900 | 5000 | 560 |
| WLBZ | Bangor, Me. | 620 | 1000 d., 500 n. | 395 |
| WLEU | Erie, Pa. | 1420 | 250 d., 100 n. | 497 |
| WLLH | Lowell, Mass. | 1370 | 250 | 407 |
| WLNH | Laconia, N. H. | 1310 | 250 | 437 |
| WLOK | Lima, Ohio | 1210 | 100 | 483 |
| WLPM | Suffolk, Va. | C.P. 1420 | 250 d., 100 n. | 547 |
| WLS | Chicago, Ill. | 870 | 50000 | 367 |
| WLTH | Brooklyn, N. Y. | 1400 | 500 | 453 |
| WLVA | Lynchburg, Va. | 1200 | 250 | 542 |
| WLW | Cincinnati, Ohio | 700 | 50000 | 476 |
| WMAL | Washington, D. C. | 630 | 500 d., 250 n. | |
| | | | C.P. 5000 | 342 |
| WMAM | Marinette, Wisc. | 570 | 250 | 558 |
| WMAN | Mansfield, Ohio | 1370 | 250 | 483 |
| WMAQ | Chicago, Ill. | 670 | 50000 | 367 |
| WMAS | Springfield, Mass. | 1420 | 250 | 410 |
| WMAZ | Macon, Ga. | 1180 | 5000 d., 1000 n. | 355 |
| WMBC | Detroit, Mich. | 1420 | 250 | 413 |
| WMBD | Peoria, Ill. | 1440 | 5000 d., 1000 n. | 370 |
| WMBF-WIOD | Miami, Fla. (See WIOD, Page 346) | | | |
| WMBG | Richmond, Va. | 1350 | 500 | |
| | | | C.P. 5000 d., 1000 n. | 546 |
| WMBH | Joplin, Mo. | 1420 | 250 | 426 |
| WMBI | Chicago, Ill. | 1080 | 5000 | 368 |
| WMBO | Auburn, N. Y. | 1310 | 250 | 444 |
| WMBR | Jacksonville, Fla. | 1370 | 250 | 345 |
| WMBS | Uniontown, Pa. | 1420 | 250 | 511 |
| WMC | Memphis, Tenn. | 780 | 5000 d., 1000 n. | 521 |
| WMCA | New York, N. Y. | 570 | 1000 | 453 |
| WMEX | Boston, Mass. | 1500 | 250 | |
| | | C.P. 1470 | 5000 | 401 |
| WMFD | Wilmington, N. C. | 1370 | 100 | |
| | | | C.P. 250 d. | 469 |
| WMFF | Plattsburg, N. Y. | 1310 | 250 | 457 |
| WMFG | Hibbing, Minn. | 1210 | 250 | 420 |
| WMFJ | Daytona Beach, Fla. | 1420 | 100 | |
| | | | C.P. 250 | 343 |
| WMFR | High Point, N. C. | 1200 | 250 | 467 |
| WMGA | Moultrie, Ga. | 1370 | 250 | 355 |
| WMIN | St. Paul, Minn. | 1370 | 250 | 423 |
| WMJM | Cordele, Ga. | C.P. 1500 | 250 d., 100 n. | 355 |
| WMMN | Fairmont, W. Va. | 890 | 5000 d., 1000 n. | 554 |
| WMOB | Mobile, Ala. | 1200 | 100 | 311 |
| WMOG | Brunswick, Ga. | C.P. 1500 | 250 d., 100 n. | 354 |
| WMPC | Lapeer, Mich. | 1200 | 250 | 415 |
| WMPS | Memphis, Tenn. | 1430 | 1000 d., 500 n. | 521 |
| WMRO | Aurora, Ill. | 1250 | 250 | 359 |
| WMSD | Muscle Shoals City, Ala. | 1420 | 100 | |
| | | | C.P. 250 | 311 |
| WMSL | Decatur, Ala. | 1370 | 100 | 310 |
| WMT | Cedar Rapids, Ia. | 600 | 5000 d., 1000 n. | 377 |
| WNAC | Boston, Mass. | 1230 | 5000 d., 1000 n. | 403 |
| WNAD | Norman, Okla. | 1010 | 1000 | 487 |
| WNAX | Yankton, S. D. | 570 | 5000 d., 1000 n. | 518 |
| WNBC | New Britain, Conn. | 1380 | 1000 | 339 |
| WNBF | Binghamton, N. Y. | 1500 | 250 | 444 |
| WNBH | New Bedford, Mass. | 1310 | 250 d., 100 n. | |
| | | | C.P. 250 | 409 |
| WNBX | Springfield, Vt. (See WKNE, Keene, N. H.) | | | |
| WNBZ | Saranac Lake, N. Y. | 1290 | 100 | 460 |
| WNEL | San Juan, Puerto Rico | 1290 | 2500 d., 1000 n. | 564 |
| WNEW | New York, N. Y. | 1250 | 5000 d., 1000 n. | 453 |
| WNLC | New London, Conn. | 1500 | 100 | 340 |
| WNOE | New Orleans, La. | 1420 | 250 | 393 |
| WNOX | Knoxville, Tenn. | 1010 | 5000 d., 1000 n. | 520 |
| WNYC | New York, N. Y. | 810 | 1000 | 455 |
| WOAI | San Antonio, Tex. | 1190 | 50000 | 534 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| WOC | Davenport, Ia. | 1370 | 250 | 377 |
| WOCB | Hyannis, Mass. | C.P. 1210 | 250 | 405 |
| WOI | Ames, Ia. | 640 | 5000 | 377 |
| WOKO | Albany, N. Y. | 1430 | 1000 d., 500 n. | 444 |
| WOL | Washington, D. C. | 1230 | 1000 | 343 |
| WOLF | Syracuse, N. Y. | C.P. 1500 | 100 | 426 |
| WOLS | Florence, S. C. | 1200 | 250 | 515 |
| WOMI | Owensboro, Ky. | 1500 | 250 | 391 |
| WOMT | Manitowoc, Wisc. | 1210 | 100 | 557 |
| WOOD | Grand Rapids, Mich. | 1270 | 500 | 414 |
| WOPI | Bristol, Tenn. | 1500 | 250 | 519 |
| WOR | Newark, N. J. | 710 | 50000 | 441 |
| WORC | Worcester, Mass. | 1280 | 500 | 410 |
| WORK | York, Pa. | 1320 | 1000 | 512 |
| WORL | Boston, Mass. | 920 | 500 | 405 |
| WOSU | Columbus, Ohio | 570 | 1000 | 482 |
| WOV | New York, N. Y. | 1130 | 5000 | 455 |
| WOW | Omaha, Nebr. | 590 | 5000 | 436 |
| WOWO | Fort Wayne, Ind. | 1160 | 10000 | 373 |
| WPAD | Paducah, Ky. | 1420 | 250 | 391 |
| WPAR | Parkersburg, W. Va. | 1420 | 100 | 554 |
| WPAX | Thomasville, Ga. | 1210 | 250 | 356 |
| WPAY | Portsmouth, Ohio | 1370 | 100 | 483 |
| WPEN | Philadelphia, Pa. | 920 | 1000 | 505 |
| WPIC | Sharon, Pa. | 780 | 250 | 510 |
| WPID | Petersburg, Va. | 1210 | 250 d., 100 n. | 513 |
| WPRA | Mayaguez, Puerto Rico | 1370 | 250 d., 100 n. | |
| | | C.P. 780 | 2500 d., 1000 n. | 564 |
| WPRO | Providence, R. I. | 630 | 1000 d., 500 n. | |
| | | | C.P. 5000 | 513 |
| WPRP | Ponce, Puerto Rico | 1420 | 250 | 564 |
| WPTF | Raleigh, N. C. | 680 | 5000 | 468 |
| WQAM | Miami, Fla. | 560 | 1000 | 345 |
| WQAN | Scranton, Pa. | 880 | 1000 d , 500 n. | 510 |
| WQBC | Vicksburg, Miss. | 1360 | 1000 | 125 |
| WQDM | St. Albans, Vt. | 1390 | 1000 | 540 |
| WQXR | New York, N. Y. | 1550 | 1000 | |
| | | | C.P. 5000 | 156 |
| WRAK | Williamsport, Pa. | 1370 | 250 | 511 |
| WRAL | Raleigh, N. C. | 1210 | 250 | 469 |
| WRAW | Reading, Pa. | 1310 | 100 | 510 |
| WRBL | Columbus, Ga. | 1200 | 250 | 354 |
| WRC | Washington, D. C. | 950 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 343 |
| WRDO | Augusta, Me. | 1370 | 100 | 394 |
| WRDW | Augusta, Ga. | 1500 | 250 | 354 |
| WREC | Memphis, Tenn. | 600 | 5000 d., 1000 n. | 523 |
| WREN | Lawrence, Kans. | 1220 | 5000 d., 1000 n. | 385 |
| WRGA | Rome, Ga. | 1500 | 250 | 355 |
| WRJN | Racine, Wisc. | 1370 | 250 | 559 |
| WRNL | Richmond, Va. | 880 | 500 | |
| | | | C.P. 1000 | 543 |
| WROK | Rockford, Ill. | 1410 | 1000 d., 500 n. | 370 |
| WROL | Knoxville, Tenn. | 1310 | 250 | 520 |
| WRR | Dallas, Tex. | 1280 | 500 | 528 |
| WRTD | Richmond, Va. | 1500 | 100 | 544 |
| WRUF | Gainesville, Fla. | 830 | 5000 | 344 |
| WRVA | Richmond, Va. | 1110 | 50000 | 545 |
| WSAI | Cincinnati, Ohio | 1330 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 129 |
| WSAJ | Grove City, Pa. | 1310 | 100 | 498 |
| WSAL | Salisbury, Md. | 1200 | 250 | 400 |
| WSAM | Saginaw, Mich. | C.P. 1200 | 250 d., 100 n. | 417 |
| WSAN | Allentown, Pa. | 1440 | 500 | 497 |
| WSAR | Fall River, Mass. | 1450 | 1000 | 405 |
| WSAU | Wausau, Wisc. | 1370 | 250 | 660 |
| WSAV | Savannah, Ga. | C.P. 1310 | 100 | 356 |
| WSAY | Rochester, N. Y. | 1210 | 250 | 459 |
| WSAZ | Huntington, W. Va. | 1190 | 1000 | 551 |
| WSB | Atlanta, Ga. | 740 | 50000 | 353 |
| WSBC | Chicago, Ill. | 1210 | 250 | 368 |
| WSBT | South Bend, Ind. | 1360 | 500 | 376 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| WSFA | Montgomery, Ala. | 1410 | 1000 d., 500 n. | 311 |
| WSGN | Birmingham, Ala. | 1310 | 250 d., 100 n. | 309 |
| WSIX | Nashville, Tenn. | 1210 | 250 | 523 |
| WSJS | Winston-Salem, N. C. | 1310 | 250 | 470 |
| WSKB | McComb, Miss. | 1200 | 100 | 425 |
| WSLB | Ogdensburg, N. Y. | C.P. 1370 | 250 | 456 |
| WSLI | Jackson, Miss. | 1420 | 250 | 425 |
| WSM | Nashville, Tenn. | 650 | 50000 | 523 |
| WSMB | New Orleans, La. | 1320 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 393 |
| WSNJ | Bridgeton, N. J. | 1210 | 250 | 439 |
| WSOC | Charlotte, N. C. | 1210 | 250 d., 100 n. | 465 |
| WSOO | Sault Ste. Marie, Mich. | C.P. 1200 | 250 d., 100 n. | 417 |
| WSOY | Decatur, Ill. | 1310 | 250 d., 100 n. | 368 |
| WSPA | Spartanburg, S. C. | 920 | 1000 | 515 |
| WSPB | Sarasota, Fla. | 1420 | 250 d., 100 n. | 349 |
| WSPD | Toledo, Ohio | 1340 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 485 |
| WSPR | Springfield, Mass. | 1140 | 500 | 410 |
| WSTP | Salisbury, N. C. | 1500 | 250 | 469 |
| WSUI | Iowa City, Ia. | 880 | 1000 d., 500 n. | |
| | | | C.P. 5000 d., 1000 n. | 379 |
| WSUN | St. Petersburg, Fla. | 620 | 5000 d., 1000 n. | 349 |
| WSVA | Harrisonburg, Va. | 550 | 500 | 542 |
| WSVS | Buffalo, N. Y. | 1370 | 50 | 447 |
| WSYB | Rutland, Vt. | 1500 | 250 | 540 |
| WSYR-WSYU | Syracuse, N. Y. | 570 | 1000 | 462 |
| WTAD | Quincy, Ill. | 900 | 1000 | 370 |
| WTAG | Worcester, Mass. | 580 | 1000 | |
| | | | C.P. 5000 d. | 410 |
| WTAL | Tallahassee, Fla. | 1310 | 250 d., 100 n. | 351 |
| WTAM | Cleveland, Ohio | 1070 | 50000 | 481 |
| WTAQ | Green Bay, Wisc. | 1330 | 5000 d., 1000 n. | |
| | | | C.P. 5000 | 556 |
| WTAR | Norfolk, Va. | 780 | 5000 d., 1000 n. | 543 |
| WTAW | College Station, Tex. | 1120 | 500 | 527 |
| WTAX | Springfield, Ill. | 1210 | 100 | 371 |
| WTBO | Cumberland, Md. | 800 | 250 | 399 |
| WTCN | Minneapolis, Minn. | 1250 | 5000 d., 1000 n. | 421 |
| WTEL | Philadelphia, Pa. | 1310 | 100 | 505 |
| WTHT | Hartford, Conn. | 1200 | 100 | |
| | | | C.P. 250 d. | 337 |
| WTIC | Hartford, Conn. | 1060 | 50000 | |
| | | S.A. 1040 | | 339 |
| WTJS | Jackson, Tenn. | 1310 | 250 | 520 |
| WTMA | Charleston, S. C. | 1210 | 250 | 514 |
| WTMC | Ocala, Fla. | 1500 | 100 | 346 |
| WTMJ | Milwaukee, Wisc. | 620 | 5000 d., 1000 n. | 559 |
| WTMV | East St. Louis, Ill. | 1500 | 250 | 369 |
| WTNJ | Trenton, N. J. | 1280 | 500 | 441 |
| WTOC | Savannah, Ga. | 1260 | 5000 d., 1000 n. | 356 |
| WTOL | Toledo, Ohio | 1200 | 100 | |
| | | | C.P. 250 | 485 |
| WTRC | Elkhart, Ind. | 1310 | 250 | 372 |
| WTRY | Troy, N. Y. | C.P. 950 | 1000 | 462 |
| WTSP | St. Petersburg, Fla. | 1370 | 250 | 349 |
| WVFW | Brooklyn, N. Y. | 1400 | 500 | 445 |
| WWAE | Hammond, Ind. | 1200 | 100 | 374 |
| WWJ | Detroit, Mich. | 920 | 5000 d., 1000 n. | 413 |
| WWL | New Orleans, La. | 850 | 50000 | 393 |
| WWNC | Asheville, N. C. | 570 | 1000 | 465 |
| WWRL | Woodside, N. Y. | 1500 | 250 d., 100 n. | 463 |
| WWSW | Pittsburgh, Pa. | 1500 | 250 | 507 |
| WWVA | Wheeling, W. Va. | 1160 | 5000 | 555 |
| WXYZ | Detroit, Mich. | 1240 | 5000 d., 1000 n. | 413 |
| Unassigned | Erie, Pa. | C.P. 1500 | 250 d., 100 n. | 498 |
| " | Logan, Utah | C.P. 1200 | 100 | 554 |
| " | Martinsville, Va. | C.P. 1420 | 250 d., 100 n. | 542 |
| " | Marysville, Calif. | C.P. 1420 | 100 | 323 |
| " | Minneapolis, Miss. | C.P. 1300 | 1000 | 421 |
| " | Opelika, Ala. | C.P. 1370 | 250 d., 100 n. | 312 |
| " | Phoenix, Ariz. | C.P. 1200 | 250 d., 100 n. | 313 |
| " | Scranton, Pa. | C.P. 1370 | 250 d., 100 n. | 510 |



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# STATIONS BY CITIES

## WITH MAJOR NETWORK AFFILIATIONS

*Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.*

| City and State | Call Letters | Major Network |
|---|---|---|
| Aberdeen, S. D. | KABR | |
| Aberdeen, Wash. | KXRO | M |
| Abilene, Kansas | KFBI | |
| Abilene, Texas | KRBC | M |
| Ada, Okla. | KADA | M |
| Akron, Ohio (Tallmadge) | WADC | C |
| | WAKR | |
| | WJW | |
| Alamosa, Colo. | KGIW | |
| Albany, Ga. | WGPC | |
| Albany, N. Y. | WABY | NB-M |
| | WOKO | C |
| Albert Lea, Minn. | KATE | |
| Albuquerque, N. M. | KGGM | C |
| | KOB | NB-NR |
| Alexandria, La. | KALB | |
| Allentown, Pa. | WCBA | |
| | WSAN | NB-NR |
| Altoona, Pa. | WFBG | NR |
| Amarillo, Texas | KFDA | |
| | KGNC | NB-NR |
| Ames, Iowa | WOI | |
| Anchorage, Alaska | KFQD | |
| Anderson, Ind. | WHBU | |
| Anderson, S. C. | WAIM | C |
| Anniston, Ala. | WHMA | |
| Appleton, Wisc. | WHBY | C |
| Ardmore, Okla. | KVSO | |
| Asbury Park, N. J. | WCAP | |
| Asheville, N. C. | WISE | NB |
| | WWNC | C |
| Ashland, Ky. | WCMI | M |
| Ashland, Wisc. | WATW | |
| Ashtabula, Ohio | WICA | |
| Astoria, Ore. | KAST | |
| Atchison, Kans. | KVAK | |
| Athens, Ga. | WGAU | |
| Atlanta, Ga. | WAGA | NB |
| | WATL | M |
| | WGST | C |
| | WSB | NR |
| Atlantic City, N. J. | WBAB | C |
| Auburn, N. Y. | WMBO | |
| Augusta, Ga. | WRDW | C |
| Augusta, Me. | WRDO | NB-NR-M |
| Aurora, Ill. | WMRO | |
| Austin, Texas | KNOW | M |
| | KTBC | |
| Baker, Ore. | KBKR | |
| Bakersfield, Calif. | KERN | NB |
| | KPMC | M |
| Baltimore, Md. | WBAL | NB-M |
| | WCAO | C |
| | WCBM | M |
| | WFBR | NR |
| Bangor, Me. | WABI | C |
| | WLBZ | NB-NR-M |
| Baton Rouge, La. | WJBO | NB |
| Battle Creek, Mich. | WELL | NB |
| Bay City, Mich. | WBCM | NB |
| Beaumont, Tex. | KFDM | NB |
| | KRIC | |
| Beckley, W. Va. | WJLS | |
| Bellingham, Wash. | KVOS | M |
| Bend, Ore. | KBND | |
| Berkeley, Calif. | KRE | |
| Beverly Hills, Calif. | KMPC | C |
| Big Spring, Tex. | KBST | M |
| Billings, Mont. | KGHL | NB-NR |
| Binghamton, N. Y. | WNBF | C-M |
| Birmingham, Ala. | WAPI | C |
| | WBRC | NR |
| | WSGN | NB |
| Bismarck, N. D. | KFYR | NB-NR |
| Bloomington, Ill. | WJBC | |
| Bluefield, W. Va. | WHIS | |
| Blytheville, Ark. | KLCN | |
| Boise, Ida. | KIDO | NB-NR |
| Boone, Iowa | KFGQ | |
| Boston, Mass. | WAAB | M |
| | WBZ | NB |
| | WBZA | NB |
| | WCOP | |
| | WEEI | C |
| | WHDH | |
| | WMEX | |
| | WNAC | NR |
| | WORL | |
| Bowling Green, Ky. | WLBJ | |
| Bozeman, Mont. | KRBM | |
| Brady, Texas | KNEL | |
| Bridgeport, Conn. | WICC | NB-M |
| Bridgeton, N. J. | WSNJ | |
| Bristol, Tenn. | WOPI | |
| Brookings, S. D. | KFDY | |



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| City and State | Call Letters | Major Network |
|---|---|---|
| Brooklyn, N. Y. | WARD | |
| | WBBC | |
| | WBBR | |
| | WCNW | |
| | WVFW | |
| Brownsville, Texas | KGFI | |
| Brunswick, Ga. | WMOG | |
| Buffalo, N. Y. | WBEN | NR |
| | WBNY | |
| | WEBR | NB |
| | WGR | C-M |
| | WKBW | C-M |
| | WSVS | |
| Burlington, Vt. | WCAX | C |
| Butte, Mont. | KGIR | NB-NR |
| Calumet, Mich. | WHDF | |
| Camden, N. J. | WCAM | |
| Canton, N. Y. | WCAD | |
| Canton, Ohio | WHBC | |
| Cape Girardeau, Mo. | KFVS | |
| Carlsbad, N. M. | KLAH | |
| Carthage, Ill. | WCAZ | |
| Casper, Wyoming | KDFN | |
| Cedar City, Utah | KSUB | |
| Cedar Rapids, Iowa | WMT | NB-M |
| Centralia-Chehalis, Wash. | KELA | M |
| Champaign, Ill. | WDWS | |
| Charleston, S. C. | WCSC | C |
| | WTMA | NB |
| Charleston, W. Va. | WCHS | C |
| | WGKV | NR-NB |
| Charlotte, N. C. | WBT | C |
| | WSOC | NB-NR-M |
| Charlottesville, Va. | WCHV | |
| Chattanooga, Tenn. | WAPO | NB-NR |
| | WDOD | C |
| Chicago, Ill | WAAF | |
| | WBBM | C |
| | WCBD | |
| | WCFL | NB-NR |
| | WCRW | |
| | WEDC | |
| | WENR | NB |
| | WGES | |
| | WGN | M |
| | WJJD | |
| | WLS | NB |
| | WMAQ | NR |
| | WMBI | |
| | WSBC | |
| Chico. Calif. | KHSL | M |
| Cicero, Ill. | WHFC | |
| Cincinnati, Ohio | WCKY | C |
| | WCPO | |
| | WKRC | M |
| | WLW | NB-NR |
| | WSAI | NB-NR |
| Clarksburg, W. Va. | WBLK | NR-NB |
| Clayton, Mo. | KFUO | |
| Cleveland, Ohio. | WCLE | M |
| | WGAR | C |
| | WHK | NB-M |
| | WTAM | NR |
| Clovis, N. M. | KICA | |
| Coffeyville, Kans. | KGGF | M |
| College Station, Tex. | WTAW | |
| Colorado Springs, Colo. | KVOR | C |
| Columbia, Mo. | KFRU | |
| Columbia, S. C. | WCOS | |
| | WIS | NB-NR |
| Columbus, Ga. | WRBL | C |
| Columbus, Ohio | WBNS | C |
| | WCOL | NB-NR |
| | WHKC | M |
| | WOSU | |
| Cookeville, Tenn. | WHUB | |
| Cordele, Ga. | WMJM | |
| Corpus Christi, Tex. | KRIS | NB-NR |
| Corsicana, Texas | KAND | |
| Corvallis, Ore. | KOAC | |
| Cumberland, Md. | WTBO | |
| Dallas, Tex. | KRLD | C |
| | WFAA | NR |
| | WRR | M |
| Danville, Ill. | WDAN | |
| Danville, Va. | WBTM | |
| Davenport, Iowa | WOC | C |
| Dayton, Ohio | WHIO | C |
| | WING | NR-NB |
| Daytona Beach, Fla. | WMFJ | |
| Decatur, Ala. | WMSL | |
| Decatur, Ill. | WJBL | |
| Decorah, Iowa | KGCA | |
| | KWLC | |
| Denton, Tex. | KDNT | |
| Denver, Colo. | KFEL | M |
| | KLZ | C |
| | KMYR | |
| | KOA | NR |
| | KPOF | |
| | KVOD | NB |
| Des Moines, Iowa | KRNT | C |
| | KSO | NB-M |
| | WHO | NR |
| Detroit, Mich. | WJBK | |
| | WJR | C |
| | WMBC | |
| | WWJ | NR |
| | WXYZ | NB |
| Devils Lake, N. D. | KDLR | |
| Dodge City, Kans. | KGNO | |
| Dotham, Ala. | WAGF | |
| Dublin, Texas | KFPL | |
| Dubuque, Ia. | KDTH | |
| | WKBB | C |
| Duluth, Minn. | KDAL | C |
| | WEBC | NB-NR-M |
| Durango, Colo. | KIUP | |
| Durham, N. C. | WDNC | C |
| East Lansing, Mich. | WKAR | |
| East St. Louis, Ill. | WTMV | |
| Easton, Pa. | WEST | |
| Eau Claire, Wis. | WEAU | |
| El Centro, Calif. | KXO | M |
| El Dorado, Ark. | KELD | |
| Elizabeth City, N. C. | WCNC | |
| Elk City, Okla. | KASA | |
| Elkhart, Ind. | WTRC | |



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| City and State | Call Letters | Major Network |
|---|---|---|
| Elmira, N. Y. | WENY | M |
| | WESG | C |
| El Paso, Tex. | KROD | |
| | KTSM | NB-NR |
| | WDAH | |
| Emporia, Kans. | KTSW | M |
| Enid, Okla. | KCRC | M |
| Erie, Pa. | WLEU | NB |
| | (unassigned) | |
| Eugene, Ore. | KORE | M |
| Eureka, Calif. | KIEM | M |
| Evansville, Ind. | WEOA | C |
| | WGBF | NB-NR |
| Everett, Wash. | KRKO | M |
| Fairbanks, Alaska | KFAR | |
| Fairmont, W. Va. | WMMN | C |
| Fall River, Mass. | WSAR | M |
| Fargo, N. D. | WDAY | NB-NR |
| Fayetteville, N. C. | WFNC | |
| Fergus Falls, Minn. | KGDE | |
| Flint, Mich. | WFDF | NB |
| Florence, S. C. | WOLS | NR-NB |
| Fond du Lac, Wis. | KFIZ | |
| Fort Dodge, Ia. | KVFD | |
| Fort Lauderdale, Fla. | WTFL | |
| Fort Myers, Fla. | WTFM | |
| Fort Smith, Ark. | KFPW | |
| Fort Wayne, Ind. | WGL | NB-NR |
| | WOWO | NB |
| Fort Worth, Tex | KFJZ | M |
| | KGKO | NB |
| | WBAP | NR |
| Frederick, Md. | WFMD | |
| Fredericksburg, Va. | WFVA | |
| Fremont, Mont. | KORN | |
| Freeport, N. Y. | WGBB | |
| Fresno, Calif. | KARM | C |
| | KMJ | NR |
| Gadsden, Ala. | WJBY | |
| Gainesville, Fla. | WRUF | |
| Galesburg, Ill. | WGIL | |
| Gallup, N. M. | KAWM | |
| Galveston, Texas | KLUF | |
| Garden City, Kans. | KIUL | |
| Gary, Ind. | WIND | C |
| Gastonia, N. C. | WGNC | |
| Glendale, Calif. | KIEV | |
| Glenside, Pa. | WIBG | |
| Globe, Ariz. | KWJB | |
| Goldsboro, N. C. | WGBR | |
| Grand Forks, N. D. | KFJM | |
| Grand Island, Nebr. | KMMJ | |
| Grand Junction, Colo. | KFXJ | |
| Grand Rapids, Mich. | WASH | |
| | WOOD | NB-NR |
| Grants Pass, Ore. | KUIN | |
| Great Bend, Kans. | KVGB | |
| Great Falls, Mont. | KFBB | C |
| Greeley, Colo. | KFKA | M |
| Green Bay, Wisc | WTAQ | C |
| Greenfield, Mass. | WHAI | M |
| Greenville, Miss. | WJPR | |
| Greenville, N. C. | WGTC | |
| Greenville, S. C. | WFBC | NB-NR |

| City and State | Call Letters | Major Network |
|---|---|---|
| Greensboro, N. C. | WBIG | C |
| Greensburg, Pa. | WHJB | |
| Grenada, Miss. | WGRM | |
| Griffin, Ga. | WKEU | |
| Grove City, Pa. | WSAJ | |
| Gulfport, Miss. | WGCM | |
| Hagerstown, Md. | WJEJ | |
| Hammond, Ind. | WHIP | |
| | WWAE | |
| Harrisburg, Ill. | WEBQ | |
| Harrisburg, Pa. | WHP | C |
| | WKBO | NR-NB |
| Harrisonburg, Va. | WSVA | |
| Hartford, Conn. | WDRC | C |
| | WTHT | M |
| | WTIC | NR |
| Hastings, Nebr. | KHAS | |
| Hattiesburg, Miss. | WFOR | |
| Hazleton, Pa. | WAZL | |
| Helena, Mont. | KPFA | NB-NR |
| Herrin, Ill. | WJPF | |
| Hickory, N. C. | WHKY | |
| Hibbing, Minn. | WMFG | C |
| High Point, N. C. | WMFR | |
| Hilo, Hawaii | KHBC | C-M |
| Hobbs, N. M. | KWEW | |
| Honolulu, Hawaii | KGMB | C-M |
| | KGU | NB-NR |
| Hopkinsville, Ky. | WHOP | |
| Hot Springs, Ark. | KTHS | NB |
| | KWFC | |
| Houston, Texas | KPRC | NR |
| | KTRH | C |
| | KXYZ | NB-M |
| Huntington, W. Va. | WSAZ | |
| Huntsville, Ala. | WBHP | |
| Huntsville, Tex. | KSAM | |
| Hutchinson, Kans. | KWBG | |
| Hyannis, Mass. | WOCB | |
| Idaho Falls, Ida. | KID | |
| Indianapolis, Ind. | WFBM | C |
| | WIBC | |
| | WIRE | NR-M |
| Iowa City, Iowa | WSUI | |
| Ironwood, Mich. | WJMS | |
| Jackson, Mich. | WIBM | NB |
| Jackson, Miss. | WJDX | NR |
| | WSLI | |
| Jackson, Tenn. | WTJS | M |
| Jacksonville, Fla. | WJAX | NB-NR |
| | WJHP | |
| | WMBR | C |
| Jamestown, N. Y. | WJTN | NB |
| Jamestown, N. D. | KRMC | |
| Janesville, Wisc. | WCLO | |
| Jefferson City, Mo. | KWOS | |
| Jerome, Ariz. | KCRJ | |
| Jersey City, N. J. | WAAT | |
| | WHOM | |
| Johnson City, Tenn. | WJHL | |
| Johnstown, Pa. | WJAC | NR |
| Joliet, Ill. | WCLS | |
| Jonesboro, Ark. | KBTM | |
| Joplin, Mo. | WMBH | |
| Juneau, Alaska | KINY | |



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| City and State | Call Letters | Major Network |
|---|---|---|
| Kalamazoo, Mich. | WKZO | |
| Kalispell, Mont. | KGEZ | |
| Kansas City, Kans. | KCKN | |
| Kansas City, Mo. | KCMO | |
| | KITE | M |
| | KMBC | C |
| | WDAF | NR |
| | WHB | M |
| Kearney, Nebr. | KGFW | |
| Keene, N. H. | WKNE | C |
| Ketchikan, Alaska | KGBU | |
| Kilgore, Texas | KOCA | |
| Kingston, N. Y. | WKNY | |
| Kinston, N. C. | WFTC | |
| Klamath Falls, Ore. | KFJI | |
| Knoxville, Tenn. | WNOX | C |
| | WROL | NB-NR |
| Laconia, N. H. | WLNH | M |
| LaCrosse, Wisc. | WKBH | C |
| Lafayette, La. | KVOL | |
| La Grande, Ore. | KLBM | |
| LaJunta, Colo. | KOKO | |
| Lake Charles, La. | KPLC | |
| Lakeland, Fla. | WLAK | NB-NR |
| Lamar, Colo. | KIDW | |
| Lancaster, Pa. | WGAL | NB-NR |
| Lansing, Mich. | WJIM | NB |
| Lapeer, Mich. | WMPC | |
| Laredo, Tex. | KPAB | |
| Laurel, Miss. | WAML | |
| Lawrence, Kans. | KFKU | |
| | WREN | NB |
| Lawrence, Mass. | WLAW | |
| Lewiston, Ida. | KRLC | |
| Lewiston, Me. | WCOU | M |
| Lexington, Ky. | WLAP | M |
| Lihue, Hawaii | KTOH | |
| Lima, Ohio | WLOK | NR |
| Lincoln, Nebr. | KFAB | C |
| | KFOR | M |
| Little Rock, Ark. | KARK | NR |
| | KGHI | |
| | KLRA | C |
| Logan, Utah | KVNU | |
| Logan, W. Va. | (unassigned) | |
| Long Beach, Calif. | KFOX | |
| | KGER | |
| Longview, Texas | KFRO | |
| Longview, Wash. | KWLK | M |
| Los Angeles, Calif. | KECA | NB |
| | KFAC | |
| | KFI | NR |
| | KFSG | |
| | KFVD | |
| | KFWB | |
| | KGFJ | |
| | KHJ | M |
| | KMTR | |
| | KNX | C |
| | KRKD | |
| Louisville, Ky. | WAVE | NB-NR |
| | WHAS | C |
| | WINN | |
| Lowell, Ariz. | KSUN | |
| Lowell, Mass. | WLLH | M |
| Lubbock, Texas | KFYO | |
| Lufkin, Texas | KRBA | |
| Lynchburg, Va. | WLVA | |
| Macon, Ga. | WMAZ | C |
| Madison, Wisc. | WHA | |
| | WIBA | NB-NR |
| Manchester, N. H. | WFEA | NB-NR-M |
| Mandan, N. D. | KGCU | |
| Manhattan, Kans. | KSAC | |
| Manitowoc, Wisc. | WOMT | |
| Mankato, Minn. | KYSM | NR-NB |
| Mansfield, Ohio | WMAN | |
| Marquette, Mich. | WDMJ | |
| Marrinette, Wisc. | WMAM | |
| Marshalltown, Ia. | KFJB | |
| Marshfield, Ore. | KOOS | M |
| Martinsville, Va. | (unassigned) | |
| Marysville, Ohio | (unassigned) | |
| Mason City, Iowa | KGLO | C |
| Mayaguez, P. R. | WPRA | |
| McComb, Miss. | WSKB | |
| Medford, Ore. | KMED | NB-NR |
| Memphis, Tenn. | WHBQ | |
| | WMC | NR |
| | WMPS | NB-M |
| | WREC | C |
| Merced, Calif. | KYOS | M |
| Meridian, Miss. | WCOC | C |
| Miami, Fla. | WIOD-WMBF | NB-NR |
| | WQAM | C |
| Miami Beach, Fla. | WKAT | |
| Midland, Texas | KRLH | |
| Milwaukee, Wisc. | WEMP | |
| | WISN | C |
| | WTMJ | NR |
| Minneapolis, Minn. | WCCO | C |
| | WDGY | M |
| | WLB | |
| | WTCN | NB |
| | (unassigned) | |
| Minot, N. D. | KLPM | |
| Missoula, Mont. | KGVO | C |
| Mobile, Ala. | WALA | NB-NR |
| | WMOB | |
| Modesto, Calif. | KTRB | |
| Monroe, La. | KMLB | |
| Monterey, Calif | KDON | M |
| Montgomery, Ala. | WCOV | |
| | WSFA | C |
| Moorhead, Minn. | KVOX | |
| Moultrie, Ga. | WMGA | |
| Muncie, Ind. | WLBC | |
| Muscle Shoals City, Ala. | WMSD | |
| Muskegon, Mich. | WKBZ | |
| Muskogee, Okla. | KBIX | M |
| Nampa, Ida. | KFXD | |
| Nashville, Tenn. | WLAC | C |
| | WSIX | M |
| | WSM | NR-NB |
| New Albany, Ind. | WGRC | M |
| Newark, N. J. | WHBI | |
| | WOR | M |
| New Bedford, Mass. | WNBH | M |
| New Britain, Conn. | WNBC | NB |
| Newburgh, N. Y. | WGNY | |
| New Castle, Pa. | WKST | |
| New Haven, Conn. | WELI | |



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| City and State | Call Letters | Major Network |
|---|---|---|
| New London, Conn. | WNLC | M |
| New Orleans, La. | WDSU | NB |
| | WJBW | |
| | WNOE | |
| | WSMB | NR |
| | WWL | C |
| Newport News, Va. | WGH | |
| New York | WABC | C |
| | WBNX | |
| | WEAF | NR |
| | WEVD | |
| | WHN | |
| | WINS | |
| | WJZ | NB |
| | WLTH | |
| | WMCA | |
| | WNEW | |
| | WNYC | |
| | WOV | |
| | WQXR | |
| Niagara Falls, N. Y. | WHLD | |
| Norfolk, Nebr. | WJAG | |
| Norfolk, Va. | WTAR | NB-NR |
| Norman, Okla. | WNAD | |
| Northfield, Minn. | WCAL | |
| North Platte, Neb. | KGNF | |
| Oakland, Calif. | KLX | |
| | KLS | |
| | KROW | |
| Ocala, Fla. | WTMC | |
| Ogden, Utah. | KLO | NB |
| Ogdensburg, N. Y. | WSLB | |
| Oklahoma City, Okla. | KOCY | |
| | KOMA | C |
| | KTOK | NB-M |
| | WKY | NB |
| Okmulgee, Okla. | KHBG | |
| Olean, N. Y. | WHDL | |
| Olympia, Wash. | KGY | M |
| Omaha, Nebr. | KOIL | C-M |
| | KOWH | NB |
| | WOW | NR |
| Opelika, Ala. | (unassigned) | |
| Orlando, Fla. | WDBO | C |
| Owensboro, Ky. | WOMI | |
| Paducah, Ky. | WPAD | |
| Palestine, Tex. | KNET | |
| Pampa, Texas | KPDN | |
| Panama City, Fla. | WDLP | |
| Paris, Texas | KPLT | |
| Parkersburg, W. Va. | WPAR | C |
| Pasadena, Calif. | KPPC | |
| Pecos, Texas | KIUN | |
| Pensacola, Fla. | WCOA | NB-NR |
| Peoria, Ill. | WMBD | C |
| Petersburg, Va. | WPID | |
| Philadelphia, Pa. | KYW | NR |
| | WCAU | C |
| | WDAS | |
| | WFIL | NB-M |
| | WHAT | |
| | WIP | M |
| | WPEN | |
| | WTEL | |
| Phoenix, Ariz. | KOY | C |
| | KTAR | NB-NR |
| | (unassigned) | |
| Pierre, S. D. | KGFX | |
| Pine Bluff, Ark. | KOTN | |
| Pittsfield, Mass. | WBRK | C |
| Pittsburg, Kans. | KOAM | NB-NR |
| Pittsburgh, Pa. | KDKA | NB |
| | KQV | |
| | WCAE | NR-M |
| | WJAS | C |
| | WWSW | M |
| Plainview, Texas | KWBD | |
| Plattsburg, N. Y. | WMFF | NB |
| Pocatello, Ida. | KSEI | NB-NR |
| Ponca City, Okla. | WBBZ | |
| Ponce, Puerto Rico | WPRP | |
| Pontiac, Mich. | WCAR | |
| Poplar Bluff, Mo. | KWOC | |
| Port Arthur, Tex. | KPAC | M |
| Port Huron, Mich. | WHLS | |
| Portland, Me. | WCSH | NR |
| | WGAN | C |
| Portland, Ore. | KALE | M |
| | KBPS | |
| | KEX | NB |
| | KGW | NR |
| | KOIN | C |
| | KWJJ | |
| | KXL | |
| Portsmouth, N. H. | WHEB | |
| Portsmouth, Ohio | WPAY | |
| Poughkeepsie, N. Y. | WKIP | |
| Poynette, Wis. | WIBU | |
| Prescott, Ariz. | KYCA | |
| Presque Isle, Me. | WAGM | |
| Price, Utah | KEUB | |
| Providence, R. I. | WEAN | NB-M |
| | WJAR | NR |
| | WPRO | C |
| Provo, Utah | KOVO | |
| Pueblo, Colo. | KGHF | NB-NR |
| Pullman, Wash. | KWSC | |
| Quincy, Ill. | WTAD | |
| Racine, Wisc. | WRJN | |
| Raleigh, N. C. | WPTF | NB-NR |
| | WRAL | M |
| Rapid City, S. D. | KOBH | |
| | WCAT | |
| Reading, Pa. | WEEU | NR |
| | WRAW | NR |
| Red Bank, N. J. | WBRB | |
| Redding, Calif. | KVCV | M |
| Reno, Nev. | KOH | NB-NR |
| Rice Lake, Wisc. | WJMC | |
| Richmond, Ind. | WKBV | |
| Richmond, Va. | WBBL | |
| | WMBG | NR |
| | WRNL | |
| | WRTD | NB |
| | WRVA | C-M |
| Roanoke, Va. | WDBJ | C |
| Rochester, Minn. | KROC | NB-NR |
| Rochester, N. Y. | WHAM | NB |
| | WHEC | C |
| | WSAY | M |
| Rockford, Ill. | WROK | M |
| Rock Island, Ill. | WHBF | M |
| Rock Springs, Wyo. | KVRS | |
| Rocky Mount, N. C. | WEED | |
| Rome, Ga. | WRGA | |
| Roseburg, Ore. | KRNR | M |
| Roswell, N. M. | KGFL | |
| Royal Oak, Mich. | WEXL | |
| Rutland, Vt. | WSYB | M |
| Sacramento, Calif. | KFBK | NB |
| | KROY | C |
| Safford, Ariz. | KGLU | |
| Saginaw, Mich. | WHAL | |
| | WSAM | |
| St. Albans, Vt. | WQDM | |
| St. Augustine, Fla. | WFOY | |
| St. Cloud, Minn. | KFAM | NB-NR |
| St. Joseph, Mo. | KFEQ | |
| St. Louis, Mo. | KMOX | C |
| | KSD | NR |
| | KWK | NB-M |
| | KXOK | M |
| | WEW | |
| | WIL | |
| St. Paul, Minn. | KSTP | NR |
| | WMIN | |
| St. Petersburg, Fla. | WSUN | NB-NR |
| | WTSP | |
| Salem, Mass. | WESX | |
| Salem, Ore. | KSLM | M |
| Salina, Kans. | KSAL | |
| Salisbury, Md. | WSAL | |
| Salisbury, N. C. | WSTP | M |
| Salt Lake City, Utah. | KDYL | NR |
| | KSL | C |
| | KUTA | NB |
| San Angelo, Tex. | KGKL | M |
| San Antonio, Tex. | KABC | M |
| | KMAC | |



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| City and State | Call Letters | Major Network |
|---|---|---|
| | KONO | |
| | KTSA | C |
| | WOAI | NB-NR |
| San Bernardino, Calif. | KFXM | M |
| San Diego, Calif. | KFSD | NB |
| | KGB | M |
| San Francisco, Calif. | KFRC | M |
| | KGO | NB |
| | KJBS | |
| | KPO | NR |
| | KSAN | |
| | KSFO | C |
| | KYA | |
| San Jose, Calif. | KQW | M |
| San Juan, P. R. | WKAQ | C |
| | WNEL | |
| San Luis Obispo, Calif. | KVEC | M |
| Santa Ana, Calif. | KVOE | M |
| Santa Barbara, Calif. | KDB | M |
| | KTMS | NB |
| Santa Fe, N. M. | KVSF | C |
| Santa Rosa, Calif. | KSRO | |
| Saranac Lake, N. Y. | WNBZ | |
| Sarasota, Fla. | WSPB | |
| Sault Ste. Marie, Mich. | WSOO | |
| Savannah, Ga. | WSAV | |
| | WTOC | C |
| Schenectady, N. Y. | WGY | NR |
| Scottsbluff, Nebr. | KGKY | |
| Scranton, Pa. | WGBI | C |
| | WQAN | |
| | (unassigned) | |
| Seattle, Wash. | KEEN | |
| | KIRO | C |
| | KJR | NB |
| | KOL | M |
| | KOMO | NR |
| | KRSC | |
| | KTW | |
| | KXA | |
| Sedalia, Mo. | KDRO | |
| Selma, Ala. | WHBB | |
| Sharon, Pa. | WPIC | |
| Shawnee, Okla. | KGFF | M |
| Sheboygan, Wisc. | WHBL | |
| Shenandoah, Ia. | KFNF | |
| | KMA | NB-M |
| Sheridan, Wyo. | KWYO | |
| Sherman, Texas | KRRV | M |
| Shreveport, La. | KRMD | |
| | KTBS | NR |
| | KWKH | C |
| Siloam Springs, Ark. | KUOA | |
| Sioux City, Ia. | KSCJ | NB |
| | KTRI | |
| Sioux Falls, S. D. | KELO | NR-NB |
| | KSOO | NB-NR |
| South Bend, Ind. | WFAM | |
| | WSBT | C |
| Spartanburg, S. C. | WHTR | |
| | WSPA | |
| Spokane, Wash. | KFIO | |
| | KFPY | C |
| | KGA | NB |
| | KHQ | NR |
| Springfield, Ill. | WCBS | |
| | WTAX | |
| Springfield, Mass. | WMAS | C |
| | WSPR | M |
| Springfield, Mo. | KGBX | NB-NR |
| | KWTO | |
| Sterling, Colo. | KGEK | |
| Stevens Pt., Wisc. | WLBL | |
| Stockton, Calif. | KGDM | |
| | KWG | NB |
| Suffolk, Va. | WLPM | |
| Sumter, S. C. | WFIG | |
| Sunbury, Pa. | WKOK | |
| Superior, Wisc. | WDSM | M |
| Sweetwater, Tex. | KXOX | |
| Syracuse, N. Y. | WFBL | C |
| | WOLF | |
| | WSYR-WSYU | NB |

| City and State | Call Letters | Major Network |
|---|---|---|
| Tacoma, Wash. | KMO | M |
| | KVI | C |
| Tallahassee, Fla. | WTAL | |
| Tallmadge, Ohio (Akron) | WADC | C |
| Tampa, Fla. | WDAE | C |
| | WFLA | NB-NR |
| Temple, Texas | KTEM | M |
| Terre Haute, Ind. | WBOW | NB-NR |
| Texarkana, Ark.-Tex. | KCMC | NB-NR-M |
| Thomasville, Ga. | WPAX | |
| Toledo, Ohio | WSPD | NR |
| | WTOL | |
| Topeka, Kans. | WIBW | C |
| Trenton, N. J. | WTNJ | |
| Troy, N. Y. | WHAZ | |
| | WTRY | |
| Tucson, Ariz. | KTUC | C |
| | KVOA | NB-NR |
| Tulsa, Okla. | KOME | M |
| | KTUL | C |
| | KVOO | NR |
| Tuscaloosa, Ala. | WJRD | |
| Tuscola, Ill. | WDZ | |
| Twin Falls, Ida. | KTFI | NB-NR |
| Tyler, Texas | KGKB | |
| Uniontown, Pa. | WMBS | |
| Urbana, Ill. | WILL | |
| Utica, N. Y. | WIBX | C |
| Valley City, N. D. | KOVC | |
| Vancouver, Wash. | KVAN | |
| Vermilion, S. D. | KUSD | |
| Vernon, Texas | KVWC | |
| Vicksburg, Miss. | WQBC | |
| Victoria, Texas | KVIC | |
| Vincennes, Ind. | WAOV | |
| Virginia, Minn. | WHLB | C |
| Visalia, Calif. | KTKC | M |
| Waco, Texas | WACO | M |
| Wallace, Ida. | KWAL | |
| Walla Walla, Wash. | KUJ | |
| Washington, D. C. | WJSV | C |
| | WMAL | NB |
| | WOL | M |
| | WRC | NR |
| Waterbury, Conn. | WATR | M |
| | WBRY | C |
| Waterbury, Vt. | WDEV | |
| Watertown, S. D. | KWAT | |
| Watsonville, Calif. | KHUB | |
| Wausau, Wisc. | WSAU | |
| Waycross, Ga. | WAYX | |
| Wenatchee, Wash. | KPQ | M |
| Weslaco, Texas | KRGV | NB-NR |
| West Palm Beach, Fla. | WJNO | C |
| West Lafayette, Ind. | WBAA | |
| Wheeling, W. Va. | WWVA | C |
| White Plains, N. Y. | WFAS | |
| Wichita, Kans. | KANS | NB-NR |
| | KFH | C |
| Wichita Falls, Tex. | KWFT | C |
| Wilkes-Barre, Pa. | WBAX | M |
| | WBRE | NB-NR |
| Williamson, W. Va. | WBTH | |
| Williamsport, Pa. | WRAK | |
| Wilmington, Del. | WDEL | NR |
| | WILM | |
| Wilmington, N. C. | WMFD | |
| Wilson, N. C. | WGTM | |
| Winona, Minn. | KWNO | |
| Winston Salem, N. C. | WAIR | M |
| | WSJS | C |
| Wolf Point, Mont. | KGCX | |
| Woodside, N. Y. | WWRL | |
| Worcester, Mass. | WORC | C |
| | WTAG | NR |
| Yakima, Wash. | KIT | M |
| Yankton, S. Dak. | WNAX | C |
| York, Pa. | WORK | NB-NR |
| Youngstown, Ohio | WKBN | C |
| | WFMJ | M |
| Yuma, Arizona | KYUM | |
| Zanesville, Ohio | WHIZ | NB-NR |
| Zarephath, N. J. | WAWZ | |



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# 821 STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*Following list of stations is arranged in alphabetical order.*

*Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to stations early in December. Corrections were made up to the time of going to press to insure keeping pace with late developments.*

*RADIO ANNUAL has purposely refrained from including such fluctuating data as belong to the rate card. For such information, the reader is referred to the station itself, its representative, advertising agency or the current issue of STANDARD RATE and DATA.*

## STATION COVERAGE

In this edition of RADIO ANNUAL coverage data has been added for both the benefit of the station and time-buyer. Approximately 95 per cent of this information has been supplied by the station itself. The rest was compiled from the most authoritative sources available. RADIO ANNUAL, however, does not assume responsibility for market data supplied by stations or taken from sources considered reliable.



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# ALABAMA

Population 2,895,000

Number of Families 670,000 — Number of Radio Homes 375,200

Retail Sales $370,938,700 — Auto Registrations 307,254

## WHMA

"ALABAMA'S MODEL CITY STATION"

### ANNISTON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Harry M. Ayers. OPERATED BY: John S. Pitts. BUSINESS ADDRESS: WHMA Bldg., 14th & Noble Sts. PHONE: 2380-2381. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited, 6 a.m. to 10:15 p.m. NEWSPAPER AFFILIATION: Anniston Star. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

#### *Personnel*

Owner.....Harry M. Ayers
General Manager.....John S. Pitts
Commercial Manager.....A. Lynne Brannen
Promotional Director.....Edwin Mullinax
Program Director.....Harold Russey
Chief Engineer.....Vernon Story

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 96,000 | 45,000 |
| Radio Homes— " .... | 19,300 | 10,500 |
| Population—Secondary .. | 33,000 | 12,000 |
| Radio Homes— " .. | 6,800 | 3,500 |

Source: Chamber of Commerce statistics and station survey.

## WAPI

"THE VOICE OF ALABAMA"

### BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts. OWNED BY: Alabama Polytechnic Institute, University of Alabama and Alabama College. PROGRAMMED BY: Voice of Alabama, Inc. BUSINESS ADDRESS: Protective Life Bldg. STUDIO ADDRESS: 14th floor, same building. TRANSMITTER LOCATION: Sandusky. TIME ON AIR: 6:00 a.m. to 12:00 midnight; Sundays, 8: a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE:

#### *Personnel*

Chairman of Board.....Ed Norton
President & Genl. Mgr.....Thad Holt
Treasurer-Business Mgr.....H. H. Holthouser
Chief Announcer.....Lionel Baxter
Agricultural-Publicity Director...Harwood Hull

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 260,180* | 124,740* |
| Radio Homes— " .... | 155,620 | 88,690 |
| Population—Secondary .. | 197,250* | 140,920* |
| Radio Homes— " .. | 100,770 | 71,850 |

* Families

Source: CBS research.

#### *Representative*

Radio Sales

## WBRC

"ALABAMA'S DOMINANT STATION"

### BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: Coalburg Mountain. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Birmingham Post. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

#### *Personnel*

President .....K. G. Marshall
Vice President and General Manager.J. C. Bell
Secretary-Treasurer .....Eloise Hanna
Ass't Manager .....John M. Connolly
Musical Director.....Herbert C. Grieb
Chief Engineer .....J. C. Bell

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 574,829 | 453,295 |
| Radio Homes— " .... | 103,300 | 88,467 |
| Population—Secondary .. | 1,190,285 | 571,566 |
| Radio Homes— " .. | 183,066 | 103,545 |

Source: Field intensity survey.

#### *Representative*

Paul H. Raymer Co.

## WSGN

"THE NEWS-AGE HERALD STATION"

### BIRMINGHAM—EST. 1926

NBC (BLUE)

ALABAMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: R. B. Broyles Co. OPERATED BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 4-3434. STUDIO ADDRESS: Tutwiler Hotel. TRANSMITTER LOCATION: Druid Hills. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.,



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daily; 7:00 A.M. to 11:00 P.M., Sundays. CST. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegler.

### Personnel

V-P, and Gen. Mgr.....Henry P. Johnston
Chief Engineer.....P. B. Cram
Program Director.....Bob McRaney
Promotion Manager.....Carl Cannon

### Coverage

| | |
|---|---|
| Population—Primary | 431,493 |
| Radio Homes— " | 85,710 |
| Population—Secondary | 782,267 |
| Radio Homes— " | 124,800 |

Source: U. S. Census 1930.

### Representative

Headley-Reed Company

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## WMSL

"THE MUTUAL SAVINGS LIFE INSURANCE CO."

DECATUR—EST. 1935

ALABAMA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: The Tennessee Valley Broadcasting Co. OPERATED BY: The Tennessee Valley Broadcasting Co. BUSINESS ADDRESS: 511 Bank St. STUDIO ADDRESS: 511 Bank St. TRANSMITTER LOCATION: 511 Bank St. TIME ON THE AIR: Daytime Schedule, 6:00 A.M. to local sunset, daily; 8:30 A.M. to local sunset, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....M. K. Vickrey
Vice-President.....Bryan McAfee
Secy.-Treasurer-Genl. Mgr.....Ted R. Woodard
Commercial and Adv. Mgr.....R. H. Albright
Program Director.....Ken Vance
Chief Engineer.....Ted Jeffries

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 175,370 |
| Radio Homes— " | 17,509 |
| Population—Secondary | 98,705 |
| Radio Homes— " | 12,640 |

Source: Local survey.

### Representative

Headley-Reed Company

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## WAGF

"THE TRI-STATES STATION"

DOTHAN—EST. 1932

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Dothan Broadcasting Co. OPERATED BY: Dothan Broadcasting Co. BUSINESS ADDRESS: 204½ E. Main St. PHONE: 1430. STUDIO ADDRESS: 204½ E. Main St. TRANSMITTER LOCATION: S. E. Ala. Fairgrounds. TIME ON THE AIR: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

### Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley
Chief Announcer.....Samuel Hall
Chief Engineer.....John T. Hubbard

### Coverage

| | |
|---|---|
| Population—Primary | 380,000 |
| Radio Homes— " | 45,000 |

Source: Station estimate.

### Representative

Burn-Smith Co.

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## WJBY

GADSDEN—EST. 1928

ALABAMA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Gadsden Broadcasting Co., Inc. OPERATED BY: Gadsden Broadcasting Co., Inc. BUSINESS ADDRESS: 108 Broad St. PHONE: 88. STUDIO ADDRESS: 108 Broad St. TRANSMITTER LOCATION: 108 Broad St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....B. H. Hopson
Station Manager.....J. W. Buttram
Chief Engineer.....William Pigg

### Coverage

| | |
|---|---|
| Population—Primary | 379,000 |
| Radio Homes— " | 44,200 |
| Population—Secondary | 189,000 |
| Radio Homes— " | 21,700 |

Source: Mail analysis.

### Representative

Sears & Ayer.

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## WBHP

HUNTSVILLE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: W. H. Pollard. OPERATED BY: W. H. Pollard. BUSINESS ADDRESS: Time's Bldg. PHONE: 313. STUDIO ADDRESS: Time's Bldg. TRANSMITTER LOCATION: 1½ miles west of Huntsville. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

### Personnel

President-Station Mgr.....W. H. Pollard
Chief Engineer.....M. C. Davie, Jr.

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## WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. (C.P., 1000 watts, unlimited.) OWNED BY: W. O. Pope. OPERATED BY:



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Pape Broadcasting Company. BUSINESS ADDRESS: 106 St. Joseph St. PHONE: Dexter 5893-4. STUDIO ADDRESS: 106 St. Joseph St. TRANSMITTER LOCATION: Mobile. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager.....W. O. Pape
Assistant Manager.....J. H. Hunt
Sales Manager.....H. K. Martin
Chief Announcer-Artists' Bureau Head-Musical Director.....Jack Bridges
Chief Engineer.....R. M. Cole

### Coverage

| | |
|---|---|
| Population—Primary | 215,000 |
| Radio Homes— " | 31,800 |
| Population—Secondary | 390,000 |
| Radio Homes— " | 48,500 |

Source: Station estimate.

### Representative

John H. Perry Associates

•

## WMOB

### MOBILE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: S. B. Quigley. OPERATED BY: S. B. Quigley. BUSINESS ADDRESS: 600 St. Louis St. STUDIO ADDRESS: 600 St. Louis St. TRANSMITTER LOCATION: 600 St. Louis St. TIME ON THE AIR: 7:00 A.M. to local sunset, daily; 8:00 A.M. to local sunset, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Owner-Manager.....S. B. Quigley
Commercial Manager.....Richard Kingston
Program Director.....Byron Jenkins

### Coverage*

| | |
|---|---|
| Population—Primary | 300,000 |
| Radio Homes— " | 60,000 |

* Primary area covers a 40-mile radius; secondary area covers a 75-mile radius.

Source: Station estimate.

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## WCOV

"CAPITAL'S OWN VOICE"

### MONTGOMERY—EST. 1938

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Capital Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Exchange Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 6:45 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager.....G. W. Covington, Jr.
Executive Secretary.....Evelyn B. Robinson
Commercial Manager.....R. B. Raney
Program Director.....Weston Britt

### Coverage

| | |
|---|---|
| Population—Primary | 104,310 |
| Radio Homes— " | 23,180 |
| Population—Secondary | 191,565 |
| Radio Homes— " | 42,570 |

Source: Station estimate.

### Representative

W. R. Stewart

•

## WSFA

### MONTGOMERY—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Montgomery Broadcasting Co., Inc. OPERATED BY: Montgomery Broadcasting Co., Inc. BUSINESS ADDRESS: Jefferson Davis Hotel. PHONE: Cedar 5880. STUDIO ADDRESS: Jefferson Davis Hotel. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Howard E. Pill
Local Sales Manager.....John B. DeMotte
Publicity Director.....M. E. Price
Musical Director.....E. Caldwell Stewart
Chief Engineer.....Paul B. Duncan

### Coverage

| | |
|---|---|
| Population—Primary | 340,000 |
| Radio Homes— " | 76,000 |

Source: Station estimate.

### Representative

Headley-Reed Co.

•

## WMSD

### MUSCLE SHOALS CITY—EST. 1933

ALABAMA NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Muscle Shoals Broadcasting Corp. OPERATED BY: Muscle Shoals Broadcasting Corp. BUSINESS ADDRESS: Box 688, Sheffield. PHONE: 821. STUDIO ADDRESS: Highland Park. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.

### Personnel

Station Manager.....Joe Van Sandt
Chief Announcer.....Don Campbell
Advertising Manager.....Joe Van Sandt
Program Director.....James Connolly
Musical Director.....Ernest Ervin
Chief Engineer.....J. V. Sanderson

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 134,561 | 75,000 |



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| | | |
|---|---|---|
| Radio Homes— " .... | 13,500 | 8,500 |
| Population—Secondary . | 222,000 | 102,000 |
| Radio Homes— " .. | 21,600 | 10,200 |

Source: Station estimate.

### *Representative*

Burn-Smith Co.

## (CALL LETTERS UNASSIGNED)*

### OPELIKA—EST. 1940

FREQUENCY: 1370 Kc. POWER 250 watts, d.; 100 watts, n. OWNED BY: Yetta G. Sanford, C. S. Shealy, Thomas D. Sanford, Jr. and J. H. Ord d/b as Opelika-Auburn Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Opelika. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

## W H B B

"CREATING BUSINESS FOR YOU IS OUR BUSINESS"

### SELMA—EST. 1935

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Selma Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 26. PHONE: 1233. STUDIO ADDRESS: 209 Washington St. TRANSMITTER LOCATION: Highway 80 (2 miles from town). TIME ON THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited). NEWS SERVICE: Transradio Press.

### *Personnel*

President.....B. H. Hopson
Vice-President-Station Mgr.....Julien Smith, Jr.
Chief Engineer.....John Yarns

### *Coverage*

| | |
|---|---|
| Population—Primary .. ... ..... | 174,000 |
| Radio Homes— " ..... | 21,710 |

Source: Station estimate.

## W J R D

"COVERING WEST ALABAMA"

### TUSCALOOSA—EST. 1936

ALABAMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg., Box 921. PHONE: 1401-1022. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road on Southern Dairy Farm. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

Manager.....J. L. Doss
Commercial Manager.....J. Ed Reynolds
Chief Announcer....William "Dick" DeFreitas
Program Director.....Wilhelmina Quarles
Chief Engineer.....Fred James

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 360,000 | 185,000 |
| Radio Homes— " | 75,000 | 35,000 |

Source: Station estimate.

### *Representative*

Headley-Reed Company

# ARIZONA

Population 412,000

Number of Families 104,000 — Number of Radio Homes 79,600

Retail Sales $133,191,300 — Auto Registrations 130,350

## K W J B

"THE GLOBE-MIAMI STATION"

### GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: South Globe. PHONE: 41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press.

### *Personnel*

Manager.....Bartley T. Sims
Commercial Manager .....Vester Sansing

## K C R J

### JEROME—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Arizona Broadcasting Co. OPERATED BY: Central Arizona Broadcasting Co. BUSINESS ADDRESS: Robinson's Jewelry



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Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual. 9:00 A.M. to 9:00 P.M.).

### Personnel

Manager.....Howard Kuhn

### Coverage

| | |
|---|---|
| Population—Primary ..... | 205,900 |
| Radio Homes— " ..... | 41,500 |

Source: Mail analysis survey.

•

## K S U N

"BISBEE-DOUGLAS STATION"

### LOWELL—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Copper Electric Bldg. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER OCATION: Lowell. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

### Personnel

President.....James S. Maffeo
Station & Commercial Mgr...Carleton W. Morris
Chief Engineer.....David C. Karbach

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 35,000 | 22,000 |
| Radio Homes— " .... | 6,000 | ..... |
| Population—Secondary .. | 70,000 | ..... |
| Radio Homes— " .. | 11,500 | ..... |

Source: U. S. Census.

### Representative

John Blair & Company

•

## K O Y

### PHOENIX—EST. 1921 (as KFCB)
### 1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Camelback Road & 12th St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Transcription Service.

### Personnel

President .....William A. Baldwin
Business Manager.....Albert D. Johnson
Chief Announcer .....Joe Dana
Program Director .....Jack Williams
Station Manager .....Fred A. Palmer
Publicity Director.....Marlene Ayers
Musical Director.....Alfred Becker
Chief Engineer.....Robert Thompson

### Coverage

| | |
|---|---|
| Population—Primary ..... | 190,200 |
| Radio Homes— " ..... | 32,770 |
| Population—Secondary ..... | 228,700 |
| Radio Homes— " ..... | 31,060 |

Source: CBS Listener and Dealer Study.

### Representative

John Blair & Company

•

## K T A R

"SERVING ARIZONA WITH THE BEST IN RADIO"

### PHOENIX—EST. 1922

NBC (Red and Blue)

ARIZONA BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 1000 watts. OWNED BY: KTAR Broadcasting Co. OPERATED BY: KTAR Broadcasting Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and MacGregor Library.

### Personnel

General Manager.....Dick Lewis
Commercial Manager.....J. R. Heath
News Editor.....Hal Roach
Program Director.....J. Howard Pyle
Chief Engineer.....A. C. Anderson

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 298,803 | 298,803 |
| Radio Homes— " .... | 55,800 | 55,800 |
| Population—Secondary .. | 74,483 | 74,483 |
| Radio Homes— " .. | 13,560 | 13,560 |

Source: U. S. Census 1930; Joint Committee; NBC Network Aireas.

### Representative

Paul H. Raymer Company

•

## (CALL LETTERS UNASSIGNED)*

### PHOENIX—EST. 1940

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: M. C. Reece. OPERATED BY: M. C. Reece. BUSINESS ADDRESS: Phoenix. STUDIO ADDRESS: Phoenix. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.



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# KYCA *

## PRESCOTT—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. TIME ON THE AIR: Unlimited Schedule.

*Station was licensed to operate under a C. P. at time of going to press.

•

# KGLU

"IN THE HEART OF THE VALLEY OF SMILES"

## SAFFORD—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. BUSINESS AND STUDIO ADDRESS: Sixth Ave. and Relation St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. (12 hours per day on unlimited license). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio. C. P. MacGregor.

### Personnel

President..... Louis F. Long
General Manager..... John Merino
Chief Technician..... Paul Merrill
Program Director..... Ralph W. Langley

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 25,000 | 25,000 |
| Population—Secondary | 45,310 | 25,000 |

Source: Mail survey, Chamber of Commerce.

•

# KTUC

"THE VOICE OF TUCSON"

## TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor Service Co. BUSINESS ADDRESS: S. 6th Ave. 12th St. PHONE: Tucson 918 & 5800. STUDIO ADDRESS: Sixth & 12th St. TRANSMITTER LOCATION: Tucson. TIME ON THE AIR: Daily, 7:00 A.M. to 12:00 Midnight; Sundays, 9 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press (via Arizona Network). TRANSCRIPTION SERVICE: Lang-Worth Feature Programs, C. P. MacGregor.

### Personnel

President..... Frank Z. Howe
Manager..... D. B. Roush
Studio Director..... R. H. Johnson
Traffic Manager..... Dick Johnson
Chief Engineer..... C. Livingston

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 75,000 | 55,000 |
| Radio Homes— " ... | 8,000 | 7,000 |
| Population—Secondary . | 4,000 | 3,000 |
| Radio Homes— " | 3,240 | 2,240 |

Source: Joint Committee.

### Representative

Joseph Hershey McGillvra (N. Y. and Chicago)

•

# KVOA

"COVERS SOUTHERN ARIZONA LIKE THE SUNSHINE"

## TUCSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: Arizona Broadcasting Co. OPERATED BY: Arizona Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2911. PHONE: 3703. STUDIO ADDRESS: 48 East Broadway. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M., daily; 7:00 A.M. to 11:00 P.M. Sundays; NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager..... R. B. Williams
Sales Director..... S. H. Schaeffer
Program Director..... Andrew White
Technical Director..... Leonard L. Nalley

### Representative

Paul H. Raymer Co.

•

# KYUM *

## YUMA—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Yuma Broadcasting Co. OPERATED BY: Yuma Broadcasting Co. BUSINESS ADDRESS: First National Bank Bldg., 22 Second St. STUDIO ADDRESS: First National Bank Bldg., 22 Second St. TRANSMITTER LOCATION: First Street & 19th Ave. TIME ON THE AIR: Unlimited Schedule. NEWSPAPER AFFILIATION: Yuma Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Representative

Paul H. Raymer Company

* Station was licensed to operate under a C. P. at time of going to press.



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# ARKANSAS

Population 2,048,000

Number of Families 501,000 — Number of Radio Homes 254,800

Retail Sales $264,796,400 — Auto Registrations 232,500

## K L C N

"ARKANSAS' OLDEST BROADCASTING STATION"

### BLYTHEVILLE—EST. 1923

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: Fred O. Grimwood. OPERATED BY: Same. BUSINESS ADDRESS: Second & Walnut Sts. PHONE: 1000. STUDIO ADDRESS: Railroad & Walnut Sts. TRANSMITTER LOCATION: Second & Walnut Sts. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio.

#### *Personnel*

Owner and Operator.....Fred O. Grimwood
Advertising Manager.....Fred O. Grimwood
Chief Announcer.....A. J. Bishop
Publicity Director.....Harold Sudbury
Chief Engineer.....Joe Harrington

#### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 446,000 |
| Radio Homes— " ..... | 92,000 |

Source: Engineering survey.

## K E L D

"IN TUNE WITH SOUTH ARKANSAS

### EL DORADO—EST. 1935

ARKANSAS NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

#### *Personnel*

President .....R. E. Meinert
Vice-President.....G. E. Zimmerman
Station Manager .....F. E. Bolls
Assistant Manager.....Waymond Ramsey
Promotional & Adv. Mgr.....R. H. Laux
Chief Engineer.....Carl Wilson

#### *Representative*

Joseph Hershey McGillvra.

## K F P W

### FORT SMITH—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 watts. (C. P. 1370 Kc.; 250 watts.) OWNED BY: Southwestern Hotel Co. OPERATED BY: Same. BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Radio. MAINTAINS ARTISTS' BUREAU.

#### *Personnel*

President.....John A. England
Commercial Manager .....Jimmie Barry
Advertising Manager .....Jimmie Barry
Station Manager.....Dorothy A. Gibson
News Bureau Director.....J. E. Garner
Musical Director .....Afton Blake
Chief Engineer.....D. W. Hoisington

## K T H S

"SERVING ARKANSAS FROM HOT SPRINGS"

### HOT SPRINGS—EST. 1924

NBC (RED and BLUE)

FREQUENCY: 1060 Kc. POWER: 10,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: 135 Benton St., P. O. Box 916. PHONE: 212-3. STUDIO ADDRESS: 135 Benton St. TRANSMITTER LOCATION: Malvern Highway. TIME ON THE AIR: 6:00 A.M. to Local Sunset, 8:00 P.M. to Midnight daily; 7:00 A.M. to Local Sunset, 8:00 P.M. to Midnight, Sundays. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

#### *Personnel*

President.....S. A. Kemp
Chairman, C of C. Radio Board..Lewis Brenner
General Manager.....John I. Prosser
Commercial Manager.....Edward C. Appler
Program Director.....Ewald Kockritz
Chief Engineer .....J. Clinton Norman

#### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 451,360 |
| Radio Homes— " ..... | 72,150 |
| Population—Secondary ..... | 462,159 |
| Radio Homes— " ..... | 58,320 |

Source: Field intensity survey and mail analysis.

#### *Representative*

John Blair & Co.



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# K W F C *

## HOT SPRINGS—EST. 1940

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Clyde E. Wilson and Howard A. Shuman d/b as Hot Springs Broadcasting Co. BUSINESS ADDRESS: Hot Springs. STUDIO ADDRESS: Hot Springs. TRANSMITTER LOCATION: Hot Springs. TIME ON THE AIR: Unlimited Schedule.

* Station was licensed to operate under a C. P. at time of going to press.

•

# K B T M

"NORTHEAST ARKANSAS' FRIENDLY VOICE"

## JONESBORO—EST. 1930

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Jay P. Beard. OPERATED BY: Jay P. Beard. BUSINESS ADDRESS: 104½ W. Washington. PHONE: 433-866. STUDIO ADDRESS: W. Washington. TRANSMITTER LOCATION: State Highway No. 1. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager-Owner ..... Jay P. Beard
President ..... W. J. Beard
Chief Announcer ..... Ottis Roush
Publicity Director ..... Clarence Adams
Chief Engineer ..... J. C. Warren

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 192,198 | 64,056 |
| Radio Homes— " | 44,685 | 14,895 |
| Population—Secondary | 165,500 | 55,167 |
| Radio Homes— " | 38,589 | 12,893 |

Source: Mail response survey; Joint Committee.

•

# K A R K

## LITTLE ROCK—EST. 1931

NBC (Southwest Red)
ARKANSAS NETWORK

TRI-STATE GROUP (WMC-KARK-KWKH-KTBS)

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS: 11th Floor, Professional Bldg. PHONE: 2-1841. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Arkansas Farmer. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

V-P. and Gen. Mgr. ..... G. E. Zimmerman
Commercial Manager ..... C. K. Beaver
Program Director ..... Jack Lewis
Sales Manager ..... C. K. Beaver
Musical Director ..... Harris Owen
Chief Engineer ..... Dan Winn

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 616,092 | 368,983 |
| Radio Homes— " | 87,780 | 54,170 |
| Population—Secondary | 1,333,186 | 347,109 |
| Radio Homes— " | 166,920 | 43,610 |

Source: NBC coverage map; Joint Committee.

### Representative

Edward Petry & Company

•

# K G H I

## LITTLE ROCK—EST. 1927

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Arkansas Gazette. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager ..... R. G. Terrill
Program Director ..... Dorothy Weise
Chief Engineer ..... W. O. Van Dusen

•

# K L R A

"VOICE OF ARKANSAS"

## LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: LD 132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Transcription System.

### Personnel

President ..... A. L. Chilton
General Manager ..... S. C. Visonhaler
Chief Engineer ..... K. F. Tracy

### Coverage

| | |
|---|---|
| Population—Primary | 375,000 |
| Radio Homes— " | 56,000 |

Source: Field intensity survey.

### Representative

The Katz Agency.



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# KOTN

"COTTON CENTER OF ARKANSAS"

## PINE BLUFF—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Universal Broadcasting Corp. OPERATED BY: Universal Broadcasting Corp. BUSINESS ADDRESS: 505½ Main St. PHONE: 721. STUDIO ADDRESS: 505½ Main. TRANSMITTER LOCATION: 505½ Main. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M., CST. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### *Personnel*

President.....B. J. Parrish
Commercial Manager.....R. W. Etter
Station Manager.....B. J. Parrish
Musical Director.....Lucille Grubbs
Chief Engineer.....J. R. Whitworth

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Radio Homes—Primary.. | 31,800 | 31,800 |

Source: Station Estimate.

# KUOA

"VOICE OF THE OZARKS"

## SILOAM SPRINGS—EST. 1923

FREQUENCY: 1260 Kc. Power: 5000 Watts. OWNED BY: KUOA, Inc. OPERATED BY: KUOA, Inc. BUSINESS ADDRESS: Siloam Springs. PHONE: Long distance 77. STUDIO ADDRESS: Siloam Springs. TRANSMITTER LOCATION: 1 mile west of Siloam Springs. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Programs, NAB Bureau of Copyrights.

### *Personnel*

Chairman of Board.....John E. Brown
President.....Richard Hodges
Station Manager.....Storm Whaley
Program Director.....Leslie Wright
Asst. Program Director.....Elnora Kincaid
Chief Engineer.....J. L. Miller

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 992,655 |
| Radio Homes— " ..... | 231,470 |

Source: Station estimate.

### *Representative*

Furgason & Walker, Inc.

# CALIFORNIA

Population 6,154,000

Number of Families 1,818,000 — Number of Radio Homes 1,719,800

Retail Sales $2,462,909,000 — Auto Registrations 2,597,536

# KERN

## BAKERSFIELD—EST. 1932

NBC (RED & BLUE) CALIFORNIA RADIO SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-I. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President.....Guy C. Hamilton
Commercial Manager.....Howard Lane
Station & Sales Mgr.....Robert L. Stoddard
Publicity Director.....Walter Baziuk
Chief Engineer.....Verne Shatto

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 120,000 | 120,000 |
| Radio Homes— " .... | 24,000 | 24,000 |

Source: Station estimate.

### *Representative*

Paul H. Raymer Co.

•

# KPMC

## BAKERSFIELD—EST. 1933

MUTUAL—DON LEE BROADCASTING SYSTEM; CBS

FREQUENCY: 710 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pioneer Mercantile Co. OPERATED BY: Pioneer Mercantile Co. BUSINESS ADDRESS: Twentieth & Eye Sts. PHONE: 4500, 5100. STUDIO ADDRESS: 307½ E. 21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.



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### Personnel

President.....F. G. R. Schamblin
Station Manager.....L. A. Schamblin
Commercial Manager. . .L. A. Schamblin
Chief Announcer.....C. C. Sturm
Chief Engineer.....L. P. Jarvis

### Coverage

| | |
|---|---|
| Population—Primary | 198,000 |
| Radio Homes— " | 53,600 |

Source: Field intensity survey.

## K R E

BERKELEY—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 601 Ashby Ave. PHONE: Ashberry 7715. STUDIO ADDRESS: 601 Ashby Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service.

### Personnel

Station & Commercial Mgr.. .Arthur Westlund
Advertising & Sales Mgr.... .Donald Hambly
Musical Director.....Harrold S. Hawley
Chief Engineer.....Ralph Kennedy

### Coverage

| | Daytime | Evening* |
|---|---|---|
| Population—Primary .... | 1,258,174 | 1,500,000 |
| Radio Homes— " . | 357,500 | 400,000 |
| Population—Secondary | 413,400 | 500,000 |
| Radio Homes— " | 102,380 | 150,000 |

* Estimate.

Source: Field intensity survey and mail analysis; U. S. Department of Commerce.

## K M P C

BEVERLY HILLS—EST. 1928

FREQUENCY: 710 Kc. POWER: 500 watts. (C. P. 5000 watts, d.; 1000 watts, n. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, NBC Thesaurus.

### Personnel

President.....G. A. Richards
Vice-President .....Leo Fitzpatrick
Vice-President .....John Patt
Vice-President-General Manager..Leo B. Tyson
Publicity Director.....Lois Cowan
Chief Engineer.....Roger Love

### Coverage

| | |
|---|---|
| Population—Primary | 3,100,000 |
| Radio Homes— " | 914,000 |

Source: Field survey.

### Representative

Furgason & Walker, Inc.

## K H S L

"YOUR STATION"

CHICO—EST. 1935

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 250 watts. (C. P. 5000 watts, d.; 1000 watts, n.) OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 303. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Marysville Appeal-Democrat. NEWS SERVICE: Don Lee Press Bureau. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....Horace Thomas
Vice-President.....Hugh McClung
Secretary-General Mgr.....M. F. Woodling
Chief Announcer.....Oral Phillips
Musical Director.....Earl Wright
Chief Engineer.....Morton Weibers

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 307,717 | 307,717 |
| Radio Homes— " .. | 103,662 | 103,662 |
| Population—Secondary . | 47,701 | 47,701 |
| Radio Homes— " .. | 16,054 | 16,054 |

Source: Field strength measurements and mail response survey.

### Representative

John Blair & Co.

## K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: E. R. Irey and F. M. Bowles. OPERATED BY: F. M. Bowles. BUSINESS ADDRESS: 793 Main Street. PHONE: El Centro 1100. STUDIO ADDRESS: 793 Main Street. TRANSMITTER LOCATION: El Centro. TIME ON THE AIR: Unlimited (actual, 7:00 A.M. to 11:00 P.M.).

### Personnel

Manager.....E. R. Irey
Promotion Manager. . . . . F. M. Bowles

### Coverage

| | |
|---|---|
| Population—Primary | 83,800 |
| Radio Homes— " | 17,000 |
| Population—Secondary | 86,750 |
| Radio Homes— " | 20,300 |

Source: Field intensity survey.



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# KIEM

"THE VOICE OF THE REDWOODS"

## EUREKA—EST. 1933

MUTUAL—DON LEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Redwood Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Vance Hotel. PHONE: 93-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eureka Inlet, Humboldt Bay. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Titan, C. P. MacGregor, Lang-Worth.

### Personnel

Station Manager.....Wm. B. Smullin

### Coverage

| | |
|---|---|
| Population—Primary ..... | 120,000 |
| Radio Homes— " ..... | 34,000 |

Source: Mail analysis.

### Representative

John Blair & Company

•

# KARM

"THE VOICE OF CENTRAL CALIFORNIA"

## FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: George Harm. OPERATED BY: George Harm. BUSINESS ADDRESS: 1333 Van Ness Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First & Clinton Sts. TIME ON THE AIR: Full Time License (Daily, 18 hours; Sundays, 18 hours). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station Manager .....Lou Keplinger
Program Director .....Dick Wegener
Chief Engineer .....John Scales

### Representative

Weed & Co.
Walter Biddick Co. (Coast)

•

# KMJ

## FRESNO—EST. 1922

NBC (RED AND BLUE)
CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 1000 watts. (C. P. 5000 watts, d.) OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 2-8817—(transmitter) 2-0311. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1st and Shields. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: McClatchy Newspapers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

President .....Guy Hamilton
Commercial Manager.....Howard Lane
National Sales Manager (N. Y. C.)
Humboldt J. Gregg
Station Manager.....Keith Collins

### Coverage

| | |
|---|---|
| Population—Primary ..... | 512,600 |
| Radio Homes— " ..... | 137,000 |
| Population—Secondary ..... | 115,000 |
| Radio Homes— " ..... | 32,000 |

Source: Station estimate.

### Representative

Paul H. Raymer Co.

•

# KIEV

"THE CHOICE SPOT ON THE DIAL"

## GLENDALE—EST. 1932

FREQUENCY: 850 Kc. POWER: 250 Watts. OWNED BY: Cannon System, Ltd. OPERATED BY: Cannon System, Ltd. BUSINESS ADDRESS: 701 E. Broadway. STUDIO ADDRESS: 701 E. Broadway. TRANSMITTER LOCATION: Glendale. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press.

### Personnel

Co-owner .....D. H. Cannon
Co-owner .....Reed Callister
General Manager .....L. W. Peters
Program Director.....W. R. McLain

•

# KFOX

## LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 watts (C. P. 5000 watts, d.). OWNED BY: Hal G. Nichols. OPERATED BY: Same. BUSINESS ADDRESS: 220 E. Anaheim St. PHONE: 672-81. STUDIO ADDRESS: 220 E. Anaheim St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President .....Hal G. Nichols
Commercial Manager..Lawrence W. McDowell
Publicity Director.....Lou Huston
Musical Director.....Rolly Wray
Chief Engineer.....Lawrence W. McDowell

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | *740,000 | *825,000 |
| Radio Homes— " .... | 420,000 | 468,000 |
| Population—Secondary .. | *20,000 | *20,000 |
| Radio Homes— " .. | 8,000 | 8,000 |

* Families.

Source: Station estimate.

### Representative

Walter Biddick Co.



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# KGER

"THE HARBOR STATION"

## LONG BEACH—EST. 1925

FREQUENCY: 1360 Kc. POWER: 1000 Watts. OWNED BY: Consolidated Broadcasting Corp. OPERATED: BY: Same. BUSINESS ADDRESS: Dobyns Footwear Bldg., 643 S. Olive St. PHONE: 660-41. STUDIO ADDRESS: Dobyns Footwear Bldg.; 643 S. Olive St., Los Angeles; County Hall of Records, Los Angeles. TRANSMITTER LOCATION: North Long Beach. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Long Beach Press, Telegram and Sun. NEWS SERVICE: Transradio Press, KGER News Bureau, and local news. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Transcriptions.

### *Personnel*

President-Gen'l Manager...C. Merwyn Dobyns
Commercial Manager .....John A. Dobyns
Business Manager .....Tom Hunter
Sales Manager.....Don Alderman
Chief Announcer.....Paul Masterson
Program Director.....Helene Smith
Publicity and Production Director
Iola Josephson
News Editor.....Kelly Woolpert
Public Relations Manager.....Lee Wynne
Director of Educational Programs
Evalyn E. Dobyns
Office Manager.....Constance Brown
Chief Engineer .....Jay Tapp

### *Coverage*

Population—Primary ..... 2,440,000
Radio Homes— " ..... 725,000
Population—Secondary ..... 501,000
Radio Homes— " ..... 145,000
Source: Field intensity survey and mail analysis.

### *Representative*

Howard H. Wilson Company

•

# KECA

## LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont Ave. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2951 Maynier Lane. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcription Library.

### *Personnel*

President.....Earle C. Anthony
General and Station Manager
Harrison Holliway
Commercial and Sales Manager...Clyde Scott
Program Manager.....Glan Heisch
Musical Director.....Claude Sweeten
Production Manager.....John I. Edwards
Chief Engineers .....Curtis Mason, H. L. Blatterman

### *Coverage*

Population-Primary ..... 3,154,380
Radio Home- " ..... 896,830
Source: Station estimate

### *Representative*

Free & Peters, Inc.

•

# KFAC

"HOME, CHURCH AND SCHOOL"

## LOS ANGELES—EST. 1932

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Los Angeles Broadcasting Co. OPERATED BY: Los Angeles Broadcasting Co. BUSINESS ADDRESS: 645 So. Mariposa. PHONE: Fitzroy 1234. STUDIO ADDRESS: 645 So. Mariposa. TRANSMITTER LOCATION: 8581 W. 18th St. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press.

### *Personnel*

President and Gen'l Manager...Calvin J. Smith
Sales Manager.....Chas. T. Hughes
Program Manager.....R. Van Des Autels
Publicity Director.....Lucille Dinsmore
Traffic Manager.....Ruth Brown
Chief Engineer.....H. W. Anderson

### *Coverage*

Population—Primary ..... 3,000,000
Radio Homes- " ..... 851,210
Source: Station estimate

•

# KFI

## LOS ANGELES—EST. 1922

NBC—RED

FREQUENCY: 640 Kc. POWER: 50,000 watts. OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont St. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buena Park. TIME ON THE AIR: 6:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcription Library.

### *Personnel*

President.....Earle C. Anthony
General and Station Manager
Harrison Holliway
Sales Manager.....Clyde Scott
Program Manager.....Glan Heisch
Production Manager.....John I. Edwards
News Editor.....Jose Rodriguez
Chief Engineers.....Curtis Mason, H. L. Blatterman

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 4,739,129 | 4,739,129 |
| Radio Homes— " ..... | 1,300,000 | 1,300,000 |

Source: Station estimate

### *Representative*

Edward Petry & Co., Inc.



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# KFSG

"THE VOICE OF ANGELUS TEMPLE"

## LOS ANGELES—EST. 1923

FREQUENCY: 1120 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Echo Park Evangelistic Association. OPERATED BY: Echo Park Evangelistic Association. BUSINESS ADDRESS: 1100 Glendale Blvd. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Los Angeles. TIME ON THE AIR: 7:45 P.M. to 12:00 Midnight, daily except Friday: 10:30 A.M. to 12:30 P.M., 3:00 P.M. to 4:15 P.M., and 9:00 P.M. to 1:00 A.M., Sundays.

### *Personnel*

President.....Dr. Giles N. Knight
Program Director.....Phil Kerr

# KFVD

"CENTER OF THE DIAL"

## LOS ANGELES

FREQUENCY: 1000 Kc. POWER: 1000 Watts. OWNED BY: Standard Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 338 S. Western Ave. PHONE: Drexel 2391. STUDIO ADDRESS: 338 S. Western. TRANSMITTER LOCATION: 9300 Cattaraugus St., Palms, Calif. TIME ON THE AIR: 6:00 A.M. to local sunset. 10:00 P.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

### *Personnel*

Owner.....J. F. Burke
Station Manager.....Frank Burke
Commercial Manager.....F. J. Smalley, Jr.
Chief Announcer.....Howard Gray
Chief Engineer.....Jack Smithson

# KFWB

"WARNER BROS. MOTION PICTURE STUDIOS IN HOLLYWOOD"

## LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts. OWNED BY: Warner Bros. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

### *Personnel*

President.....J. L. Warner
Station Manager.....Harry Maizlish
Commercial Manager.....Jack O. Gross
Chief Announcer.....Harry Hall
Production Manager.....Manning Ostroff
Publicity Director.....David Davidson
Musical Director.....Leon Leonardi
Chief Engineer.....Harry Myers

### *Coverage*

| | |
|---|---|
| Population—Primary | 2,400,000 |
| Population—Secondary | 525,000 |

Source: Chamber of Commerce

### *Representative*

Paul H. Raymer Co.

(See Page 40)

# KGFJ

"KEEPING GOOD FOLKS JOYFUL"

## LOS ANGELES—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Ben S. McGlashan. OPERATED BY: Ben S. McGlashan. STUDIO ADDRESS: 1417 S. Figueroa St. PHONE: Prospect 2434. TRANSMITTER LOCATION: 1828 Oak St. TIME ON THE AIR: Full Time License. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service; Standard Radio.

### *Personnel*

Manager.....Ben S. McGlashan
Assistant Manager.....H. Duke Hancock
Program Director.....Thelma Kirchner

### *Representative*

Cox & Tanz

# KHJ

"KINDNESS, HAPPINESS AND JOY"

## LOS ANGELES—EST. 1923

MUTUAL & DON-LEE BROADCASTING SYSTEMS

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1076 W. 7th St. PHONE: VA. 7111. STUDIO ADDRESS: Seventh & Bixel Sts. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 12:00 Midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President.....Thomas Lee
Vice-President and General Manager.....Lewis Allen Weiss
Assistant Manager.....Willet H. Brown
General Sales Manager.....Wilbur Eickelberg
Television Director.....Harry Lubcke
Program Director.....Van C. Newkirk
Commercial Manager.....Sydney Gaynor
Publicity Director.....Mark Finley
Musical Director.....William Krauth
Chief Engineer.....Frank Kennedy

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 2,283,847 | 2,283,847 |
| Radio Homes— " | 693,800 | 693,800 |
| Population—Secondary | 385,823 | 385,823 |
| Radio Homes— " | 96,455 | 96,455 |

Source: Joint Committee.

### *Representative*

John Blair & Company



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# K M T R

"TOP OF THE DIAL"

## LOS ANGELES—EST. 1924

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: KMTR Radio Corp. OPERATED BY: KMTR Radio Corp. BUSINESS ADDRESS: 1000 Cahuenga Blvd. PHONE: Hillside 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:30 P.M. (on unlimited license). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President .....Victor E. Dalton
General Manager.....Kenneth O. Tinkham
Production Manager.....Mort Werner
Musical Director .....Salvatore Santaella
Chief Technician .....Carrol Hauser

### *Representative*

Burn-Smith Co.

•

# K N X

"THE VOICE OF HOLLYWOOD"

## LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 6121 Sunset Blvd., Columbia Square, Hollywood. PHONE: Hollywood 1212. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Park, Torrance, Calif. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, International News Service. ARTISTS' BUREAU: Columbia Management of California, Inc. TRANSCRIPTION SERVICE: Associated Library Service.

### *Personnel*

General Manager....Donald W. Thornburgh
Pacific Coast Sales Manager...Arthur J. Kemp
S. Calif. Sales Manager.....Harry W. Witt
N. Calif. Sales Manager.....Henry M. Jackson
National Network Sales....William E. Forbes
CBS Western Program Director.Charles Vanda
KNX-Pacific Network Program Director .....Russ Johnston
Pacific Network Sales Promotion Manager.....George L. Moskovics
Chief Engineer.....Lester H. Bowman
Director of Public Relations.....Fox Case
Director of Publicity.....Hal Rorke
Traffic Manager.....Alan Cormack
Auditor.....Charles D. Ryder, Jr.
Assistant Program Director.....Ben Paley
Musical Director.....Lud Gluskin
Continuity Chief.....Paul Pierce
Production Manager.....Edith Todesca
Sound Effects Chief.....Alfred Span
Managing News Editor.....Nelson Pringle
Announcing Supervisor.....William Gay
Director of Education...Frances Farmer Wilder

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 3,322,600 | 7,069,700 |
| Radio Homes— " .... | 836,030 | 1,553,920 |
| Population—Secondary .. | 2,800,400 | 4,743,900 |
| Radio Homes— " .. | 664,280 | 1,105,810 |

Source: Market Research Division of Columbia Broadcasting System.

### *Representative*

Radio Sales.

•

# K R K D

## LOS ANGELES—EST. 1927

FREQUENCY: 1120 Kc. POWER: 2500 watts, d.; 1000 watts, n. OWNED BY: Radio Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 541 South Spring St. PHONE: Tucker 7111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1100 Glendale Blvd. TIME ON THE AIR: Shares Time with KFSG. NEWS SERVICE: United Press.

### *Personnel*

General Manager.....John A. Driscoll
Studio Manager & Program Director Howard R. Bell
Publicity Director.....Joe Micciche
Chief Engineer.....Willis O. Freitag

### *Representative*

Joseph Hershey McGillvra.

•

# (CALL LETTERS UNASSIGNED)*

## MARYSVILLE—EST. 1940

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Marysville-Yuba City Broadcasters, Inc. OPERATED BY: Marysville-Yuba City Broadcasters, Inc. BUSINESS ADDRESS: Marysville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit subject to approval of site at time of going to press and no further information was available.

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# K Y O S

"THE GATEWAY TO YOSEMITE"

## MERCED—EST. 1936

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 250 Watts. OWNED BY: Merced Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Merced. PHONE: 1430-1-2. STUDIO ADDRESS: Merced. TRANSMITTER LOCATION: 2 miles N.E. of Merced on G Street Grade. TIME ON THE AIR: 6:00 A.M. to sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: Merced Star. TRANSCRIPTION SERVICE: C. P. MacGregor.



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### Personnel

President .....Hugh McClung
Station Manager.....John W. Crews
Production Manager-Chief Announcer.....Charles Kingsley, Jr.
Sales Manager .....John W. Crews
Publicity Director.....Larue Curd
Chief Engineer .....Morton Weibers

### Coverage

| | |
|---|---|
| Population—Primary ..... | 88,161 |
| Population—Secondary ..... | 365,321 |

Source: Station estimate.

### Representative

John Blair & Co.

## KTRB

"VOICE OF CENTRAL CALIFORNIA"

MODESTO—EST. 1934

FREQUENCY: 740 Kc. POWER: 250 Watts. OWNED BY: T. R. McTammany and Wm. H. Bates, Jr. OPERATED BY: Central California Broadcasters Co. BUSINESS ADDRESS: P. O. Box 405. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: 6:30 A.M. to sunset. NEWS SERVICE: United Press and local news.

### Personnel

General Manager.....William H. Bates, Jr.
Commercial Manager.....T. R. McTammany

### Representative

Waller Biddick Co. and Cox & Tanz

## KDON

"MUTUAL'S VOICE FOR THE MONTEREY BAY AREA"

MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl Ct. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St., Monterey; Casa Del Rey Hotel, Santa Cruz; 137 Monterey St., Salinas. TRANSMITTER LOCATION: Municipal Wharf, Monterey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President..... Allen Griffin
Station Manager .....Howard V. Walters
Commercial Manager . H. V. Walters
Chief Announcer.. .....Jack Eliassen
Publicity Director... . .. .Bob Pinkerton
Chief Engineer.... Melvin Johnson

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 128,690 | 97,650 |
| Radio Homes " .... | 30,182 | 22,050 |
| Population—Secondary .. | 421,000 | 336,800 |
| Radio Homes " .. | 90,100 | 72,080 |

Source: Field intensity survey.

### Representative

John Blair & Co.

## KLS

OAKLAND—EST. 1921

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Higate 1212. STUDIO ADDRESS: 327-21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

### Personnel

Station Manager..... .....S. W. Warner
Commercial Manager.....F. W. Morse

### Coverage

| | |
|---|---|
| Radio Homes—Primary ..... | 412,630 |
| Radio Homes—Secondary ..... | 80,990 |

Source: Station estimate.

## KLX

OAKLAND—EST. 1922

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Manager .....Preston D. Allen

## KROW

OAKLAND—EST. 1925

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS AND STUDIO ADDRESS: Radio Center Bldg., 19th & Broadway. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: Bellevue Hotel. PHONE: Glencourt 6774. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited (18 hours, daily). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

### Personnel

President..... .....W. I. Dumm
Vice-President-General Manager.... . . . . Philip G. Lasky



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### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 1,920,000 | 1,920,000 |
| Radio Homes— " .... | 460,960 | 460,960 |
| Population—Secondary .. | 212,000 | 212,000 |
| Radio Homes— " .. | 52,200 | 52,200 |

Source: Joint Committee.

### Representative

Free & Peters, Inc.

## K P P C

### PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Pasadena Presbyterian Church. OPERATED BY: Same. BUSINESS ADDRESS: 585 E. Colorado St. PHONE: Sycamore 3-2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday 7:00 P.M. to 9:30 P.M. Non-Commercial).

### Personnel

Station Manager .....David Black
Chief Announcer .....Vincent Parsons
Program Director.....Leon Hall
Chief Engineer .....N. V. Parsons

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 344,000 | 344,000 |
| Population—Secondary .. | 625,000 | 625,000 |

Source: Chamber of Commerce.

## K V C V

"VOICE OF THE SHASTA DAM AREA"

### REDDING—EST. 1936

MUTUAL

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 477. PHONE: 900. STUDIO ADDRESS: Highway No. 99. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWSPAPER AFFILIATION: Redding Searchlight. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President .....Hugh McClung
Vice-President.....M. F. Woodling
Station Manager.....E. P. Milburn
Commercial Manager.....Clyde Wiegand
Advertising Manager.....Carl Winther
Production Manager-Publicity Director .....Clyde Wiegand
Chief Announcer.....E. Dawson
Chief Engineer.....Robert Boren

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 14,000 | 17,000 |
| Radio Homes— " .... | 3,325* | 4,040* |
| Population—Secondary .. | 36,000 | 32,000 |
| Radio Homes— " .. | 8,550* | 7,600* |

* Approximation.

Source: Chamber of Commerce; Joint Committee; Mail analysis.

### Representative

John Blair & Company

## K F B K

"THE CAPITOL STATION OF CALIFORNIA"

### SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 5000. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Vice-President .....G. C. Hamilton
Station & Business Manager.....Howard Lane
Chief Announcer.....Tony Koester
Sales Manager .....Leo Ricketts
Publicity Director .....H. Jacobsen
Musical Director .....George Breece
Chief Engineer .....Norman D. Webster

### Coverage

| | |
|---|---|
| Population—Primary ..... | 730,000 |
| Radio Homes— " ..... | 197,000 |
| Population—Secondary ..... | 276,000 |
| Radio Homes— " ..... | 79,000 |

Source: Field intensity survey and mail response analysis.

### Representative

Paul H. Raymer Company

## K R O Y

"THE ROY MILLER STATION"

### SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 14th Ave. & 65th St. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President-Owner .....Royal Miller
Station Manager.....Will Thompson, Jr.
Sales Manager.....D. E. Lundy
Chief Engineer.....Milton Cooper



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### Coverage

| | |
|---|---|
| Population—Primary | 375,000 |
| Radio Homes— " | 104,700 |
| Population—Secondary | 145,000 |
| Radio Homes— " | 42,000 |

Source: Mail response analysis.

### Representative

Joseph Hershey McGillvra.
Walter Biddick & Company (Coast).

## K F X M

"VOICE OF THE SUNKIST VALLEY"

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: J. C. & E. W. Lee. OPERATED BY: Lee Bros. Broadcasting Co. BUSINESS ADDRESS: California Hotel. PHONE: 4761-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. except Wednesday; Sunday, 1:00 P.M. to 6:45 P.M. and 9:00 P.M. to 12:00 midnight; Wednesday, 6:00 A.M. to 7:00 P.M. and 9:30 to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

### Personnel

Station Manager.....J. Clifford Lee
Commercial Manager.....Gene W. Lee
Chief Announcer.....Howard Baichly
Sales Manager.....Maurice Vroman
Publicity Director.....E. W. Lee
Chief Engineer.....Richard T. Sampson

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 149,901 | 106,241 |
| Radio Homes— " | 41,657 | 25,379 |
| Population—Secondary | 49,121 | 27,491 |
| Radio Homes— " | 17,278 | 7,634 |

Source: Station survey.

### Representative

John Blair & Company

## K F S D

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts. OWNED BY: Airfan Radio Corp., Ltd. OPERATED BY: Airfan Radio Corp., Ltd. BUSINESS ADDRESS: U. S. Grant Hotel, 326 Broadway. PHONE: Franklin 6353. STUDIO ADDRESS: U. S. Grant Hotel, 326 Broadway. TRANSMITTER LOCATION: U. S. Grant Hotel, 326 Broadway. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President-Station Manager...Thomas E. Sharp
Assistant Manager.....Sam Lipsett
Commercial Manager.....John Babcock
Sales Manager.....John Babcock
Program-Publicity Director...Leah McMahon
Musical Director.....Leah McMahon
Chief Engineer.....Harold Hasenbeck

### Coverage

| | |
|---|---|
| Population—Primary | 2,591,700 |
| Radio Homes— " | 825,000 |

Source: Field intensity measurement; Joint Committee; U. S. Census.

### Representative

Paul H. Raymer Company

## K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts (C.P. 5000 Watts). OWNED BY: Don Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1012 First Ave. PHONE: Franklin 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to midnight. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Genl. Mgr.....Lewis Allen Weiss
Station Manager.....S. W. Fuller
Sales Manager.....D. J. Donnelly
Program Director.....Edgar L. Tidwell
Chief Engineer.....Milam Cater

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 280,000 | 280,000 |
| Radio Homes— " | 54,300 | 54,300 |

Source: Station survey.

### Representative

John Blair & Co.

## K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

FREQUENCY: 610 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Van Ness Ave. PHONE: Prospect 0100. STUDIO ADDRESS: 1000 Van Ness Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....Thomas S. Lee
Station Manager.....William D. Pabst
Commercial Manager.....Ward D. Ingrim
Production Supervisor.....Robert Bence
Sales-Traffic Manager.....Enes Canata
Publicity Director.....Phil Stearns



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Musical Director.....Cy Trobbe
Chief Engineer.....Ernest G. Underwood

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 2,467,010 | 2,136,890 |
| Radio Homes— " .... | 663,120 | 580,940 |
| Population—Secondary .. | 3,270,260 | |
| Radio Homes— " .. | 841,710 | 780,670 |

Source: Joint Committee.

### Representative

John Blair & Co.

## K G O

### SAN FRANCISCO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: (daily) 6:30 A.M. to midnight—(Sunday) 7:30 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

### Personnel

President .....Charles Wilson
Station Manager.....A. E. Nelson
Sales Promotion Manager...Robert McAndrews
Program Director.....Glenn Dolberg
Production Manager.....Robert Seal
Office Manager.....S. P. Dorais
Chief Announcer.....Paul Gates
Sales Manager.....William B. Ryan
Traffic Manager.....George Fuerst
Education & Agriculture
Director .....Jennings Pierce
Publicity Director.....Milton Samuel
Musical Director.....Robert Seal
Station Engineer.....Curtis D. Peck

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 2,428,600 | 2,460,500 |
| Radio Homes— " .... | 660,900 | 672,000 |
| Population—Secondary .. | 803,300 | 2,644,600 |
| Radio Homes— " .. | 221,500 | 683,400 |

Source: NBC circulation area method.

### Representative

National Broadcasting Co., Inc.

## K J B S

### SAN FRANCISCO—EST. 1925

KJBS-KQW COMBINATION

FREQUENCY: 1070 Kc. POWER: 500 Watts. OWNED BY: Julius Brunton & Sons Co. OPERATED BY: Julius Brunton & Sons Co. BUSINESS ADDRESS: 1470 Pine St. PHONE: Ordway 4148. STUDIO ADDRESS: 1470 Pine St. TRANSMITTER LOCATION: 1470 Pine St. TIME ON THE AIR: (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset. (Saturday) 10:30 A.M. to local sunset. NEWS SERVICE: United Press, KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth. NAB Library.

### Personnel

General Manager.....Ralph R. Brunton
Manager.....E. P. Franklin

### Coverage

| | |
|---|---|
| Population—Primary ..... | 1,497,000 |
| Radio Homes— " ..... | 400,000 |

Source: Field intensity measurements.

### Representative

Homer Owen Griffith, Los Angeles

## K P O

"THE VOICE OF THE GOLDEN WEST"

### SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

### Personnel

President.....Lenox R. Lohr
Station Manager.....A. E. Nelson
Sales Promotion Manager..Robert McAndrews
Program Director.....Glenn Dolberg
Production Manager.....Robert Seal
Office Manager.....S. P. Dorais
Chief Announcer.....Paul Gates
Sales Manager.....William B. Ryan
Traffic Manager.....George Fuerst
Education & Agriculture
Director .....Jennings Pierce
Publicity Director.....Milton Samuel
Musical Director.....Robert Seal
Station Engineer.....Curtis D. Peck

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 2,736,500 | 2,624,600 |
| Radio Homes— " .... | 741,200 | 714,100 |
| Population—Secondary .. | 293,100 | 3,034,300 |
| Radio Homes— " .. | 80,800 | 753,300 |

Source: NBC circulation area method (field intensity strength plus mail response).

### Representative

National Broadcasting Co., Inc.

## K S A N

"SAN FRANCISCO'S TWENTY-FOUR HOUR STATION"

### SAN FRANCISCO—EST. 1925

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Golden Gate Broadcasting Corp.



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OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

Station Manager.....S. H. Patterson
Assistant Manager..William C. Grove
Sales Manager.....C. E. Hopkins
Publicity Director.....Les. Malloy
Musical Director.....Dudley Manlove
Chief Engineer.....Wm. C. Grove

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 1,561,528 | 1,561,528 |
| Radio Homes— " | 391,000 | 391,000 |
| Population—Secondary | 1,753,460 | 1,753,460 |
| Radio Homes— " | 451,030 | 451,030 |

Source: Station survey.

### Representative

Forjoe & Co.

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## K S F O

### SAN FRANCISCO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Palace Hotel Bldg., 140 Esse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islias Creek. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth.

### Personnel

President.....W. I. Dumm
General Manager.....Lincoln Dellar
National Sales Manager.....Charles Morin
Program Director.....Arthur E. Stowe
Publicity Director.....Marie Houlihan
Musical Director.....Dick Aurandt
Chief Engineer.....R. V. Howard

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 2,152,392 | 2,179,825 |
| Radio Homes— " | 635,450 | 638,860 |
| Population—Secondary | 566,480 | 148,575 |
| Radio Homes— " | 159,720 | 47,250 |

Source: Joint Committee; county auditor's estimate (1939).

### Representative

Free & Peters, Inc.

•

## K Y A

"SERVING NORTHERN CALIFORNIA"

### SAN FRANCISCO—EST. 1926

FREQUENCY: 1230 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas 2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: American Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Service.

### Personnel

President.....J. V. Connolly
General Manager.....Reiland Quinn
Commercial & Assistant Manager.....Gurden Mooser
National Advertising Manager.John Livingston
Chief Announcer.....David S. Vaile
Publicity Director.....J. Clarence Meyers
Musical Director.....Edward Fitzpatrick
Chief Engineer.....Paul C. Schulz

### Coverage

| | |
|---|---|
| Population—Primary | 1,552,000 |
| Radio Homes— " | 457,000 |
| Population—Secondary | 1,960,000 |
| Radio Homes— " | 578,000 |

Source: Field intensity measurement; Joint Committee; U. S. Census.

### Representative

International Radio Sales.

•

## K Q W

### SAN JOSE—EST. 1910

MUTUAL—DON LEE

FREQUENCY: 1010 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Pacific Agricutural Foundation, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 87 East San Antonio St. PHONE: Ballard 2616. STUDIO ADDRESS: 87 East San Antonio St. TRANSMITTER LOCATION: Alviso Bay. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: 1470 Pine St. PHONE: Ordway 4148. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: San Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Program Library, Davis & Schwegler.

### Personnel

President.....Ralph R. Brunton
General Manager.....C. L. McCarthy
Sales Manager.....H. O. Fiebig

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 2,834,542 | 2,834,542 |
| Radio Homes— " | 545,870 | 545,870 |

Source: Joint Committee; Chamber of Commerce.

### Representative

Joseph Hershey McGillvra



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# KVEC

## SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: Mt. View and Hill Sts. PHONE: San Luis Obispo 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway, California Polytechnic property. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager ..... Les Hacker
Commercial Manager ..... John C. Clifton
Sales Manager ..... Jack Wasson
Program Director ..... Aram Rejebian
Chief Announcer ..... H. Fleming Wood

### Coverage

| | |
|---|---|
| Population—Primary* ..... | 74,033 |
| Radio Homes— " ..... | 17,763 |

* San Luis Obispo County and parts of Santa Barbara, Monterey, King, Kern and Fresno counties.

Source: Station survey.

### Representative

John Blair & Co.

•

# KVOE

"THE VOICE OF THE ORANGE EMPIRE"

## SANTA ANA—EST. 1926

DON LEE—MUTUAL

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President and General Manager, Ernest L. Spencer
Commercial Manager ..... Ed McCaffrey
Merchandising & Promotion Manager ..... Vic Rowland
Chief Engineer ..... Wallace S. Wiggins

### Coverage

| | Evening |
|---|---|
| Population—Primary ..... | 580,000 |
| Radio Homes— " ..... | 117,500 |

Source: U. S. Census.

### Representative

John Blair & Company

# KDB

"THE VOICE OF SANTA BARBARA"

## SANTA BARBARA—EST. 1929

MUTUAL—DON-LEE BROADCASTING SYSTEMS

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 4131. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President ..... Thomas S. Lee
Station Manager ..... Earl Pollock
Production Manager & Chief Announcer ..... Robert Boyd
Sales Manager ..... Arthur Manuel
Chief Engineer ..... Robert Arne

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 118,400 | 118,400 |
| Radio Homes— " .... | 37,000 | 37,000 |
| Population—Secondary .. | 26,000 | 26,000 |
| Radio Homes— " .. | 8,000 | 8,000 |

Source: Station survey.

### Representative

John Blair & Co.

•

# KTMS

## SANTA BARBARA—EST. 1937

NATIONAL BROADCASTING CO.
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1220 Kc. POWER: 500 Watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Manager ..... Frank V. Webb
Program Director ..... William Sanford

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 138,958 | 138,958 |
| Radio Homes— " .... | 34,450 | 34,450 |

Source: U. S. Census.

### Representative

Weed & Company



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# KSRO

## SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: Press Democrat Bldg. PHONE: Santa Rosa 110. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Vallejo & Fresno Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWSPAPER AFFILIATION: Santa Rose Press-Democrat, Santa Rosa Republican. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President.....E. L. Finley
Manager.....Wilt Gunzendorfer

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 34,495 | 34,495 |
| Radio Homes— " .... | 15,710 | 15,710 |
| Population—Secondary . | 32,985 | 32,985 |
| Radio Homes— " .. | 14,145 | 14,145 |

Source: Mail response survey.

### *Representatives*

Joseph Hershey McGillvra
Walter Biddick Co.

CALIFORNIA
RADIO
EXECUTIVES
READ
RADIO
DAILY
REGULARLY

# KGDM

## STOCKTON—EST. 1926

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

Manager.....Joe D. Carroll
Program Director.....Lillian Best Parkin

# KWG

"VOICE OF SAN JOAQUIN VALLEY"

## STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

President.....Guy C. Hamilton
Station & Sales Manager.....George Ross
Chief Announcer.....Howard Thurston
Chief Engineer.....Russell Bennett

### *Representative*

Paul H. Raymer Company

# KTKC

## VISALIA—EST. 1937

FREQUENCY: 890 Kc. POWER: 1000 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily except Saturday; 6:00 A.M. to 12:00 midnight, Saturdays. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Time-Delta-Visalia Recorder, Porterville, Times & Advance Register, Tulare; Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. MacGregor, Langworth, NBC Thesaurus.

### *Personnel*

General Manager.....Chas. A. Whitmore
Station Manager.....Chas. P. Scott



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Sales Manager.....Milliard Kibbe
Program Director.....Charles B. Foll
Chief Announcer.....Sheldon Anderson
Chief Engineer.....Bert Williamson

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 455,400 | 350,000 |
| Radio Homes— " .... | 93,650 | |
| Population—Secondary .. | *750,000 | |

* Approximation.

### Representative

John Blair & Company

•

## K H U B

"THE VOICE OF THE MONTEREY BAY AREA"

WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: John P. Scripps. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 349. PHONE: 1700-1. STUDIO ADDRESS: Watsonville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWSPAPER AFFILIATION: Watsonville Register-Pajaronian. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Manager.....M. S. Walker
Production Manager.....Jack R. Wagner
Chief Announcer.....Gordon Roth
Publicity Director.....Phil Bernheim
Musical Director.....Helen Farrell
Women's Director.....Helen Farrell
Chief Engineer.....Jack R. Wagner

### Representative

Walter Biddick Co.

# COLORADO

Population 1,071,000

Number of Families 288,000 — Number of Radio Homes 233,500

Retail Sales $332,814,900 — Auto Registrations 341,000

## K G I W

"THE VOICE OF THE GREAT SAN LUIS VALLEY"

ALAMOSA—EST. 1929

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: E. L. Allen. OPERATED BY: E. L. Allen. BUSINESS ADDRESS: Alamosa, Colo. PHONE: Alamosa 26. STUDIO ADDRESS: Alamosa and Monte Vista. TRANSMITTER LOCATION: East Alamosa, Colo. TIME ON THE AIR: 7:30 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

### Personnel

Owner.....E. L. Allen
News Editor.....John R. Thomas
Chief Engineer.....Will M. Thomas

•

## K V O R

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts. OWNED BY: Outwest Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Antlers Hotel. PHONE: Main 278. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Platte Ave. east of city limits. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Colorado Springs Gazette & Telegraph. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, & Lang-Worth Features. MAINTAINS ARTISTS BUREAU.

### Personnel

President .....E. K. Gaylord
Station Manager .....Hugh B. Terry
Artists Bureau Head.....Duane Osborn
Program and Publicity Director .....Lucille Santarelli
Musical Director .....Arbor Fuller
Chief Engineer.....Cozine Strang

### Coverage

| | |
|---|---|
| Population—Primary ..... | 166,000 |
| Radio Homes— " ..... | 38,000 |
| Population—Secondary ..... | 59,300 |
| Radio Homes— " ..... | 11,500 |

Source: Mail response analysis.

### Representative

The Katz Agency



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# IN DENVER

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SHOW OF THE WEEK
KEEP FIT TO MUSIC
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GENE O'FALLON — KFEL, Manager

*OR ASK A JOHN BLAIR MAN*



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# K F E L

"THE NEW CRY OF THE OLD WEST"

## DENVER—EST. 1923

MUTUAL
COLORADO NETWORK

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; 7:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, Standard Radio, Davis & Schwegler.

### *Personnel*

President-Station Manager.....Gene O'Fallon
Director.....Frank Bishop
Commercial Manager.....Holly Moyer
Traffic Manager.....Don McCaig
News Service Manager.....Bill Welsh
Chief Announcer.....Herb Trackman
Chief Engineer.....J. P. Veatch

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 526,445 | 526,445 |
| Radio Homes— " .... | 125,786 | 124,780 |
| Population—Secondary .. | 323,300 | 526,445 |
| Radio Homes— " .. | 162,230 | 125,780 |

Source: Mail analysis.

### *Representative*

John Blair & Company

# K L Z

"PIONEER BROADCASTING STATION OF THE WEST"

## DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: Englewood. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (daily); 7:00 A.M. to 12:00 midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service.

### *Personnel*

President.....E. K. Gaylord
Station Manager.....F. W. Meyer
Sales Manager.....Fred L. Allen
Program Director.....Arthur Wuth
Production Manager..Howard R. Chamberlain
Promotion Director.....Charles Inglis
Musical Director.....Les Weelans
Chief Engineer.....T. A. McClelland

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,286,193 | 1,051,055 |
| Radio Homes— " .... | 255,000 | 214,990 |

Source: U. S. Census; Joint Committee.

### *Representative*

The Katz Agency

# K M Y R *

## DENVER—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. W. Meyer. OPERATED BY: F. W. Meyer. BUSINESS ADDRESS: Denver. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a C.P. at the time of going to press and no further information was available after the usual requests.

# K P O F

## DENVER—EST. 1928

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation) BUSINESS ADDRESS: 1845 Champa St. STUDIO ADDRESS: 1845 Champa St.

# K V O D

"THE VOICE OF DENVER"

## DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Tenth Floor, Midland Savings Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pecos St., North of Denver. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Library, Davis & Schwegler.

### *Personnel*

President and General Manager....W. D. Pyle
Secretary-Treasurer.....T. C. Ekrem
Station & Commercial Manager....T. C. Ekrem
Chief Announcer.....J. E. Finch
Publicity Director.....B. H. Stanton
Musical Director.....J. E. Finch
Chief Operator.....D. Garretson

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 761,025 | 524,260 |
| Radio Homes— " .... | 172,960 | 119,150 |
| Population—Secondary .. | 434,280 | 185,460 |
| Radio Homes— " .. | 98,700 | 42,150 |

Source: U. S. Census; Joint Committee.

### *Representative*

Edward Petry & Co.



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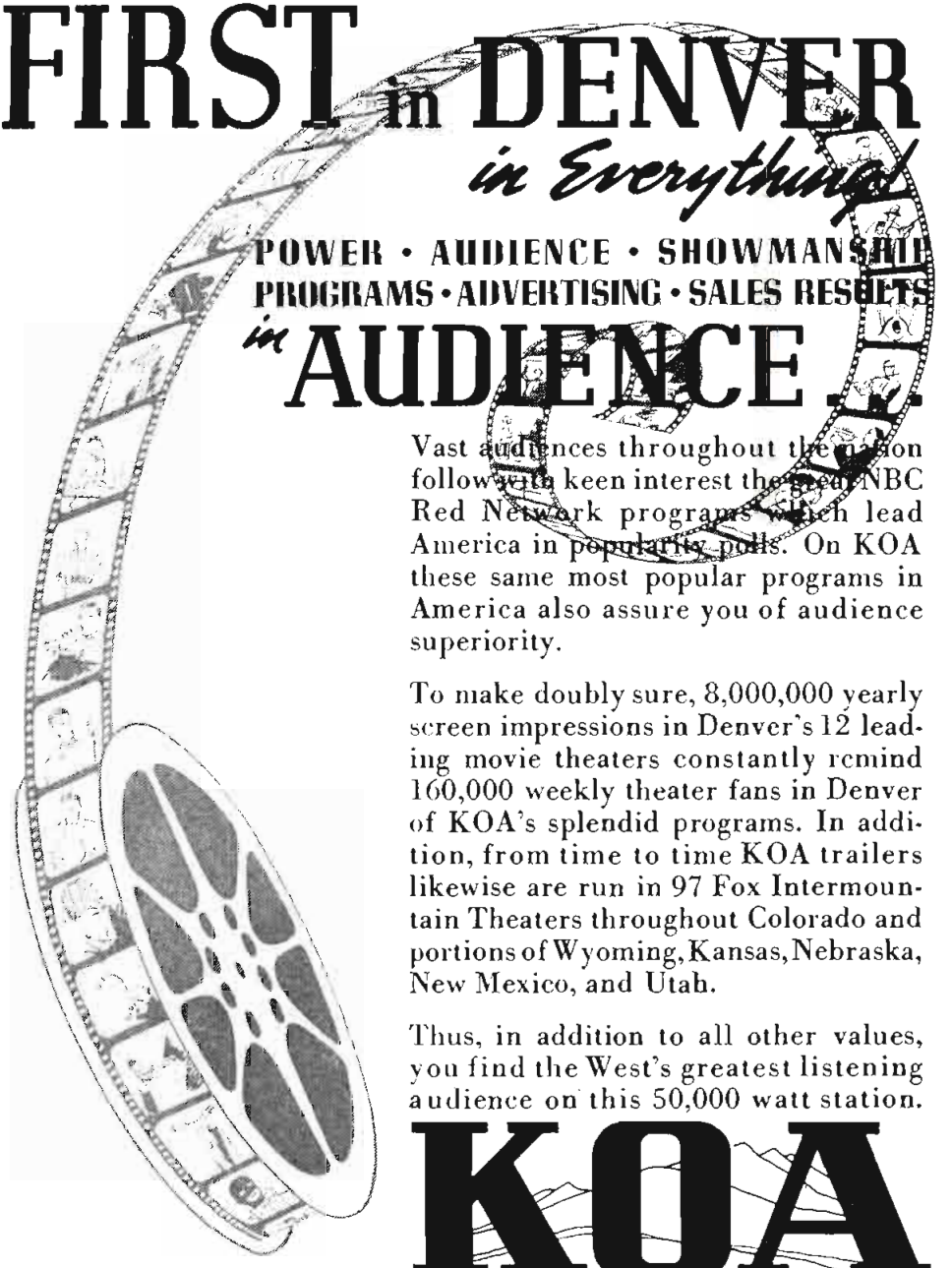
*So The Advertiser May Know WHICH Station Is*

# FIRST in DENVER

*in Everything!*

**POWER • AUDIENCE • SHOWMANSHIP**
**PROGRAMS • ADVERTISING • SALES RESULTS**

## in AUDIENCE...



Vast audiences throughout the nation follow with keen interest the great NBC Red Network programs which lead America in popularity polls. On KOA these same most popular programs in America also assure you of audience superiority.

To make doubly sure, 8,000,000 yearly screen impressions in Denver's 12 leading movie theaters constantly remind 160,000 weekly theater fans in Denver of KOA's splendid programs. In addition, from time to time KOA trailers likewise are run in 97 Fox Intermountain Theaters throughout Colorado and portions of Wyoming, Kansas, Nebraska, New Mexico, and Utah.

Thus, in addition to all other values, you find the West's greatest listening audience on this 50,000 watt station.

# KOA

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

WORLD'S GREATEST BROADCASTING SYSTEM

BOSTON-SPRINGFIELD
WBZ & WBZA
CHICAGO—WENR & WMAQ
CLEVELAND—WTAM
DENVER—KOA
NEW YORK—WEAF & WJZ
PHILADELPHIA—KYW
PITTSBURGH—KDKA
SAN FRANCISCO—KGO & KPO
SCHENECTADY—WGY
WASHINGTON, D. C.—WMAL & WRC



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# K O A

## DENVER—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 830 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 1625 California St. PHONE: Main 6211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Aurora, Colo. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Denver Post. TRANSCRIPTION SERVICES: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

### Personnel

President .....Charles Wilson
General Manager.....Lloyd E. Yoder
Assistant Manager.....Robert H. Owen
Program Director.....Clarence C. Moore
Promotion & Publicity Director .....James MacPherson
Sales Manager.....A. W. Crapsey
Artists Bureau Head.....Duncan McColl
Chief Engineer.....Robert H. Owen

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,099,400 | 1,113,400 |
| Radio Homes— " .... | 239,200 | 249,100 |
| Population—Secondary .. | 568,200 | 3,255,100 |
| Radio Homes— " .. | 44,100 | 201,500 |

Source: NBC Airea method of field strength measurements and mail response analysis.

### Representative

National Broadcasting Co., Inc.

# K I U P

## DURANGO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

### Personnel

Station Manager.....Raymond M. Beckner
Chief Engineer.....G. L. Schmehl

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 50,000 | 50,000 |
| Radio Homes— " .... | 10,340 | 10,340 |
| Population—Secondary .. | 125,000 | 125,000 |
| Radio Homes— " .. | 30,000 | 30,000 |

Source: Field intensity survey and mail response analysis.

# K F X J

## GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
COLORADO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction 126. STUDIO ADDRESS: La Court Hotel and Hillcrest Manor. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association, Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

### Personnel

General Manager.....Rex Howell
Secretary-Treasurer .....Chas. Howell
Chief Engineer.....Fred Mendenhall

### Coverage

Radio Homes—Primary ..... 15,000

Source: Field strength measurements.

# K F K A

## GREELEY—EST. 1922

MUTUAL BROADCASTING SYSTEM
COLORADO RADIO NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Mid-Western Radio Corp. OPERATED BY: Mid-Western Radio Corp. BUSINESS ADDRESS: 620 Eighth Ave. PHONE: 450-1. STUDIO ADDRESS: 620 Eighth Ave. TRANSMITTER LOCATION: Hoover Park. TIME ON THE AIR: 5:30 A.M. to 7:15 A.M., 9:00 A.M. to 2:30 P.M., 4:30 P.M. to 6:30 P.M. and 8:30 P.M. to 12:30 A.M., daily; 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3 P.M., 4:30 P.M. to 6:00 P.M. and 9:00 P.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

Managing Director.....H. E. Green

### Coverage

| | Daytime |
|---|---|
| Population—Primary ..... | 983,170 |
| Radio Homes— " ..... | 230,180 |

Source: U. S. Census; Joint Committee.

### Representative

Bassler & Co.

# K O K O

## LA JUNTA—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: Box 225. Phone: 42. STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICES: Radio News Assn. TRANSCRIPTION SERVICE: Standard Radio.



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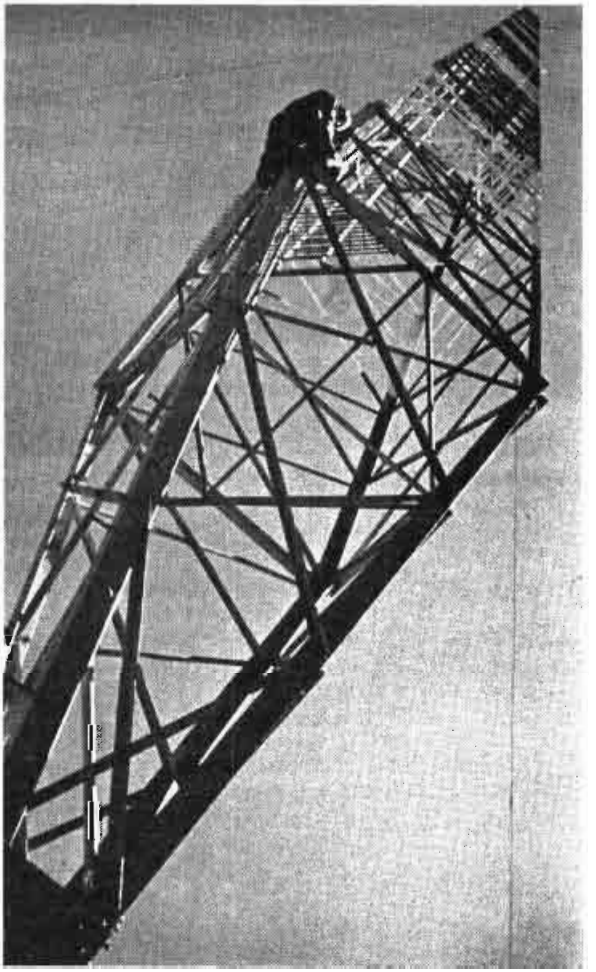
# More "REACH" For Your Money

A new antenna system is at work for WTIC advertisers in 1940. Giving our 50,000 Watts—and your money—greater "reach" than ever.

Our area of full-strength reception has been extended to 10,000 square miles, including a primary population of 2,570,000—a notable increase over our former 6,000 square mile primary area embracing 1,863,570 people.



## BETTER RECEPTION

Not only has our new equipment extended our "reach" but it also has brought a marked improvement in reception quality and in fidelity of tone.

This new and wider coverage and improved facilities mark another step in the 16-year record of progress which has kept WTIC Southern New England's most popular station with listeners—and a clear-cut "must" with advertisers who want to make the most of this prosperous billion-dollar market.

## REACHING UP AND OUT

Our new antenna system consists of two uniform cross-section Blaw-Knox towers 483 feet high, a buried ground system employing over 26 miles of 2-inch copper ribbon weighing nearly 8 tons—together with the latest type of transmission line, coupling and phasing equipment. This new system has extended WTIC's "reach" 72% in area, and includes 38% more families than formerly.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco



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### *Personnel*

Station Manager.....Leonard E. Wilson
Commercial Manager.....R. B. Miller
Chief Announcer.....Jack Lund
Chief Engineer.....Jack Lund

## K I D W

### LAMAR—EST. 1932

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: The Lamar Broadcasting Co. OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: 129 W. Elm St. PHONE: 16. STUDIO ADDRESS: 129 W. Elm St. TRANSMITTER LOCATION: Lamar. TIME ON THE AIR: 7:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### *Personnel*

General Manager.....Harold Anderson

## K G H F

### PUEBLO—EST. 1928

NATIONAL BROADCASTING CO.
(BLUE & RED)

FREQUENCY: 1320 Kc. POWER: 500 Watts. OWNED BY: Curtis P. Ritchie. OPERATED BY: Same. BUSINESS ADDRESS: 113 Broadway. PHONE: 3877. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Maryland & Lake Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Local paper tieup (A.P.). TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

### *Personnel*

Owner.....Curtis P. Ritchie
Station Manager.....J. H. McGill
Commercial Manager.....Maxson I. Bevens
Program Director.....Fred Amos
Chief Engineer.....George Ikelman

## K G E K

### STERLING—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Elmer G. Beehler. OPERATED BY: Elmer G. Beehler. BUSINESS ADDRESS: Fleming Road. PHONE: 679. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:30 A.M. to 1:30 P.M. daily, and Tuesdays and Fridays 7:15 P.M. to 8:45 P.M.; Sunday, 11:00 A.M. to 12:15 P.M. and 2:30 P.M. to 3:30 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

# CONNECTICUT

Population 1,741,000

Number of Families 437,000 — Number of Radio Homes 402,100

Retail Sales $612,394,200 — Auto Registrations 444,590

## W I C C

### BRIDGEPORT (New Haven)—EST. 1926

NBC (BLUE)—YANKEE—COLONIAL

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Hotel Stratfield. PHONE: 6-1121. STUDIO ADDRESS: Hotel Stratfield, 1110 Chapel St., New Haven. TRANSMITTER LOCATION: Pleasure Beach. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICES: International News Service, Yankee Network News Service. TRANSCRIPTION SERVICES: Associated Library, Davis & Schwegler. AFFILIATED with Yankee Network Artists' Bureau.

### *Personnel*

President.....John Shepard 3rd
Vice-President in Charge of Station Operations.....R. L. Harlow
Supervisor, New Haven Studios.....Judson LaHaye
Station Manager.....Joseph Lopez
Sales Manager.....Fred Rowe
Publicity Director and Program Director.....Florence Ballou
Chief Engineer.....Garo Ray

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 803,320 | 517,757 |
| Radio Homes— " | 184,764 | 119,064 |

Source: Field instensity measurements.

### *Representative*

Edward Petry & Co., Inc.

## W T H T

### HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1200 Kc. POWER: 100 Watts (C.P. 250 Watts, d.). OWNED BY: The Hart-



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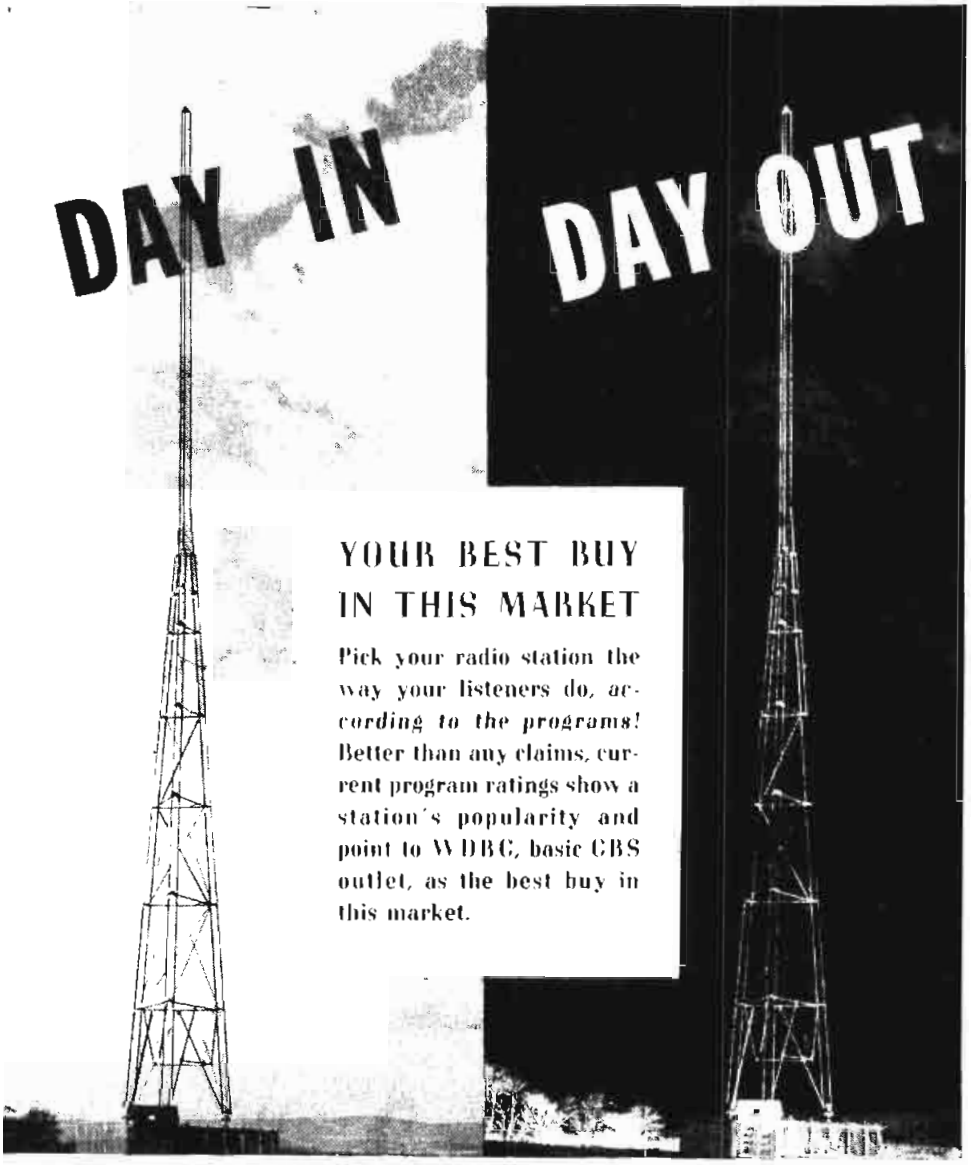


## *IF YOU WANT MORE THAN PROGRAMMING*

ADD WDRC's signal and prestige. In WDRC's Good Listening Area, there's a total population of 1,548,109. These people know WDRC as Connecticut's Pioneer Broadcaster (established in 1922), know too that WDRC consistently has showed the way for radio in Connecticut.

WDRC is exclusively a radio organization, and WDRC will continue to pioneer the improvements which are technically sound and in the public interest.

Look to WDRC for the best in radio, *day in, day out.*

**WDRC** HARTFORD
CONNECTICUT'S PIONEER BROADCASTER
1330 ON YOUR DIAL



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ford Times. OPERATED BY: Same. BUSINESS ADRRESS: 983 Main St. PHONE: 7-6481. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Hartford Times. NEWS SERVICES: Associated Press and Yankee Network News. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Radio.

### Personnel

Station Manager .....Cedric W. Foster
Commercial Manager.....C. Glover Delaney
Program Director.....Laureat H. Martineau
Chief Engineer .....Richard K. Blackburn

### Coverage

| | |
|---|---|
| Population—Primary ..... | 262,000 |
| Radio Homes— " ..... | 60,600 |
| Population—Secondary ..... | 198,000 |
| Radio Homes— " ..... | 45,500 |

Source: Field intensity measurements.

### Representative

J. P. McKinney & Son

## WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

### HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDRC, Inc. OPERATED BY: WDRC, Inc. BUSINESS ADDRESS: 750 Main St. PHONE: 7-1188-9. STUDIO ADDRESS: 750 Main St. TRANSMITTER LOCATION: Blue Hills Ave., Bloomfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press.

### Personnel

President and Station Manager .....Franklin M. Doolittle
Commercial & Advertising Manager.....Wm. F. Malo
Program Manager-Publicity Director .....Walter Haase
Chief Engineer.....Italo Martino

### Coverage

| | Daytime |
|---|---|
| Population—Primary ..... | 1,548,109 |
| Radio Homes— " ..... | 341,959 |

Source: Station survey.

### Representative

Paul H. Raymer Co.

## WTIC

### HARTFORD—EST. 1925

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1040 Kc. POWER: 50,000 Watts. OWNED BY: Travelers Indemnity Co. OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St. PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler, Lang-Worth, Miller Transcription Tape.

### Personnel

Station Manager .....P. W. Morency
Sales Promotion Manager.....J. F. Clancy
Sales Manager.....Walter Johnson
Chief Announcer .....Fred Wade
Publicity Director .....G. Malcolm-Smith
Musical Director .....Moshe Paranov
Chief Engineer .....J. C. Randall

### Coverage

| | Daytime |
|---|---|
| Population—Primary ..... | 1,863,570 |
| Radio Homes— " ..... | 431,200 |
| Population—Secondary ..... | 1,788,430 |
| Radio Homes— " ..... | 416,860 |

Source: U. S. Census; Joint Committee.

### Representative

Weed & Company

(See Page 336)

## WNBC

"CENTRAL CONNECTICUT STATION"

### NEW BRITAIN-HARTFORD—EST. 1935

NBC—BLUE

FREQUENCY: 1380 Kc. POWER: 1000 Watts. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. and 54 Pratt St., Hartford. PHONE: 240-1 and 7-9131. STUDIO ADDRESS: 147 Main St. and 54 Pratt St., Hartford. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

### Personnel

President.....Patrick J. Goode
Vice-President .....Harold Lafount
Treasurer .....Rosalyn Richman
General Manager.....Richard W. Davis
Program Director.....Doris Peck
Commercial Manager..Laurence C. Edwardson

### Representative

Headley-Reed Company

## WELI

"NEW HAVEN'S OWN STATION"

### NEW HAVEN—EST. 1935

FREQUENCY: 930 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE:



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8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: Hamden, Conn. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President ..... Patrick J. Goode
Manager ..... James T. Milne
Artists' Bureau Head ..... Marion Reynolds
Chief Announcer ..... Charles Wright
Publicity Director ..... Vincent E. Palmeri
Musical Director ..... Marion Reynolds
Chief Engineer ..... J. Gordon Keyworth

### *Coverage*

| | |
|---|---|
| Population—Primary | 1,200,000 |
| Radio Homes — " | 276,000 |
| Population—Secondary | 2,500,000 |
| Radio Homes— " | 315,000 |

Source: Field strength measurements.

### *Representative*

Gene Furgason & Co.

•

## W N L C

"THE FRIENDLY VOICE OF THE THAMES"

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL

FREQUENCY—1500 Kc. POWER: 100 Watts. OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel. PHONE: New London 4900. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 7:30 A.M. to Midnight. NEWS SERVICE: Yankee Network News Service. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President ..... R. L. Morey
Station Manager ..... G. J. Morey
Commercial & Advertising Manager ..... Ivon B. Newman
Artists' Bureau Head ..... Len Stevens
Publicity Director ..... Edwin J. Morey
Musical Director ..... Richard Benvenuti
Chief Engineer ..... Francis C. Garufy

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 192,090 | 192,090 |
| Radio Homes— " | 30,575 | 30,575 |
| Population—Secondary | 32,240 | |
| Radio Homes— " | 6,934 | |

Source: U. S. Census.

## W A T R

"VOICE OF WATERBURY"

WATERBURY—EST. 1934

MUTUAL—COLONIAL—YANKEE

FREQUENCY: 1290 Kc. POWER: 250 Watts. OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand St. TRANSMITTER LOCATION: Baldwin Ave. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President-Station Manager ... Harold Thomas
Commercial & Advertising ..... Sam Elman
Chief Announcer ..... James Parker
Publicity Director ..... Chas. Cutler
Musical Director ..... Romeo Delfino
Chief Engineer ..... Norman Blake

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 178,813 | 178,813 |
| Population—Secondary | 268,298 | 268,298 |

Source: Field intensity measurements.

### *Representative*

Gene Furgason & Co.

•

## W B R Y

"THE PIONEER HIGH FIDELITY BROADCASTING STATION"

WATERBURY-NEW HAVEN

EST. 1934

CBS

FREQUENCY: 1530 Kc. POWER: 1000 Watts. OWNED BY: American-Republican, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 136 Grand St., Waterbury—152 Temple St., New Haven. PHONE: Waterbury 3-1125—New Haven 7-1243. TIME ON THE AIR: 8:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President ..... W. J. Pape
Station Manager ..... E. J. Frey
Program Director ..... Jack Henry
Manager—New Haven Office ... D. E. Halpern
Chief Engineer ..... S. E. Warner

### *Coverage*

| | |
|---|---|
| Population—Primary | 478,000 |
| Radio Homes— " | 116,000 |
| Population—Secondary | 240,000 |
| Radio Homes— " | 59,000 |

Source: Field intensity survey.

### *Representative*

Joseph Hershey McGillvra



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# DELAWARE

Population 261,000

Number of Families 67,000 — Number of Radio Homes 57,600

Retail Sales $84,564,700 — Auto Registrations 66,500

## WDEL

WILMINGTON—EST. 1922

NBC—MASON-DIXON GROUP

FREQUENCY: 1120 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: WDEL, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 10th and King Sts. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Boulevard. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

Station & Commercial Manager.....J. Gorman Walsh
Program Manager.....Edw. Browning
Publicity Director.....Lonny Starr

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 3,817,944 | 879,242 |
| Radio Homes— " ..... | 832,866 | 193,264 |

Source: U. S. Census; Joint Committee; Field intensity measurements; mail response analysis.

### Representative

Paul H. Raymer Co.

## WILM

WILMINGTON—EST. 1922

MBS—INTERCITY NETWORK

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 920 King St. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Blvd. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

### Personnel

Station & Commercial Manager.....J. Gorman Walsh
Program Manager.....Sidney Horwitz
Publicity Director.....Harvey Smith

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 541,467 | 319,810 |
| Radio Homes— " ..... | 108,004 | 66,316 |

Source: U. S. Census; Joint Committee; Field intensity measurements; mail response analysis.

### Representative

Paul H. Raymer Co.


**4,359,772 EARS**

*in Delaware, Maryland, New Jersey, Pennsylvania*

CAN TUNE

**WDEL**

1120 Kc—1000 Watts

NBC BASIC RED NETWORK

Careful Network and Local Programming With a Clear Signal Means a Big Percentage of Ears in This Rich Territory Are Actually Tuned to WDEL Regularly Every Day.




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# DISTRICT OF COLUMBIA

Population 627,000

Number of Families 168,000 — Number of Radio Homes 152,900

Retail Sales $363,894,300 — Auto Registrations 170,000

## WJSV

"COLUMBIA'S STATION FOR THE NATION'S CAPITAL"

### WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 50000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 817 Earle Bldg. PHONE: Metropolitan 3200. STUDIO ADDRESS: 817 Earle Bldg. TRANSMITTER LOCATION: Wheaton, Md. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

#### *Personnel*

General Manager.....A. D. Willard, Jr.
Commercial Manager....William D. Murdock
Sales Promotion Director.....John Heiney
Program Director.....Lloyd W. Dennis, Jr.
Public Events Director.....Ann Gillis
Publicity Director.....William J. Slocum, Jr.
Auditor.....Harry R. Crow
Chief Engineer.....Clyde Hunt

#### *Coverage**

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 958,500 | 801,200 |
| Radio Homes— " .... | 187,760 | 163,870 |
| Population—Secondary .... | 939,100 | 1,583,400 |
| Radio Homes— " .... | 154,020 | 267,230 |

* Based on 10,000 watts; no data available for 50,000 watts; secondary figures are based on "regular listening" rather than "occasional listening."

Source: CBS Research Department.

#### *Representative*

Radio Sales


*Selected as one of America's "10 Most Distinguished Young Men of the Year"*

**FULTON LEWIS JR.**

"It is due entirely to his efforts that radio newscasters now have the same privileges as press representatives in covering Congressional activities and White House conferences."

Durward Howes, Editor, "America's Young Men"

Fulton Lewis, Jr., became a news commentator for WOL in 1937. He is now heard on over 80 stations of the Mutual Broadcasting System! Fulton Lewis, Jr., is but one of the many features promoted by WOL and broadcast daily.

**WOL**

**1000 WATTS-WASHINGTON, D.C.**

*Affiliated with Mutual Broadcasting System*

Nat'l Reps.: International Radio Sales


## WMAL

### WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts, d.; 250 Watts, n. (C.P. 5000 Watts). OWNED BY: National Broadcasting Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

#### *Personnel*

Vice-President.....Frank M. Russell
General Manager.....K. H. Berkeley
Assistant Manager.....Carleton D. Smith
Assistant Manager.....Fred Shawn
Sales & Advertising Manager..John H. Dodge
Publicity Director.....Phebe M. Gale
Chief Engineer.....A. E. Johnson

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 905,000 | 824,400 |
| Radio Homes— " ... | 201,200 | 190,400 |
| Population—Secondary .. | 704,900 | 153,100 |
| Radio Homes— " .. | 126,700 | 23,600 |

Source: NBC Statistical Department.

#### *Representative*

National Broadcasting Co., Inc.



www.americanradiohistory.com

# WOL

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

## WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM—
INTERCITY BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts. OWNED BY: American Broadcasting Co. OPERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Chillum, Md. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M.; Sunday, 7:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth and NAB Library, Davis & Schwegler.

### *Personnel*

Vice-President-General Manager.....W. B. Dolph
Sales Manager.....James Fishback
Program Director.....Madeline Ensign
Publicity Director.....Walter Knobeloch
Musical Director.....Frank Blair
Chief Engineer.....H. H. Lyon

### *Coverage*

| | |
|---|---|
| Population—Primary | 773,000 |
| Radio Homes— " | 146,400 |
| Population—Secondary | 129,000 |
| Radio Homes— " | 40,400 |

Source: Field intensity survey.

### *Representative*

William G. Rambeau Co.

# WRC

## WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 950 Kc. POWER: 5000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth.

### *Personnel*

Vice-President.....Frank M. Russell
General Manager.....K. H. Berkeley
Assistant Manager.....Carleton D. Smith
Assistant Manager.....Fred Shawn
Sales & Advertising Manager..John H. Dodge
Publicity Director.....Phebe M. Gale
Chief Engineer.....A. E. Johnson

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 1,102,000 | 802,100 |
| Radio Homes— " | 237,500 | 187,200 |
| Population—Secondary | 873,900 | 465,800 |
| Radio Homes— " | 167,100 | 74,000 |

Source: NBC Statistical Department.

### *Representative*

National Broadcasting Co., Inc.

# FLORIDA

Population 1,670,000

Number of Families 443,000 — Number of Radio Homes 297,900

Retail Sales $468,387,700 — Auto Registrations 449,000

# WMFJ

## DAYTONA BEACH—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music.

### *Personnel*

Manager.....W. Wright Esch
Commercial Manager.....Ed Sims
Program Director.....A. B. Esch
Chief Engineer.....W. K. Ellenwood

# WFTL

"THE VOICE OF THE TROPICAL WONDERLAND"

## FORT LAUDERDALE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tom M. Bryan. OPERATED BY: Fort Lauderdale Broadcasting



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Co. BUSINESS ADDRESS: 2700 South Andrews Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated Library.

### *Personnel*

Owner & Operator . . . . . Tom M. Bryan
Program Director-Chief Announcer . . . . . Jim H. Knox
Commercial Salesman . . Joseph Smedley
Chief Engineer . . . . . Francis Carroll

### *Coverage*

This station was established on December 3, 1939 and no coverage figures were available at time of going to press. Estimated coverage gives radius of 30 miles for primary area.

## WFTM *

FORT MEYERS—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts. OPERATED BY: Fort Meyers Broadcasting Co. OWNED BY: Fort Meyers Broadcasting Co. BUSINESS ADDRESS: Fort Meyers. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a C.P. at time of going to press and no further information was available after usual requests.


WJAX

JACKSONVILLE, FLORIDA

THE MUNICIPAL BROADCASTING STATION

900 Kc. 5000 Watts Day
1000 Watts Night

AFFILIATED NBC

Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago, Detroit and West Coast

H. E. Cummings, Southeast


## WRUF

"THE VOICE OF FLORIDA"

GAINESVILLE—EST. 1928

FREQUENCY: 830 Kc. POWER: 5000 Watts. OPERATED BY: University of Florida. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to sunset at Denver, Colo.; Sunday, 8:00 A.M. to sunset at Denver, Colo. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

### *Personnel*

Station Executive . . . . . Garland Powell
Asst. Director . . . Russell McCaughan
Chief Announcer . . . . . Dan Riss
Engineer . . . . . F. Banks Duncan

### *Coverage*

| | Daytime |
|---|---|
| Population—Primary | 40,690 |
| Radio Homes— " | 22,780 |
| Population—Secondary | 150,400 |
| Radio Homes— " | 56,000 |

Source: Field intensity survey.

### *Representative*

Burn-Smith Company

## WJAX

(SUMMER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF OCEAN BREEZES"
(WINTER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF SUNSHINE"

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSINESS ADDRESS: No. 1 Broadcast Place. PHONE: 5-5821-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hyde Park Country Club. TIME ON THE AIR: (daily) 6:00 A.M. to 1:00 A.M. (Sunday) 9:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

Commissioner in Charge . . . . . Thos. C. Imeson
Station Manager and Chief Engineer . . . . . John T. Hopkins, III
Merchandising . . . . . Harry Cole

### *Representative*

John Blair & Co.
Harry Cummings, Atlanta

## WJHP *

JACKSONVILLE—EST. 1938

FREQUENCY: 1290 Kc. POWER: 250 Watts. OWNED BY: The Metropolis Co. OPERATED BY: Same. BUSINESS ADDRESS: Jacksonville. TIME ON THE AIR: Full Time License.



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* Station was licensed to operate under a construction permit and because case was in the U. S. Court of Appeals no further information was available at time of going to press.

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# WMBR

## JACKSONVILLE—EST. 1933

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Fla. Broadcasting Co. OPERATED BY: Fla. Broadcasting Co. BUSINESS ADDRESS: 118 West Adams St. PHONE: 5-4387-8. STUDIO ADDRESS: 118 West Adams St. TRANSMITTER LOCATION: Foot of Vine and Massachusetts Sts. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press.

### Personnel

President.....Frank King
Secretary-Treasurer .....Glenn Marshall
Chief Announcer.....Chas. Stone
Musical Director.....Clyde Gardner
Chief Engineer.....H. B. Greene

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 196,835 | 196,835 |
| Radio Homes— " .... | 35,500 | 35,500 |
| Population—Secondary .. | 337,172 | 337,172 |
| Radio Homes— " .. | 38,800 | 38,800 |

Source: Department of Commerce.

### Representative

Paul H. Raymer Co.

•

# WLAK

## LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: 1300 East Lime St. PHONE: 2128. STUDIO ADDRESS: 1300 E. Lime St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

### Personnel

General Manager.....Bert Arnold
Commercial Manager.....D. M. Brown
Program Director.....Gordon Fletcher
Musical Director.....Elvan B. Wilson
Chief Engineer.....Powell Hunter

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 91,000 | 91,000 |
| Radio Homes— " ..... | 14,234 | 14,234 |
| Population—Secondary . | 265,000 | 265,000 |
| Radio Homes— " ..... | 28,956 | 28,956 |

Source: Joint Committee; U. S. Census.

### Representative

John Blair & Co.

•

# WQAM

## MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts. OWNED BY: Miami Broadcasting Co. OPERATED BY: Miami Broadcasting Co. BUSINESS ADDRESS: Postal Bldg.. PHONE: 26121. STUDIO ADDRESS: Postal Bldg. TRANSMITTER LOCATION: Biscayne Bay at 14th St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and General Manager .....Fred W. Borton
Advertising Manager.....Norman MacKay
Program Manager.....Hazel McGuire
Sales Manager.....Fred Mizer
Chief Engineer.....Eugene Rider

### Coverage

| | |
|---|---|
| Population—Primary ..... | 275,000 |
| Radio Homes— " ..... | 61,000 |
| Population—Secondary ..... | 57,500 |
| Radio Homes— " ..... | 10,200 |

Source: Field intensity survey.

### Representative

John Blair & Co.

•

# WKAT

## MIAMI BEACH—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: A. Frank Katzentine. OPERATED BY: Same. BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library.

### Personnel

Owner.....A. Frank Katzentine
General Manager.....John C. McCloy
Program Director.....Betty Lee Taylor
Chief Engineer.....Walter Kinney

### Coverage

Station has not determined present coverage owing to power increase and technical improvements.



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# WIOD

"BEST ON THE DIAL"

## MIAMI—EST. 1926

NBC—(Red and Blue)

FREQUENCY: 610 Kc. POWER: 1000 Watts. OWNED BY: Isle of Dreams Broadcasting Co. OPERATED BY: Isle of Dreams Broadcasting Co. BUSINESS ADDRESS: 600 Biscayne Blvd., News Tower. PHONE: 3-6444. STUDIO ADDRESS: 600 Biscayne Blvd., News Tower. TRANSMITTER LOCATION: N. W. 18th Ave. and 32nd St. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M., daily; 8:00 A.M. to 12:00 Midnight, Sunday. NEWSPAPER AFFILIATION: Miami Daily News. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

### *Personnel*

President.....D. J. Mahoney
Vice-Pres. and Genl. Mgr.....Hal I. Leyshon
Secretary-Treasurer.....Ross A. Reeder
Station Manager.....Martin S. Wales
Commercial Manager.....S. A. Vetter
Promotion Manager.....J. M. LeGate
Musical Director.....Isabel Shaffer
Chief Engineer.....Milton C. Scott Jr.

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 299,504 | 299,504 |
| Radio Homes— " ..... | 62,170 | 62,170 |
| Population—Secondary . | 47,714 | 47,714 |
| Radio Homes— " ..... | 8,670 | 8,670 |

Source: Joint Committee; State Census.

### *Representatives*

George P. Hollingbery Co.
Harry S. Cummings, Jacksonville and Atlanta

# WTMC

## OCALA—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Ocala Broadcasting Co. OPERATED BY: Ocala Broadcasting Co. BUSINESS ADDRESS: Ocala. STUDIO ADDRESS: Ocala. TRANSMITTER LOCATION: Ocala. TIME ON THE AIR: Unlimited License; actual, 7:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### *Personnel*

President.....John T. Alsop, Jr.
General Manager.....R. H. Powell
Commercial Manager.....Hal Davis
Chief Engineer.....G. E. Mead

### *Representatives*

John H. Perry Associates
R. J. Bidwell Company

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# WDBO

## ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 watts, n. OWNED BY: Orlando Broadcasting Co., Inc. OPERATED BY: Orlando Broadcasting Co., Inc. BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave. PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.; Deland Extension Studio: Chamber of Commerce Bldg., Deland. TRANSMITTER LOCATION: Dubsdread Country Club, Near Fairvilla, Fla. TIME ON THE AIR: (daily) 7:00 a.m. to 12:05 a.m.; (Sunday) 7:30 a.m. to 12:05 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Library.

### *Personnel*

President.....Col. Geo. C. Johnston
Vice-President-General and Commercial Manager.....Harold P. Danforth
Local Advertising Manager.....J. M. Pedrick
Educational Director-Chief Announcer, W. Gage McBride
Publicity Director.....Orval Anderson
Program Director.....Emily B. Humphries
Musical Director.....Robert Willard
Chief Engineer.....J. E. Yarbrough

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 510,960 | 275,541 |
| Radio Homes— " ..... | 75,400 | 39,100 |
| Population—Secondary . | 274,206 | 509,625 |
| Radio Homes— " ..... | 45,500 | 81,800 |

Source: Field intensity survey.

### *Representative*

Paul H. Raymer Company

# WDLP *

## PANAMA CITY—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Panama City Broadcasting Co. OPERATED BY: Panama City Broadcasting Co. BUSINESS ADDRESS: Panama City. STUDIO ADDRESS: Panama City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a C.P. at time of going to press and further information was unavailable after usual requests.

# WCOA

"THE ONLY STATION COMPLETELY COVERING WEST FLORIDA AND SOUTH ALABAMA"

## PENSACOLA—EST. 1926

NATIONAL BROADCASTING COMPANY


# WDBO is

FLORIDA'S
2nd
STATION

5000 WATTS DAY
1000 WATTS NIGHT
580 KILOCYCLES

CBS AFFILIATE—OWNED AND OPERATED BY
ORLANDO BROADCASTING COMPANY
ORLANDO, FLORIDA




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620 KC
DAY
5000 W
NIGHT
1000 W

Spot Shot!

NOW AVAILABLE ON

WSUN
ST PETERSBURG - TAMPA

Honored by

VARIETY

with showmanship plaque

for 1939

FOR FURTHER DETAILS

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|---|---|
| In New York | call Plaza 8-2600 |
| In Chicago | call Central 4547 |
| In San Francisco | call Douglas 2536 |
| In St. Petersburg | call 4747 or 4748 |

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NBC

Business Office
ST. PETERSBURG, FLORIDA
HAROLD H. MEYER, Gen. Mgr




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FREQUENCY: 1340 Kc. POWER: 1000 Watts. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1669. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Bridge. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....John H. Perry
General Manager.....Henry G. Wells, Jr.
Station Manager.....Irving F. Welch
Program Director.....C. E. Vann
Musical Director.....Ray Rogers
Chief Engineer.....Beecher Hayford

### Coverage

| | |
|---|---|
| Population—Primary | 162,500 |
| Radio Homes— " | 21,020 |
| Population—Secondary | 258,700 |
| Radio Homes— " | 35,380 |

SOURCE: Joint Committee; station survey.

### Representative

John H. Perry Associates

•

# WFOY

"THE BIRTHPLACE OF A NATION"

## ST. AUGUSTINE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Fountain of Youth Properties, Inc. OPERATED BY: Fountain of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Park, St. Magnolia St. PHONE: 1400. STUDIO ADDRESS: Fountain of Youth Park, St. Magnolia St. TRANSMITTER LOCATION: Fountain of Youth Gardens. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....Walter B. Fraser
Station Manager.....R. M. Tigert
Commercial Manager.....John H. Cummins
Program Director.....Ruth Tanksley
Chief Engineer.....Ernest Raistrick

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 17,000 | 14,000 |
| Radio Homes— " ..... | 5,000 | 4,000 |

Source: Field intensity survey.

•

# WSUN

## ST. PETERSBURG—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts-d., 1000 watts-n. OWNED BY: Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Recreation Pier. PHONE: 4747-8. STUDIO ADDRESS: Recreation Pier. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight in connection with WFLA. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

### Personnel

Chairman of Board.....Glenn V. Leland
Director and Manager.....Harold H. Meyer
Chief Engineer and Assistant Manager, Louis J. Link
Artists Bureau Head.....B. Cunningham
Program Director.....Bob Wilbur
Chief Announcer.....Lynn Gearhart
Production Chief.....Maurice F. Hayes
Musical Director.....Joe Sherman

### Coverage

| | |
|---|---|
| Population—Primary | 578,919 |
| Radio Homes— " | 89,000 |
| Population—Secondary | 607,980 |
| Radio Homes— " | 65,900 |

Source: State Census; Joint Committee.

### Representative

International Radio Sales

•

# WTSP

## ST. PETERSBURG—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Pinellas Broadcasting Co. OPERATED BY: Pinellas Broadcasting Co. BUSINESS ADDRESS: 4th St., North at 35th Ave. STUDIO ADDRESS: 4th St., North at 35th Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....Fred Bugg
Commercial Manager.....Heidt Swearingen
Program Director.....Ralph Feather
Musical Director.....Keeta Martin

### Coverage

No survey had been made at time of going to press.

•

# WSPB

## SARASOTA—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WSPB, Inc. OPERATED BY: WSPB, Inc. BUSINESS ADDRESS: City Island, Sarasota. STUDIO ADDRESSES: City Island, Sarasota and Peninsular Telephone Bldg., Bradenton, Fla. TRANSMITTER LOCATION: City Island. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....S. H. Campbell, Jr.



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*Crossley Inc. finds*

# 94% of All Sets in Use Tuned to One Station . . . Tuned to WJNO

*As a Result*

## WJNO Showed a 207% Increase in Business in 1939 Over 1938.

*The Conclusion Is Obvious*

Only Through **WJNO** Can You Reach the Wealthy Palm Beach Market And Its Environs.

***No Other Station Gets In!***

•

**WJNO,** WEST PALM BEACH, FLORIDA

COLUMBIA BROADCASTING SYSTEM • REP., WEED & CO., NEW YORK, N. Y



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Vice-President-General Manager, Frank S. Lane
Treasurer.....S. H. Hutchinson

•

# WTAL

## TALLAHASSEE—EST. 1935

FLORIDA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Fla. Capital Broadcasters, Inc. OPERATED BY: Fla. Capital Broadcasters, Inc. BUSINESS ADDRESS: Box No. 1237. PHONE: 1310-R. STUDIO ADDRESS: Thomasville Rd. TRANSMITTER LOCATION: Thomasville Rd. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Florida State News. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Davis & Schwegler, Lang-Worth.

### *Personnel*

President.....Gilbert Freeman
Station Manager.....William C. Wyatt

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 100,000 | 25,000 |
| Radio Homes— ".... | 28,000 | 10,000 |
| Population—Secondary . | 350,000 | |
| Radio Homes— " ..... | 100,000 | |

Source: Mail response analysis.

•

# WDAE

## TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts, OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: Tampa Terrace Hotel. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

### *Personnel*

President.....David E. Smiley
Vice-President.....Ralph Nicholson
Station Manager.....L. S. Mitchell

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 343,600 | 416,500 |
| Radio Homes— ".... | 59,460 | 146,500 |
| Population—Secondary . | 210,100 | 70,910 |
| Radio Homes— ".... | 29,650 | 18,950 |

Source: CBS survey.

### *Representative*

The Katz Agency

# WFLA

"SERVES FLORIDA'S CENTER OF POPULATION"

## TAMPA—EST. 1925

ORANGE NETWORK

FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fla. West Coast Broadcasting Co., Inc. OPERATED BY: Fla. West Coast Broadcasting Co., Inc. BUSINESS ADDRESS: Tarr Bldg., Tampa. PHONE: M H 1828 and H 1829, Tampa—Clearwater 2754. STUDIO ADDRESS: Tarr Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Tampa Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President.....S. E. Thomasson
Vice-President-General Manager, W. Walter Tison
Artists' Bureau Head.....Frank Grasso
Program Director.....Paul Bell
Sales Manager.....Melvin A. Myer (Local)
Publicity Director.....Ronnie Rogers
Musical Director.....Frank Grasso
Chief Engineer.....Joe Mitchell

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 561,000 |
| Radio Homes— " ..... | 111,000 |
| Population—Secondary ..... | 515,000 |
| Radio Homes— " ..... | 83,500 |

Source: Station survey.

### *Representative*

John Blair & Co.

•

# WJNO

"THE VOICE OF THE PALM BEACHES"

## WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 5157-8. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President.....Jay O'Brien
Secretary-Treasurer.....Louise De Lea
General Manager.....Reginald B. Martin
Chief Announcer.....Ben Decker
Program Director.....Ronald Jenkins
Chief Engineer.....John Moore

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 58,000 |
| Radio Homes— " ..... | 12,350 |

Source: Station survey.

### *Representative*

Weed & Company



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# NEW OWNERSHIP EQUIPMENT

# WSB

## GREATER COVERAGE

FOR 18 YEARS
THE VOICE OF THE SOUTH

*In Southern Ohio*
IT'S
**WHIO**
DAYTON

*In Florida*
IT'S
**WIOD**
MIAMI

# The Atlanta Journal

50,000 WATTS — NBC — CLEAR CHANNEL

EDWARD PETRY & CO., INC.—National Representatives




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# GEORGIA

Population 3,085,000

Number of Families 716,000 — Number of Radio Homes 370,800

Retail Sales $533,162,300 — Auto Registrations 470,800

## W G P C

"VOICE OF S. W. GEORGIA"

### ALBANY—EST. 1934

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 100 Watts. OWNED BY: Albany Broadcasting Co. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127½ N. Jackson St. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson St. TRANSMITTER LOCATION: 127½ N. Jackson St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

#### Personnel

President.....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Resident Manager.....Stewart Watson
Chief Announcer.....Hubert Batey
Program Manager.....Louis B. Poole
Chief Engineer.....Byron Lindsey, Jr.

#### Coverage

| | |
|---|---|
| Population—Primary | 460,500 |
| Radio Homes— " | 24,970 |
| Population—Secondary | 480,349 |
| Radio Homes— " | 26,690 |

Source: U. S. Census; station estimate.

#### Representative

Sears & Ayer

## W G A U

"YOUR CHOICE ON THE DIAL"

### ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS: Bobbins Mill Road. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Athens Banner-Herald. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

#### Personnel

Manager-Chief Engineer.....M. C. Gorman
Program and Musical Director, Harry L. Grimes

#### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 292,433 | 292,433 |
| Population—Secondary | 500,000 | 500,000 |

Source: Mail response analysis.

## W S B

"THE VOICE OF THE SOUTH"

### ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily, 5:45 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus, Langworth.

#### Personnel

Manager.....J. Leonard Reinsch
Director of Public Service.....Lamdin Kay
Sales Manager.....John M. Outler, Jr.
Program Director.....Roy McMillen
Musical Director.....Marcus Bartlett
Continuity Editor.....Lessie Smithgall
Traffic Manager.....Herbert Harris
Transcription Editor.....Dana Waters
News Editor.....Walter Paschall
Director of School of Air.....Louis T. Rigdon
Chief Engineer.....C. F. Daugherty

#### Coverage

| | |
|---|---|
| Population—Primary | 3,780,000 |
| Radio Homes— " | 481,000 |
| Population—Secondary | 4,390,000 |
| Radio Homes— " | 631,000 |

Source: Field intensity survey and mail response analysis.

#### Representative

Edward Petry & Company

## W A G A

### ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: The Atlanta Journal. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Atlanta Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

#### Personnel

Executive Director.....Lambdin Kay



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Station Manager ..... Jess M. Swicegood
Chief Announcer ..... Earle J. Pudney
Chief Engineer ..... Clif H. Hanson

### Coverage

| | |
|---|---|
| Population—Primary | 436,196 |
| Radio Homes— " | 87,160 |
| Population—Secondary | 208,869 |
| Radio Homes— " | 17,070 |

Source: Station survey.

## WATL

"THE NEWS STATION OF ATLANTA"

### ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Henry Grady Bldg. PHONE: Walnut 4377-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 26 Cain St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:05 A.M. (all night Sat.). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Davis & Schwegler, Lang-Worth.

### Personnel

President ..... J. W. Woodruff
General Manager ..... Maurice C. Coleman
Chief Announcer ..... Julian Flint
Musical Director ..... Ken Keese
Chief Engineer ..... Jim Comer Jr.

### Coverage

| | |
|---|---|
| Population—Primary | 496,000 |
| Radio Homes— " | 89,000 |
| Population—Secondary | 372,500 |
| Radio Homes— " | 37,800 |

Source: Mail response analysis.

### Representative

Sears & Ayer

## WGST

### ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Georgia School of Technology. OPERATED BY: Southern Broadcasting Stations, Inc. BUSINESS ADDRESS: Ansley Hotel. PHONE: Walnut 8441. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cheshire Bridge Road. TIME ON THE AIR: Sundays, 7:00 A.M. to 12:00 midnight; Daily, 6:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

General Manager ..... W. H. Summerville
Treasurer ..... P. J. Wilhite
Program Director ..... John Fulter
Promotion Director ..... Frank Gaither
Production Director ..... Don Naylor
Musical Director ..... Lola Wallace

### Coverage

| | |
|---|---|
| Population Primary | 640,000 |
| Radio Homes " | 102,000 |
| Population—Secondary | 215,000 |
| Radio Homes— " | 21,800 |

### Representative

The Katz Agency

## WRDW

### AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: Buena Vista Ave., North Augusta, S. C. TIME ON THE AIR: 6:55 A.M. to midnight; Sunday, 7:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

Station Manager ..... W. R. Ringson
Sec. & Treas. ..... F. J. Miller
Program Director ..... James Davenport
Sales Manager ..... Thurston Bennett
Musical Director ..... James M. Harman
Chief Engineer ..... Harvey Aderhold

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 285,701 | 141,264 |
| Radio Homes— " | 30,100 | 19,530 |
| Population—Secondary | 428,791 | 144,437 |
| Radio Homes— " | 37,700 | 10,570 |

Source: Mail response analysis.

### Representative

Burn-Smith Co.

## WMOG *

### BRUNSWICK—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Coastal Broadcasting Co. OPERATED BY: Coastal Broadcasting Co. BUSINESS ADDRESS: Brunswick. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brunswick. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit and no further information was available after the usual requests at the time of going to press.

## WRBL

"THE VOICE OF FRIENDLY SERVICE"

### COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: The Columbus Broadcasting Co.,



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Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth, Davis & Schwegler.

### Personnel

President.....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Chief Announcer Program Director, Jack Gibney

### Coverage

| | |
|---|---|
| Population—Primary ..... | 445,700 |
| Radio Homes— " ..... | 57,000 |
| Population—Secondary ..... | 281,000 |
| Radio Homes— " ..... | 26,500 |

Source: Station survey.

### Representative

Sears & Ayer

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## WMJM *

### CORDELE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Cordele Dispatch Publishing Co. OPERATED BY: Cordele Dispatch Publishing Co. BUSINESS ADDRESS: Cordele. STUDIO ADDRESS: Cordele. TRANSMITTER LOCATION: Cordele. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Cordele Dispatch.

*Station was licensed to operate under a construction permit and no further information was available after usual requests at time of going to press.

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## WKEU

### GRIFFIN—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radio Station WKEU. OPERATED BY: A. W. Marshall, Jr. BUSINESS ADDRESS: Griffin Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime to local sunset. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

Manager .....A. W. Marshall, Jr.

### Representative

Burn-Smith Co.

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## WMAZ

### MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern Broadcasting Co. BUSINESS ADDRESS: 211 Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight; NEWSPAPER AFFILIATION: Macon Telegraph & Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co. of America, World Program Service.

### Personnel

President, General Manager.....E. K. Cargill
Vice-President.....George P. Rankin
Secretary-Treasurer and Assistant Manager, Wilton E. Cobb
Commercial Manager.....Frank Crowther
Musical Director.....Allie V. Williams
Chief Engineer.....George P. Rankin Jr.

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 180,371 | 180,371 |
| Radio Homes— " ..... | 23,748 | 23,748 |
| Population—Secondary . | 524,864 | 524,864 |
| Radio Homes— " ..... | 59,649 | 59,649 |

Source: Field intensity survey.

### Representative

The Katz Agency

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## WMGA

### MOULTRIE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Frank R. Pidcock, Sr. BUSINESS ADDRESS: Box 429. STUDIO ADDRESS: Moultrie. TRANSMITTER LOCATION: Moultrie. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Manager.....W. T. Hix
Executive Manager.....John Pidcock
Chief Engineer.....James W. Stewart

### Coverage

| | |
|---|---|
| Population—Primary ..... | 205,026 |
| Radio Homes— " ..... | 23,644 |
| Population—Secondary ..... | 294,066 |
| Radio Homes— " ..... | 32,526 |

Source: Station survey.

•

## WRGA

### ROME—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 7:30 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press.

### Personnel

President.....John W. Quarles



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Station Manager-Treasurer....Happy Quarles
Commercial Manager.... ...Price Selby
Chief Engineer..... ..R. L. Starr

## WSAV

### SAVANNAH—EST. 1939

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: WSAV, Inc. OPERATED BY: WSAV, Inc. BUSINESS ADDRESS: Liberty National Bank Bldg. STUDIO ADDRESS: Liberty National Bank Bldg. TRANSMITTER LOCATION: President St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. MAINTAINS ARTISTS' BUREAU.

#### Personnel

General Manager.....Harben Daniel
Advertising Manager.. ...N. W. Brandon
Chief Engineer..... ...Meredith Thompson

#### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 111,633 | 125,000 |
| Radio Homes— " ... | 22,350 | 23,000 |
| Population—Secondary | 125,000 | 130,000 |
| Radio Homes— " ..... | 25,000 | 25,000 |

Source: WPA Census of Savannah.

## WTOC

### SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Savannah Broadcasting Co. OPERATED BY: Savannah Broadcasting Co. BUSINESS ADDRESS: 516 Abercorn St. STUDIO ADDRESS: 516 Abercorn St. TRANSMITTER LOCATION: Louisville Rd. TIME ON THE AIR: Daily, 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

#### Personnel

President .....W. T. Knight, Jr.
Vice-President-Secretary.....S. P. Driscoll
Treasurer-Station Manager..Marjorie B. Willis
Promotion-Merchandising Director, W. B. Smart
Continuity Director.....Esther Shearouse
Chief Engineer.....James Reynolds Donovan

#### Coverage

| | |
|---|---|
| Population—Primary ..... | 430,000 |
| Radio Homes— " .... | 53,800 |
| Population—Secondary | 522,000 |
| Radio Homes— " .... | 82,300 |

Source: Mail response analysis.

#### Representative

The Katz Agency, Inc.

## WPAX

### THOMASVILLE—EST. 1934

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: H. Wimpy. OPERATED BY: H. Wimpy. BUSINESS ADDRESS: 117 Remington Ave. PHONE: 909. STUDIO ADDRESS: 117 Remington Ave. TRANSMITTER LOCATION: 117 Remington Ave. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATIONS: Atlanta Georgian, Albany Herald, Albany, Ga.; Pelham Journal, Pelham, Ga. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Records exclusively.

#### Personnel

Station Manager.....H. Wimpy

## WAYX

### WAYCROSS—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Jack Williams. OPERATED BY: Same. BUSINESS ADDRESS: 620 Plant Ave. PHONE: 965. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waycross. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Waycross Journal-Herald. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

#### Personnel

President .....Jack Williams

#### Coverage

| | |
|---|---|
| Population—Primary ..... | 303,815 |
| Population—Secondary . .. .... | 404,834 |

Source: Mail response analysis.

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# IDAHO

Population 493,000

Number of Families 124,000 — Number of Radio Homes 98,700

Retail Sales $154,183,700 — Auto Registrations 140,000

## KIDO

"DEVOTED TO COMMUNITY SERVICE"

### BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 watts, d., 1000 watts, n. OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 660-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

#### Personnel

Station Manager.....C. G. Phillips
Commercial Manager....Richard G. McBroom
Chief Announcer.....Billy Phillips
Merchandising Manager.....Clete Lee
Publicity Director.....Leroy Civille
Musical Director.....Vern Moore
Chief Engineer.....Harold Toedtemeier

#### Representative

John Blair and Company

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## KID

"IDAHO'S MOST POWERFUL RADIO STATION COVERING THE WEST FROM IDAHO FALLS"

### IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: 3rd floor, KID Bldg. PHONE: 4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ammon Road. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

#### Personnel

President and General Manager, J. W. Duckworth
Assistant Manager.....Maxine Chaffin
Chief Engineer.....W. J. Provis

#### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 160,000 | 160,000 |
| Radio Homes— " ..... | 35,000 | 35,000 |
| Population—Secondary . | 183,462 | 183,462 |
| Radio Homes— " ..... | 33,692 | 33,692 |

#### Representatives

Sears & Ayer
Homer Owen Griffith

## KRLC

### LEWISTON—EST. 1935

FREQUENCY: 1390 Kc. POWER: 250 Watts. OWNED BY: H. E. Studebaker. OPERATED BY: H. E. Studebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 9:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Program Service, Lang-Worth Feature Programs, Inc., C. P. MacGregor.

#### Personnel

Owner.....H. E. Studebaker
Station Manager.....Donald A. Wike

#### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 91,387 | 91,387 |
| Radio Homes— " ..... | 24,100 | 24,100 |
| Population—Secondary . | 77,921 | 77,921 |
| Radio Homes— " ..... | 12,700 | 12,700 |

#### Representatives

Walter Biddick Co.—Pacific Coast
Sears & Ayers—Chicago
Cox & Tanz—Philadelphia

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## KFXD

### NAMPA—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: 1024 Twelfth Ave., South. PHONE: 1200. STUDIO ADDRESS: 1024 Twelfth Ave., S.; Eighth and Grant Sts., Caldwell; Owyhee Hotel, Boise. TRANSMITTER LOCATION: 1024 Twelfth Ave., S. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth, C. P. MacGregor, Davis & Schwegler.

#### Personnel

Owner and Station Manager.....Frank E. Hurt
Commercial Manager.....Doyle Cain
Chief Engineer.....Edward Hurt

#### Coverage

| | |
|---|---|
| Population—Primary ..... | 250,000 |
| Radio Homes— " ..... | 30,810 |
| Population—Secondary ..... | 500,000 |
| Radio Homes— " ..... | 55,000 |



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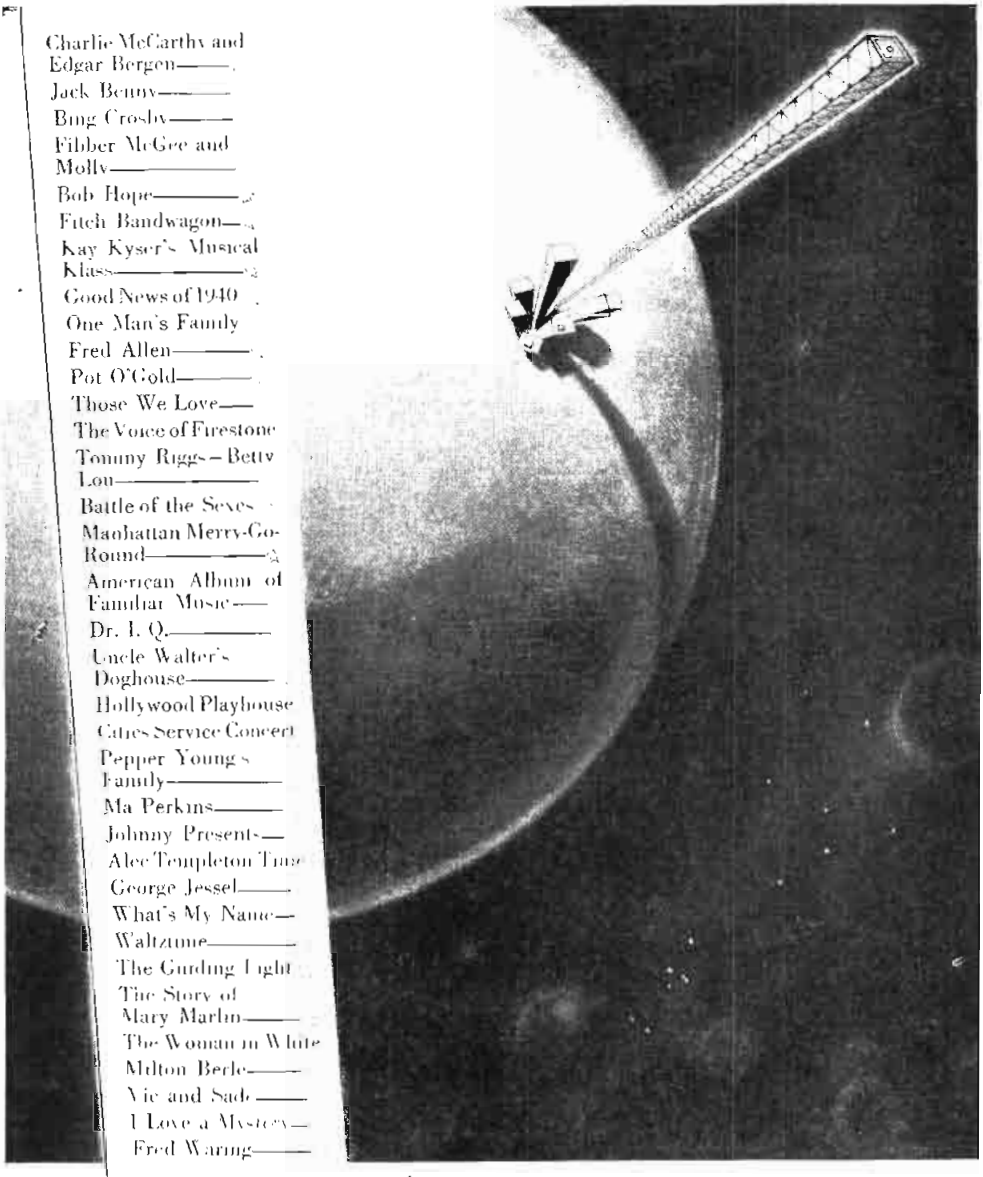


**The greatest radio schedule of programs in the world will unquestionably attract the greatest number of listeners in any market.**

*In Chicago its on....* **WMAQ**

50,000 WATTS — 670 KC. CHICAGO KEY
STATION OF NBC RED NETWORK.



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# KSEI

NATIONAL BROADCASTING CO.
(RED AND BLUE)

## POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth, Davis & Schwegler.

### *Personnel*

President.....O. P. Soule
Vice-President and General Manager, Henry H. Fletcher
Chief Announcer.....Harold A. Sparks
Publicity Director.....Ruthe A. Fletcher
Musical Director.....Ruthe A. Fletcher
Chief Engineer.....James E. Mitchell

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 164,443 |
| Radio Homes— " ..... | 33,730 |

### *Representative*

Furgason & Walker, Inc.

# KTFI

NBC (RED AND BLUE)

## TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSINESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily), 8:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth, Davis & Schwegler.

### *Personnel*

President.....O. P. Soule
Vice-President-General Manager, John E. Gardner
Commercial Manager.....Jay Spracher
Production Manager-Chief Announcer, Charles Crabtree
Program Director.....F. M. Soule
Musical Director.....Will E. Wright
Chief Engineer.....Franklin V. Cox

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 88,072 | 77,500 |
| Radio Homes— " ..... | 16,900 | 14,600 |
| Population—Secondary . | 247,000 | 55,570 |
| Radio Homes— " ..... | 49,830 | 11,700 |

Source: U. S. Department of Commerce; Joint Committee; U. S. Census of Business.

# KWAL

## WALLACE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: Wallace. STUDIO ADDRESS: Wallace and Kellogg, Ida. TRANSMITTER LOCATION: Between Wallace and Kellogg. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

# ILLINOIS

Population 7,878,000

Number of Families 2,063,000 — Number of Radio Homes 1,857,100

Retail Sales $2,390,375,900 — Auto Registrations 1,848,500

# WMRO

## AURORA—EST. 1938

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: 34 S. River St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. NEWS SERVICE: Associated Press through Aurora Beacon News. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

Owner-General Manager....Martin R. O'Brien
Chief Counsel.....Sam Alschuler
Program Director.....Russ Salter
Musical Director.....Mary Louise Brown
Chief Engineer.....Leo Burch

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 1,000,000 |
| Population—Secondary ..... | 2,300,000 |

Source: U. S. Census; field intensity measurements.



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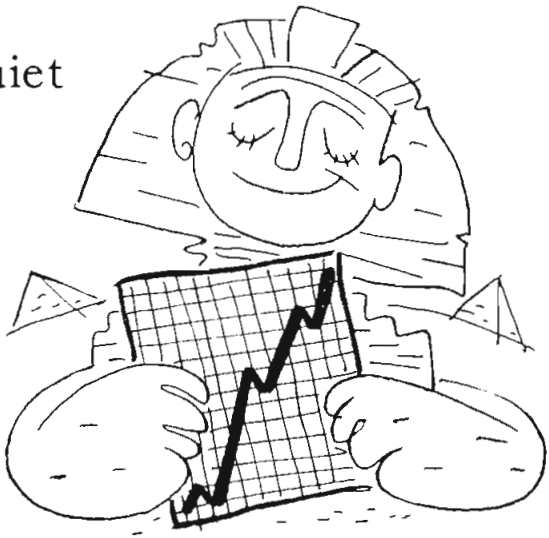
Some of our advertisers keep mighty quiet about their sales figures. But their renewals tell us loudly they get results with WBBM.



Because of these results . . . orders, store traffic, sales, cash . . . WBBM has led all other Chicago stations in local and national spot advertising for eight straight years.

It pays to use WBBM.

---

**WBBM**

**50,000 WATTS · CHICAGO**

Represented nationally by RADIO SALES, a division of the Columbia Broadcasting System: New York Chicago · Detroit · Los Angeles · San Francisco

**A CBS STATION**



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# WJBC

## BLOOMINGTON—EST. 1934

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

### Personnel

President and Station Manager, A. M. McGregor
Commercial Manager.....Hugh L. Gately

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 401,000 | 401,000 |
| Radio Homes— " ..... | 95,200 | 95,200 |
| Population—Secondary . | 593,300 | |
| Radio Homes— " ..... | 143,200 | |

Source: U. S. Census; station survey.

### Representative

Cox & Tanz

# WCAZ

## CARTHAGE—EST. 1921

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wabash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

### Personnel

President and General Manager..Bob Compton
Com. Mgr. and Adv. Mgr.....John Palmer

# WDWS

## CHAMPAIGN—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 6-1855. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South of Champaign. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

### Personnel

Station Manager.....Marajen Stevick

### Coverage*

| | |
|---|---|
| Population—Primary ..... | 85,000 |
| Population—Secondary ..... | 300,000 |

*Station estimates that 90 per cent in both primary and secondary areas as being radio homes.

Source: Station survey.

### Representative

Sears & Ayers

# WAAF

## CHICAGO—EST. 1922

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Chicago Daily Drovers Journal. OPERATED BY: Chicago Daily Drovers Journal. BUSINESS ADDRESS: Palmer House. PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House. TRANSMITTER LOCATION: Exchange Bldg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Chicago Daily Drovers Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated, Lang-Worth.

### Personnel

President.....Ward A. Neff
General Manager.....William E. Hutchinson

### Coverage

| | |
|---|---|
| Population—Primary ..... | 5,000,000 |
| Radio Homes— " ..... | 1,750,000 |
| Population—Secondary ..... | 2,500,000 |
| Radio Homes— " ..... | 700,000 |

Source: Field intensity measurements.

### Representative

George P. Hollingbery Co.

# WBBM

"WBBM AIR THEATER"

## CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 770 Kc. POWER: 50000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 410 N. Michigan Ave. PHONE: Whitehall 6000. STUDIO ADDRESS: 410 N. Michigan Ave. TRANSMITTER LOCATION: Glenview. TIME ON THE AIR: 6:30 A.M. to 1:30 A.M. NEWS SERVICES: United Press & International News Service; MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

### Personnel

President .....Wm. S. Paley
Vice-President and Station Manager .....H. Leslie Atlass
Assistant Manager.....J. L. Van Volkenburg
Sales Promotion Manager....Wayde Grinstead
Program Director.....Robert N. Brown
Production Manager.....Robert Hafter
Sales Manager .....J. Kelly Smith
Publicity and Special Events Director, James J. Kane
News Editor.....J. Oren Weaver
Office Manager.....John V. McLoughlin
Musical Director .....Carl Hohengarten
Chief Engineer.....Frank B. Falknor



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# YOU GET *More* FOR LESS!

WENR's new transmitter — 50,000 watts of power—clear channel—and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. . . . Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

# WENR

CHICAGO KEY STATION NBC — BLUE NETWORK
870 ON YOUR DIAL



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### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 9,552,400 | 8,173,400 |
| Radio Homes— " ..... | 2,248,000 | 1,884,410 |
| Population—Secondary . | 8,998,400 | 9,419,000 |
| Radio Homes— " ..... | 1,936,300 | 2,042,140 |

Source: CBS Listener Survey; U. S. Census.

### Representative

Radio Sales

•

## W C B D

"MIGHTY VOICE OF THE MID-WEST"

### CHICAGO

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: WCBD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 W. Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Road, Elmhurst. TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P. M. to 3:00 and 5:00 P.M. to local sunset. Shares time with WMBI. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music Publishers, Davis & Schwegler.

### Personnel

President .....Gene T. Dyer
Station and Commercial Manager .....Joseph Rudolph
Chief Engineer .....Edward J. Jacker

•

## W C F L

"CHICAGO'S MOST POWERFUL INDEPENDENT FULL TIME STATION"

### CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: Chicago Fed. of Labor (AFL). OPERATED BY: Chicago Federation of Labor. BUSINESS ADDRESS: 666 Lake Shore Drive. PHONE: Superior 5300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Du Page County. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 9:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....John Fitzpatrick
General Manager.....Maynard Marquardt
Commercial Manager.....M. B. Wolens
Program Director.....Miles Reed
Musical Director.....John Kelly
Chief Engineer.....Maynard Marquardt

### Coverage

| | |
|---|---|
| Population—Primary ..... | 4,900,000 |
| Radio Homes— " ..... | 1,181,000 |
| Population—Secondary ..... | 1,630,000 |
| Radio Homes— " ..... | 378,000 |

Source: Field intensity measurements.

### Representative

The Katz Agency

## W C R W

### CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

•

## W E D C

"THE PIONEER OF FOREIGN-AMERICAN PROGRAMS"

### CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Emil Denemark, Inc. OPERATED BY: Emil Denemark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30 P.M. to 5:00 P.M.—7:00 P. M. to 8:00 P.M.—10:00 P.M. to 11:00 P.M.—12:00 Midnight to 6:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Emil Denemark
Manager.....Frank J. Kotnour
Chief Announcer.....Al Lavalle
Musical Director.....William P. Brady
Chief Engineer.....C. K. Frisk

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,049,391 | 1,049,391 |
| Population—Secondary . | 4,365,755 | 4,365,755 |

Source: Field intensity survey.

•

## W E N R

"THE VOICE OF SERVICE"

### CHICAGO—EST. 1925

NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M. to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Saturday) 3:00 P.M. to 6:30 P.M.—12:00 midnight to 1:00 A.M.; (Sunday) 12:00 noon to 7:00 P.M. —8:00 P.M. to 1:00 A.M. (Shares time with WLS.) NEWS SERVICES: International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Lenox R. Lohr



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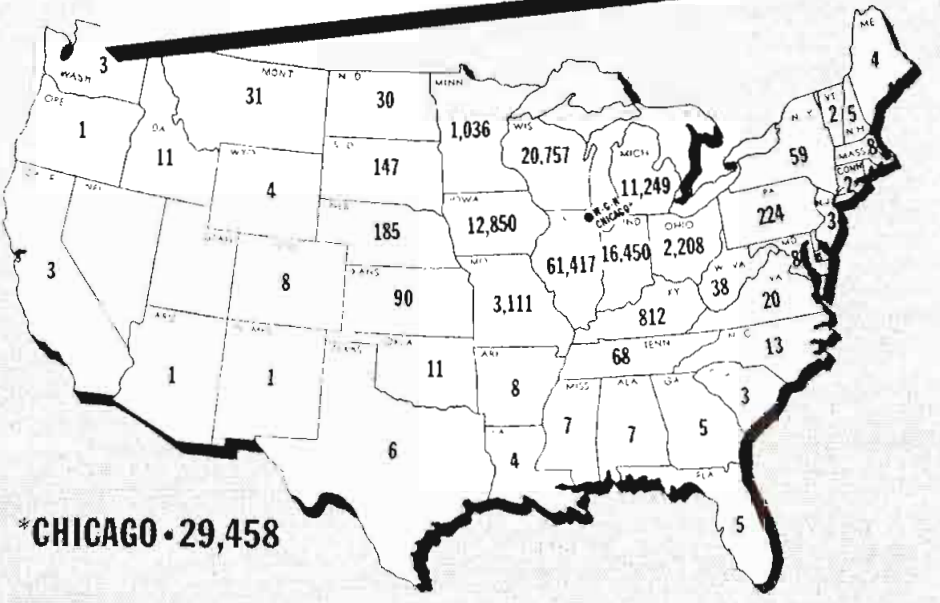
# W-G-N

# BASEBALL LISTENERS IN 44 STATES!




More than 130,000 baseball listeners in 44 states responded to a proof of purchase offer • These results can only be obtained by a station of W-G-N's strength, following, and super-merchandisable coverage • Ask us for details.

**THE MUTUAL BROADCASTING SYSTEM**

***coast-to-coast***

**441 North Michigan Avenue**
**Chicago, Illinois**

**Paul H. Raymer Co.**
**San Francisco and Los Angeles**

**220 East 42nd Street**
**New York City**



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Manager, Central Division....Sidney N. Strolz
Division Engineer.....Howard C. Luttgens
Supervisor of Music Library....D. A. Marcotte
Night Manager.....E. C. Cunningham
Program Manager.....Jules Herbuveaux
Advertising and Sales Promotion Manager, Emmons C. Carlson
Director of Agriculture.....William E. Drips
Special Events Director.....Kenneth D. Fry
Asst. to Manager.....A. W. Kaney
Artists' Service Manager.....James Stirton
Chief Announcer.....William Kephart
Publicity Director.....William Ray
Continuity Editor.....Kenneth L. Robinson
Musical Director.....Roy Shield
Sales Manager.....Oliver Morton
Educational Director.....Judith Waller
Office Manager.....J. F. Whalley

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 10,910,000 | 11,147,500 |
| Radio Homes— " | 2,540,600 | 2,584,400 |
| Population—Secondary | 6,285,900 | 21,798,400 |
| Radio Homes— " | 505,500 | 821,200 |

Source: Field intensity measurements and mail response analysis.

### Representative

National Broadcasting Co., Inc.

•

## WGES

"IN THE HEART OF CHICAGO"

CHICAGO—EST. 1924

FREQUENCY: 1360 Kc. POWER: 1000 Watts, Sundays; 500 watts, daily. OWNED BY: Oak Leaves Broadcasting Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4000 Washington Blvd. TIME ON THE AIR: 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music Publishers, Davis & Schwegler.

### Personnel

Station Manager.....Gene T. Dyer
Commercial Manager.....M. B. Arbeiter
Chief Announcer.....Peter Bradley
Publicity Director.....Dick Kross
Musical Director.....Irma Gareri
Chief Engineer.....George Bush

•

## WGN

"THE VOICE OF THE PEOPLE"

CHICAGO—EST. 1924

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000 Watts. OWNED BY: WGN, Inc. OPERATED BY: WGN, Inc. BUSINESS ADDRESS: 441 N. Michigan Ave. PHONE: Superior 0100. STUDIO ADDRESS: 441 N. Michigan Ave. TRANSMITTER LOCATION: Roselle, Ill. TIME ON THE AIR: 6:45 A.M. to 1:30 A.M. (Saturdays, until 2:00 A.M.); Sunday, 8:30 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Chicago Tribune. NEWS SERVICE: Press Radio Bureau, Associated Press, United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....Col. Robert R. McCormick
Managing Director.....W. E. Macfarlane
General Manager.....Quin A. Ryan
Sales Manager.....Edward W. Wood, Jr.
Publicity Director.....Frank P. Schreiber
Musical Director.....Henry Weber
Chief Engineer.....Carl J. Meyers

### Coverage

| | |
|---|---|
| Population—Primary | 11,683,000 |
| Radio Homes— " | 3,100,000 |
| Population—Secondary | 25,875,000 |
| Radio Homes— " | 5,427,000 |

Source: Mail response analysis.

### Representatives

WGN, Inc. (New York)
Paul H. Raymer Co. (San Francisco and Los Angeles)

•

## WIND

(See Gary, Ind.)


## W-I-N-D

"The Tip-Top Spot on Your Dial"

Gary, Indiana
560 Kilocycles
5000 WATTS DAYS • 1000 WATTS NIGHTS

CHICAGO'S FAVORITE SPORTS STATION

NATIONAL SALES OFFICE
201 North Wells Street, Chicago, Ill.




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# 10 MILLION

For the tenth consecutive year—another year and another million! WLS, in 1939, again received over a million letters.

Over ten million letters (10,460,658 to be exact) have been received by WLS in the ten years under its present management. That's a lot of mail, representing a lot of listeners—an audience loyal and responsive to WLS programs and the advertisers who present them.

This responsive audience can be your audience. Ask WLS or any John Blair man.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, President (Chicago) Glenn Snyder, Manager

KOY

PHOENIX, ARIZONA

1000 WATTS
DAY & NIGHT
CBS Affiliate

To sell goods in Phoenix — use KOY. Plenty of proof from prominent national advertisers that KOY gets results, too! Write Fred Palmer . . . or ask any John Blair man.

*Represented by*

JOHN BLAIR & COMPANY

*New York* *Chicago* *Detroit* *St. Louis* *Los Angeles* *San Francisco*



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# WJJD

## CHICAGO—EST. 1932

FREQUENCY: 1130 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 201 N. Wells St. PHONE: State 5466-7. STUDIO ADDRESS: 201 N. Wells St. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

President.....Ralph L. Atlass
Vice-President.....A. L. Linick
Commercial Manager.....H. P. Sherman
Program Manager.....J. L. Allabough, Jr.
Studio Supervisor.....Hilton L. Remley
Director of Public Relations.....Al Hollender
Musical Director.....Ben Kanter
Chief Engineer.....Walter Myers

### *Coverage*

Population—Primary ..... 6,877,376
Radio Homes— " ..... 1,535,612
Source: Field intensity measurements.

### *Representatives*

Paul H. Raymer Co.
Walter Biddick Co. (West Coast)

•

# WLS

## CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 5:30 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

### *Personnel*

President.....Burridge D. Butler
Station Manager.....Glenn Snyder
Commercial Manager.....Wm. R. Cline
Artists' Bureau Head.....George Ferguson
Publicity and Sales Promotion
Director .....Don Kelley
Program Director.....Harold Safford
Chief Engineer.....Thomas L. Rowe

### *Coverage*

Population—Primary .....19,209,500
Radio Homes— " ..... 4,408,800
Source: Mail response analysis.

### *Representative*

John Blair & Company

# WMAQ

## CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bloomingdale, Ill. TIME ON THE AIR: (daily) 6:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President.....Lenox R. Lohr
Manager, Central Division....Sidney N. Strotz
Division Engineer.....Howard C. Luttgens
Supervisor of Music Library....D. A. Marcotte
Night Manager.....E. C. Cunningham
Director of Agriculture.....William E. Drips
Special Events Director.....Kenneth D. Fry
Asst. to Manager.....A. W. Kaney
Artists' Service Manager.....James Stirton
Chief Announcer.....William Kephart
Publicity Director.....William Ray
Continuity Editor.....Kenneth L. Robinson
Program Manager.....Jules Herbuveaux

•

EXCLUSIVE FEATURES
ENTERTAINING PROGRAMS
RADIO AS CHICAGO LIKES IT
ASSURES YOU—

•

*"The Largest Audience per Dollar Spent in the* Chicago *Market"*

•

WJJD

20,000 WATTS
CHICAGO

"THE NATION'S LARGEST
INDEPENDENT STATION"

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES



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Advertising and Sales Promotion Manager, Emmons C. Carlson
Musical Director.... Roy Shield
Sales Manager... Oliver Morton
Educational Director. Judith Waller
Office Manager..... J. F. Whalley

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 14,123,500 | 12,291,600 |
| Radio Homes— " | 3,272,600 | 2,855,700 |
| Population—Secondary | 10,209,300 | 23,101,000 |
| Radio Homes— " | 628,900 | 1,218,300 |

Source: Field strength surveys and mail response analysis.

### Representative

National Broadcasting Co., Inc.
(See Page 358)

•

## WMBI

CHICAGO—EST. 1926

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute of Chicago. BUSINESS ADDRESS: 153 Institute Place. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD.

### Personnel

Director ..... H. Coleman Crowell
Program Director... Rev. Wendell P. Loveless

•

## WSBC

"THE FRIENDLY VOICE OF CHICAGOLAND"

CHICAGO—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: WSBC, Inc. OPERATED BY: WSBC, Inc. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00 A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00 P.M. and 11:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

President ..... Gene T. Dyer
Station Manager. John A. Dyer
Chief Announcer.. John Steadman
Publicity Director. Dick Kross
Musical Director. Dean Remick
Chief Engineer . Ed Jacker

•

## WHFC

CICERO—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak Rd. PHONE: Cicero 4305 Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press.

### Personnel

President.. ..... R. W. Hoffman
Manager.. ..... M. E. Clifford

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 2,210,749 | 2,210,749 |
| Radio Homes— " | 1,730,212 | 1,730,212 |
| Radio Homes—Secondary | 375,504 | 375,504 |

Source: Field strength measurements.

•

## WDAN

"THE COMMUNITY STATION"

DANVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Northwestern Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolford. PHONE: Main 1700. STUDIO ADDRESS: Hotel Wolford. TRANSMITTER LOCATION: 1500 North Washington Ave. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATION: Danville Commercial News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager..... E. C. Hewes
Station Manager.... C. R. Richardson
Program Director. Gleason Kistler
Chief Engineer.. .....Ted Magin

### Coverage

| | |
|---|---|
| Population—Primary and Secondary | 171,211 |
| Radio Homes—Primary and Secondary | 32,720 |

Source: Field strength measurements.

### Representative

J. P. McKinney & Sons

•

## WSOY

DECATUR—EST. 1925

MISSOURI-ILLINOIS BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Commodore Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 353-357 N. Main St. PHONE: 5371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1891 N. Oakland Ave. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Decatur Herald, Decatur Review. NEWS SERVICE: International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.



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### Personnel

President and General Manager, Merrill Lindsay
Chief Announcer.....Berne Enterline
Musical Director.....Cary Robards
Technical Supervisor and In Charge of Production .....M. N. Stockwish

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 312,294 | 81,731 |
| Radio Homes— " ..... | 82,183 | 21,508 |
| Population—Secondary . | 296,013 | 70,277 |
| Radio Homes— " ..... | 74,003 | 17,569 |

Source: Field strength measurements (primary); mail response analysis (secondary).

## WKBB

### EAST DUBUQUE

(See Dubuque, Ia.)

## WTMV

### EAST ST. LOUIS—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Mississippi Valley Broadcasting Co. OPERATED BY: Mississippi Valley Broadcasting Co. BUSINESS ADDRESS: Hotel Broadview. PHONE: Bridge 3424—East 4390. STUDIO ADDRESS: Hotel Broadview. TRANSMITTER LOCATION: Hotel Broadview. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President .....William H. West
Vice-President-Promotion Manager, Carlin S. French
Program Director.....George T. Case
Business Manager.....E. White
Chief Engineer.....Thos. R. McLean

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,347,600 | 1,347,600 |
| Radio Homes— " ..... | 355,210 | 355,210 |
| Population—Secondary . | 416,900 | 416,900 |
| Radio Homes— " ..... | 90,810 | 90,810 |

Source: U. S. Department of Commerce.

## WGIL

### GALESBURG—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg. TIME ON THE AIR: Daytime license. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President and General Manager.....Howard A. Miller

### Coverage

| | |
|---|---|
| Population—Primary ..... | 350,000 |
| Radio Homes— " ..... | 100,000 |

Source: Station survey.

### Representative

Sears & Ayer

## WEBQ

"VOICE OF SOUTHERN ILLINOIS"

### HARRISBURG—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (sharing time with KFVS). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

### Personnel

Station Manager.....I. M. Taylor
Program Director.....Virginia Crane
Chief Announcer-Artists' Bureau Head, Lindle Moore
Publicity Director.....Bernie Smith
Chief Engineer.....Joseph R. Tate

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 396,680 | 198,340 |
| Radio Homes— " ..... | 99,170 | 49,585 |
| Population—Secondary . | 686,040 | 343,020 |
| Radio Homes— " ..... | 171,510 | 85,755 |

Source: Field intensity measurements.

## WJPF *

### HERRIN—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Orville W. Lyerla. OPERATED BY: Orville W. Lyerla. BUSINESS ADDRESS: Herrin. STUDIO ADDRESS: Herrin. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

### Personnel

Owner.....Orville Lyerla

*Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

## WCLS

### JOLIET—EST. 1926

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: 7 East Clinton. PHONE: 7133. STUDIO ADDRESS: 7 Clinton St. TRANSMITTER LOCATION: U. S. High-



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way No. 6. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M., except Fri.; 7:00 A.M. to 10:30 P.M., Fridays; 9:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President-General Manager.... .L.W. Wood
Program Director..... . ..Robert M. Holt
Continuity Chief..... . ..... .Jack Sharp
Chief Engineer..... . . George Ives

### Coverage

| | |
|---|---|
| Population—Primary ..... | 110,732 |
| Radio Homes— " ... . | 23,558 |
| Population—Secondary . . . | 305,123 |
| Radio Homes— " ..... | 92,137 |

Source: U. S. Census; Joint Committee.

## WMBD

"FROM THE HEART OF ILLINOIS"

PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

### Personnel

President and Manager..... .Edgar L. Bill
Commercial Manager..... .Charles C. Caley
Program Manager.. ..... ..Gene Trace
Public Relations Director.. . .Gomer Bath
Business Manager.... ..... Paul Scherer
News Editor.. .. ... ... ...Brooks Watson
Artists' Bureau Head.. .. ... . Milton Budd
Musical Director.. .... ..... ...Hod Hiatt
Chief Announcer..... .Harry Luedeke
Chief Engineer..... .....Ted Giles

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary . | 605,646 | 605,646 |
| Radio Homes— " ... | 133,737 | 133,737 |

Source: Field intensity measurements and mail response analysis.

### Representative

Free & Peters, Inc.

## WTAD

"VOICE OF THE MISSISSIPPI VALLEY"

QUINCY—EST. 1926

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President ..... .....W. Emery Lancaster
Secretary-Treasurer... ....H. G. Kreitemeyer
Vice-President..... R. E. Whitfield
General Manager.... .. .....C. Arthur Fifer
Commercial Manager.... . W. J. Rothschild
Program Director..... .....Don Fischer
News Editor..... .. . ..William H. Sohm
Traffic Manager. ..... ...Zoula Gatewood
Chief Engineer... .....Francis Wentura

### Coverage

| | |
|---|---|
| Population—Primary ..... .... | 1,291,523 |
| Radio Homes— " ..... | 315,500 |

Source: Station survey.

## WROK

"SERVING NORTHERN ILLINOIS AND SOUTHERN WISCONSIN"

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Ruth Hanna Simms
Managing Director ... ... ...James Rodgers
General Manager.... . ..Walter Koessler
Sales Manager.... .....William Carlson
Program Director .... .....John Dixson
Chief Announcer.....Maurice P. Owens
Publicity Director.. . ....Allen O. Brophy
Musical Director.. . ....Helene Kimberley
Chief Engineer..... ...Thomas C. Cameron

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 350,221 | 350,221 |
| Radio Homes— " | 125,420 | 125,420 |
| Population—Secondary . | 502,242 | 502,242 |
| Radio Homes— " . | 200,841 | 200,841 |

Source: Department of Commerce.

### Representative

Headley-Reed Co.

## WHBF

"VOICE OF THE QUAD-CITIES"

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE:



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R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: 23 Ave. & 52 St., Moline, Ill. TIME ON THE AIR: (daily) 5:30 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....John W. Potter
General Manager.....L. C. Johnson
Commercial Manager.....Maurice Corken
Program Director.....Ivan Streed
Publicity Director.....Don Wright
Musical Director.....Lucia Thompson
Chief Engineer.....R. J. Sinnett

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 678,000 | 304,900 |
| Radio Homes— " .... | 167,600 | 77,500 |
| Population—Secondary .. | 1,175,000 | 570,600 |
| Radio Homes— " .. | 292,400 | 136,400 |

Source: U. S. Census.

### Representative

Furgason & Walker, Inc.

•

## W C B S

### SPRINGFIELD—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 523 E. Capitol Ave. PHONE: 9855. STUDIO ADDRESS: 523 E. Capitol Ave. TRANSMITTER LOCATION: 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Transcription Service.

### Personnel

President.....Harold L. Dewing
Vice-President.....A. W. Shipton
Secretary-Program Director.....L. G. Pefferle
Commercial Manager.....Jack Heintz
Artists' Bureau Head.....Bill Nelms
Chief Announcer.....John Connelly
Publicity Director.....Miriam Hill
Musical Director.....John Geil
Chief Engineer.....Richard L. Ashenfelter

### Coverage

| | |
|---|---|
| Population—Primary ..... | 955,000 |
| Radio Homes— " ..... | 201,300 |

Source: Joint Committee.

### Representative

Sears & Ayers, Inc.

•

## W T A X

### SPRINGFIELD—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: 720 Reisch Bldg. PHONE: 1600-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

### Personnel

President and Station Manager.....Jay A. Johnson

### Representative

Burn-Smith Co.

•

## W D Z

"THE RIGHT SPOT ON YOUR DIAL"

### TUSCOLA—EST. 1920

FREQUENCY: 1020 Kc. POWER: 1000 watts. OWNED BY: WDZ Broadcasting Co. OPERATED BY: WDZ Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg. TRANSMITTER LOCATION: Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....E. L. Bill
Station and Sales Manager.....Clair B. Hull
Promotion Manager.....Tom McNutt
Artists' Bureau Head.....Don Ebarsbach
Chief Announcer.....Hank Fisher
Publicity Director.....Fran Booton
Musical Director.....Herbert L. Johnston
Traffic Manager.....Ruth Moore
Chief Engineer.....Mark C. Spies

### Coverage

| | |
|---|---|
| Population—Primary ..... | 1,158,049 |
| Radio Homes— " ..... | 327,480 |

Source: Field intensity measurements.

### Representative

Howard H. Wilson Co.

•

## W I L L

### URBANA—EST. 1922

FREQUENCY: 580 Kc. POWER: 5000 watts. OWNED BY: University of Illinois. OPERATED BY: Same. BUSINESS ADDRESS: Urbana. PHONE: 7-2616 — 7-2400. STUDIO ADDRESS: 400 S. Wright. TRANSMITTER LOCATION: S. First St. Road, Champaign. TIME ON THE AIR: 7:00 A.M. to local sunset (except Sunday). NEWSPAPER AFFILIATION: The Daily Illini. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth.

### Personnel

Director.....Jos. F. Wright
Artists' Bureau Head .....F. E. Schooley
Program Director .....Frank E. Schooley
Publicity Director .....Art Wildhagen
Musical Director.....Lanson F. Demming
Production Director.....Nat H. Cohen
Chief Engineer .....A. James Ebel



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# INDIANA

Population 3,474,000

Number of Families 934,000 — Number of Radio Homes 816,800

Retail Sales $858,558,800 — Auto Registrations 940,000

## W H B U

### ANDERSON—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Anderson Broadcasting Corp. OPERATED BY: Anderson Broadcasting Corp. BUSINESS ADDRESS: Citizens Bank Bldg. PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: 1110 Meridian St. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

#### *Personnel*

President-General Manager . . . L. M. Kennett
Commercial Manager . . . L. Podhaski
Chief Engineer . . . R. Fulwider

#### *Coverage*

| | |
|---|---|
| Population—Primary | 905,000 |
| Radio Homes— " | 238,000 |

Source: Field intensity measurements.


Indiana's
BRIGHT SPOT
covered by
**WOWO**

•

**296,010**
INDIANA RADIO HOMES
(plus 199,940 in Ohio and Michigan)

•

INDIANA'S LARGEST
ADVERTISING MEDIUM

Westinghouse **WOWO**
FORT WAYNE

1160 Kc. Clear Channel NBC Blue

**See FREE and PETERS**


## W T R C

### ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: Hotel Elkhart. PHONE: 948. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Junction Mishawaka Road and Route 19. TIME ON THE AIR: (daily) 6:30 A.M. to 9:30 P.M.; (Sunday 11:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Elkhart Daily Truth. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

#### *Personnel*

President . . . C. D. Greenleaf
General Manager . . . R. R. Baker
Studio Director . . . Carl Schrock
Musical Director . . . Ethel Geiss
Chief Engineer . . . Kenneth Singleton

#### *Coverage**

| | |
|---|---|
| Population—Primary | 260,000 |
| Radio Homes— " | 64,750 |

Source: U. S. Census.

*Station estimates primary daytime primary-area within a radius of 40 miles of Elkhart; and the night-time primary-area within a radius of 25 miles of Elkhart.

#### *Representative*

Tenney, Woodward & Conklin, Inc.

•

## W E O A

### EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St., Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

#### *Personnel*

Station Manager . . . Martin L. Leich
Program Director . . . Pat Roper
General Manager . . . Clarence Leich
Chief Engineer . . . John B. Caraway, Jr.

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 252,394 | 139,615 |
| Radio Homes— " | 44,350 | 27,300 |



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| | | |
|---|---|---|
| Population—Secondary .. | 63,816 | |
| Radio Homes— " .. | 9,468 | |

Source: U. S. Census; Joint Committee; field intensity measurements.

### *Representative*

Weed & Co.

•

# W G B F

## EVANSVILLE—EST. 1925

NBC (Red and Blue)

FREQUENCY: 630 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St.; Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 8 miles north of Evansville. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M., daily; 8:30 to midnight, Mondays; 7:00 to midnight, Friday and Sunday; and 8:00 P.M. to midnight, Saturdays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

General Manager.....Clarence Leich
Program Director.....Pat Roper
Chief Engineer.....Fay Gehres

### *Coverage*

| | |
|---|---|
| Population—Primary & Secondary... | 1,323,095 |
| Radio Homes— " " " ... | 185,600 |

Source: U. S. Census; Joint Committee; field intensity measurements.

### *Representative*

Weed & Co.

•

# W G L

"FORT WAYNE'S METROPOLITAN STATION"

## FORT WAYNE—EST. 1924

NBC—SUPPLEMENTARY BASIC RED & BLUE

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Westinghouse Bldg. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

### *Personnel*

Vice-President.....Walter Evans
Station Manager.....W. C. Swartley
Sales Manager.....Ford Billings
Auditor-Asst. Treasurer.....J. B. Conley
Program Director.....W. C. Roe
Sales Promotion Mgr.....Jack O'Mara
Musical Director.....Jeane Brown
Chief Engineer.....Fred W. Fischer

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 147,675 | 131,314 |
| Radio Homes— " .... | 41,250 | 36,680 |
| Population—Secondary .. | 15,343 | |
| Radio Homes— " .. | 4,286 | |

Source: NBC Airea method of circulation ascertainment.

### *Representative*

Free & Peters, Inc.

•

# W O W O

"INDIANA'S MOST POWERFUL BROADCASTING STATION"

## FORT WAYNE—EST. 1925

NBC BASIC BLUE

FREQUENCY: 1160 Kc. POWER: 10,000 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection Routes 30 and 33 R. R. Fort Wayne. TIME ON THE AIR: 6:00 A.M. to local sunset; shares evening time with WWVA. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

### *Personnel*

Vice-President.....Walter Evans
Station Manager.....W. C. Swartley
Sales Manager.....Ford Billings
Auditor & Asst. Treasurer.....J. B. Conley
Program Manager.....Franklin Tooke
Sales Promotion Mgr.....Jack O'Mara
Musical Director.....Jeane Brown
Chief Engineer.....Fred W. Fischer

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,816,456 | 1,993,594 |
| Radio Homes— " .... | 507,390 | 556,870 |
| Population—Secondary .. | 1,145,678 | 574,593 |
| Radio Homes— " .. | 320,022 | 160,501 |

Source: NBC Airea method of circulation ascertainment.

### *Representative*

Free & Peters, Inc.

•

# W I N D

"THE TWENTY-TWO-HOUR-A-DAY STATION"

## GARY—EST. 1927

CBS

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Johnson-Kennedy Radio Corp. OPERATED BY: Johnson-Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 201 N. Wells St., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Gary. TIME ON THE AIR: Sunday, 7:00 A.M. to 4:00 A.M.; Week Days, 6:00 A.M. to 4:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.



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### Personnel

President .....Ralph L. Atlass
Manager .....E. S. Mitlendorf
Sales Manager .....John T. Carey
Program Director. .....Brooks Connelly
Director of Public Relations .....Al Hollender

### Coverage

Population—Primary .....8,506,156
Radio Homes— " .....1,886,405
Source: Field intensity measurements.

### Representative

Furgason & Walker, Inc.
(See Page 365)

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## WHIP

HAMMOND—EST. 1937

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000. SALES OFFICE ADDRESS: 25 E. Jackson Blvd. PHONE: Webster 4514. STUDIO ADDRESS: 5935 Hohman Ave. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

### Personnel

President-General Manager.George F. Courrier
Managing Director.....Doris Keane


## WIBC

1050 K C.—1000 WATTS

•

*Indiana's Fastest Growing Station!*

Well planned musical features, alert showmanship, and thoughtful consideration to community service these are the things that have made WIBC the most talked of, and most listened to, station serving Central Indiana—an area wherein 300,000 radio families are influenced in the spending of $238,000,000 yearly by the messages heard over Indiana's Friendly, Compelling Voice WIBC!

•

## WIBC

1050 K C—1000 WATTS
Indianapolis
Howard H. Wilson, *Nat'l Rep.*


### Coverage

Population—Primary .....5,537,000
Radio Homes— " .....1,729,000
Population—Secondary .....1,661,000
Radio Homes— " .....337,500
Source: Station survey.

•

## WWAE

HAMMOND

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESS: 5935 Hohman Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM in evening; daytime, unlimited. NEWSPAPER AFFILIATION: Lake County (Ind.) Times. TRANSCRIPTION SERVICE: Associated.

### Personnel

President.....George F. Courrier
Managing Director.....Doris Keane

•

## WFBM

"THE HOOSIER STATION"

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts ,n. OWNED BY: WFBM, Inc. OPERATED BY: WFBM, Inc. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8596. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Rural Route 13, Box 125-G, Indianapolis. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio Library, Associated Music Pub. MAINTAINS ARTISTS' BUREAU.

### Personnel

President-General Mgr.....Jesse L. Kaufman
Commercial Manager.....Earl G. Thomas
Program Director. .....F. O. Sharp
Musical Director.....William F. Wirges
Chief Engineer.....M. R. Williams

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 1,509,700 | 678,697 |

Source: Field test measurements.

### Representative

Edward Petry & Co., Inc.

•

## WIBC

"INDIANA'S FRIENDLY STATION"

INDIANAPOLIS—EST. 1938

FREQUENCY: 1050 Kc. POWER: 1000 Watts. OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same.



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TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

Vice-President Genl. Mgr.....C. A. McLaughlin
Program Director.....Robert Longwell
Chief Announcer.....George Palmer
Chief Engineer.....Harry Adams

### *Coverage*

| | |
|---|---|
| Population—Primary | 1,235,391 |
| Radio Homes— " | 454,360 |

Source: Field intensity measurements.

### *Representative*

Howard H. Wilson Co.

•

## W I R E

### INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL FREQUENCY: 1400 Kc. POWER: 5,000 watts. OWNED BY: Indianapolis Broadcasting Co., Inc. BUSINESS ADDRESS: Claypool Hotel. PHONE: RI-4471-2-3. STUDIO ADDRESS: 540 N. Meridian. TRANSMITTER LOCATION: Ralston Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 7:30 A.M. to 1:00 A.M., Sundays. NEWS AFFILIATION: Central Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

### *Personnel*

President .....Eugene C. Pulliam
Sales Manager.....R. E. Bausman
Secretary-Treasurer.....N. G. Mason
Merchandising Manager,
Lawrence O. Hammer
Publicity Director.....Eugene S. Pulliam
Musical Director.....Harry Bason
Chief Engineer.....Earl W. Lewis

### *Coverage*

| | |
|---|---|
| Population—Primary | 1,569,900 |
| Radio Homes— " | 393,500 |
| Population—Secondary | 1,872,000 |
| Radio Homes— " | 422,700 |

Source: Station survey.

### *Representative*

George P. Hollingbery Co.

•

## W L B C

"THE FRIENDLY VOICE OF THE TYPICAL AMERICAN CITY"

### MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 5411-2. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: United Press and local news department. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

Owner.....Donald A. Burton
Commercial Manager.....Wm. F. Craig
Station Manager.....Donald A. Burton
Sales Manager.....Wm. F. Craig
Publicity Director.....Ed De Miller
Musical Director.....Carl Noble
Chief Engineer.....Maurice Crain

### *Coverage*

| | |
|---|---|
| Population—Primary | 350,593 |
| Radio Homes— " | 68,900 |
| Population—Secondary | 411,757 |
| Radio Homes— " | 72,500 |

Source: Station survey.

### *Representatives*

William R. Stewart (Chicago)
Forjoe & Co. (New York)

•

## W G R C

### NEW ALBANY—EST. 1936

MUTUAL BROADCASTING SYSTEM
SOUTHERN NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Indiana Theatre Bldg. PHONE: Wabash 3343. STUDIO ADDRESS: Indiana Theater Bldg.; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTER LOCATION: McCulloch Pike. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

### *Personnel*

President and Manager.....S. A. Cisler
Commercial Manager.....J. Porter Smith
Business Manager.....C. L. Harris
Program Director.....C. E. Schroeder
Musical Director.....Rosalind Brown
Chief Engineer.....William Tharp

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 448,300 | 420,000 |
| Radio Homes— " .... | 114,060 | 110,000 |
| Population—Secondary .. | 132,400 | |
| Radio Homes— " .. | 26,560 | |

Source: Station survey.

### *Representative*

Burn-Smith Company

•

## W K B V

### RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Seventh and Main. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full



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lime license. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

President.....William O. Knox

## WFAM

### SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. Power: 100 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave. PHONE: 3-6161. STUDIO ADDRESS: 225 West Colfax Ave. TRANSMITTER LOCATION: One-half mile west of city limits on U. S. No. 2. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M.; (Sunday) 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

### Personnel

President.....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Chief Announcer.....Robert Drain
Publicity Director.....Mary Stockdale
Musical Director.....Harlan Hogan
Chief Engineer.....H. Cole

### Representative

Paul H. Raymer Company

## WSBT

### SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 500 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave. PHONE: 3-6161. STUDIO ADDRESS: 225 West Colfax Ave. TIME ON THE AIR: (daily) 12:00-3:30 P.M. and 8:00 P.M. to midnight: (Sunday) 5:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

### Personnel

President.....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Chief Announcer.....Robert Drain
Publicity Director.....Mary Stockdale
Musical Director.....Harlan Hogan
Chief Engineer.....H. Cole

### Representative

Paul H. Raymer Company

## WBOW

"THE FRIENDLY STATION"

### TERRE HAUTE—EST. 1926

NBC (RED and BLUE)

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 303 S. 6th St. PHONE: Crawford 3394. STUDIO ADDRESS: 6th & Ohio. TRANSMITTER LOCATION: First St. and Peyton Ave. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

### Personnel

General Manager.....W. W. Behrman
Assistant Manager.....Luke Walton
Auditor.....Martha Turner
Chief Announcer.....Sig Rousch
Musical Director.....Leo Baxter
Chief Engineer.....Stokes Gresham, Jr.

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 320,465 | 217,000 |
| Radio Homes— " | 75,760 | 56,000 |
| Population—Secondary | 332,984 | 156,718 |
| Radio Homes— " | 75,580 | 43,803 |

Source: Field intensity measurements; Joint Committee.

### Representative

Weed & Co.

## WAOV *

### VINCENNES—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Vincennes Newspapers, Inc. OPERATED BY: Vincennes Newspapers, Inc. BUSINESS ADDRESS: Vincennes. STUDIO ADDRESS: Vincennes. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Vincennes Newspapers, Inc.

*Station was licensed to operate under a construction permit at time of going to press and reports that construction has not started.

## WBAA

"THE VOICE OF PURDUE"

### WEST LAFAYETTE—EST. 1922

FREQUENCY: 890 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Purdue University. OPERATED BY: Purdue University. BUSINESS ADDRESS: West Lafayette. PHONE: 6076. STUDIO ADDRESS: Electrical Engineering Bldg. TRANSMITTER LOCATION: Electrical Engineering Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00 P.M. (Mon., Tues., Wed., Thurs., Fri.); 11:00 A.M to 4:00 P.M. (Saturday).

### Personnel

Station Manager, Program Director
Gilbert D. Williams
Asst. Program Director....Mildred Chamberlin
Chief Engineer.....Ralph R. Townsley



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# IOWA

Population 2,552,000

Number of Families 680,000 — Number of Radio Homes 577,800

Retail Sales $715,031,900 — Auto Registrations 747,820

## W O I

### AMES—EST. 1921 (as 9YI)

FREQUENCY: 640 Kc. POWER: 5000 Watts. OWNED BY: Iowa State College. OPERATED BY: Iowa State College. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: Ames. TIME ON THE AIR: 6:30 a.m. to local sunset. NEWS SERVICE: United Press.

#### *Personnel*

Director.....W. I. Griffith
Assistant Director.....A. G. Woolfries
Chief Announcer.....Robert Miles
Musical Director.....Tolbert McRae
Chief Engineer.....Louie L. Lewis

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## K F G Q

### BOONE

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Boone Biblical College. OPERATED BY: Boone Biblical College. BUSINESS ADDRESS: Boone, Ia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours during daytime.

#### *Personnel*

Manager.....Lois Crawford

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## W M T

### CEDAR RAPIDS, WATERLOO—EST. 1922

NBC (BLUE)—MUTUAL—THE COWLES STATIONS

FREQUENCY: 600 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Paramount Bldg., Cedar Rapids—Russell Lamson Hotel, Waterloo. PHONE: Cedar Rapids 6127, Waterloo 236. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marion. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Des Moines Register and Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library, Davis & Schwegler.

#### *Personnel*

President.....Gardner Cowles, Jr.
V.-P. and General Manager.....S. D. Quarton
Commercial Manager
W. B. Quarton (Cedar Rapids)
Commercial Manager...Don Inman (Waterloo)
National Sales Manager.....Ted Enns
Program Director.....Douglas B. Grant
Merchandising Director.....Leo F. Cole
Chief Engineer.....Charles F. Quentin

#### *Coverage*

Population—Primary ..... 3,253,200
Radio Homes— " ..... 768,100
Source: Field strength survey.

#### *Representative*

The Katz Agency

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## W O C

### DAVENPORT—EST. 1922

COLUMBIA BROADCASTING SYSTEM
CORN BELT WIRELESS REBROADCASTING SERVICE

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

#### *Personnel*

President.....Col. B. J. Palmer
Vice-President.....Dave Palmer
General Manager.....J. Buryl Lottridge
National Sales Manager.....Clair Heyer
Commercial Manager.....Ben F. Hovel
Merchandising Manager...J. Neff Wells, Jr.
Program Director.....J. Neil Reagan
Chief Engineer.....Harold Higby

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 180,800 | 198,100 |
| Radio Homes— " .... | 42,730 | 46,160 |
| Population—Secondary .. | 1,113,400 | 564,300 |
| Radio Homes— " .. | 264,550 | 138,600 |

Source: CBS Listener Study.

#### *Representative*

Free & Peters, Inc.

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## K G C A

### DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts.



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OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

## KWLC

"THE RADIO VOICE OF LUTHER COLLEGE"

DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: Shares daytime with KGCA.

### Personnel

Director.....F. C. Gamelin
Station Manager.....O. Eittreim
Production Manager.....R. E. Lee
Music Director.....Professor T. H. Nickel
Chief Operator.....A. Woolery

## KRNT

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: 18½ hours daily. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....Gardner Cowles, Jr
General Manager.....Luther L. Hill
Assistant General Manager and Commercial Manager.....Craig Lawrence
National Sales Manager.....Ted Enns
Program Director.....Ed Linehan
Sales Promotion Manager.....Wayne Welch
Chief Engineer.....Paul Huntsinger

### Coverage

Population—Primary ..... 1,057,141
Radio Homes— " ..... 248,777
Source: U. S. Census; Joint Committee.

### Representative

The Katz Agency

## KSO

DES MOINES—EST. 1932

NBC (BLUE)—MBS—THE COWLES STATIONS

FREQUENCY: 1430 Kc. POWER: 5000 Watts-d., 1000 Watts-n. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: Reg. & Trib. Bldg. PHONE: 3-2111. STUDIO ADDRESS: Reg. & Trib. Bldg. TRANSMITTER LOCATION: 6 miles north of town. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NAB Library.

### Personnel

President.....Gardner Cowles, Jr.
General Manager.....Luther Hill
Assistant General and Commercial Manager.....Craig Lawrence
National Sales Manager.....Ted Enns
Program Director.....Ed Linehan
Sales Promotion Manager.....Wayne Welch
Chief Engineer.....Paul Huntsinger

### Coverage

Population—Primary ..... 812,340
Radio Homes— " ..... 192,968
Source: U. S. Census; Joint Committee.

### Representative

The Katz Agency

## WHO

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS REBROADCASTING SERVICE

FREQUENCY: 1000 Kc. POWER: 50000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TRANSMITTER LOCATION: Mitchellville. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M to 12:00 midnight. NEWS SERVICE: United Press and Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
V-P & Station Manager.....J. O. Maland
Secretary.....William Brandon
Sales Manager.....Hale Bondurant
Publicity Director.....Woody Woods
Program Director.....Harold Fair
Technical Director.....Paul A. Loyet

### Coverage

Population—Primary ..... 3,745,000
Radio Homes— " ..... 866,000
Source: Field intensity measurements.

### Representative

Free & Peters, Inc.

## KDTH *

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts. OWNED BY: Telegraph Herald. OPERATED



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BY: Telegraph Herald. BUSINESS ADDRESS: Eighth Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Not determined. TIME ON THE AIR: Daytime. NEWS AFFILIATION: Dubuque Telegraph Herald.

*Station was licensed to operate under a construction permit at time of going to press.

### *Representative*

William J. Arndt

## W K B B

"THE RADIO VOICE OF IOWA'S KEY CITY"

### DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Sanders Bros. Radio Station. OPERATED BY: Sanders Bros. Radio Station. BUSINESS ADDRESS: Hotel Julien. PHONE: Dubuque 572. STUDIO ADDRESS: Hotel Julien. TRANSMITTER LOCATION: Rural Route No. 2. TIME ON THE AIR: 6:30 A.M. to midnight (daily), 8:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

### *Personnel*

President.....Walter E. Klauer
Station Manager.....James D. Carpenter
Chief Announcer.....Vaughn Gayman
Publicity Director.....Sigmund Fritschel
Musical Director.....M. K. Galliart
Chief Engineer.....Leonard Carlson

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population | 379,549 | |
| Radio Homes | 85,517 | 40,140 |

### *Representative*

International Radio Sales

## K V F D

### FORT DODGE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Northwest Broadcasting Co. OPERATED BY: Northwest Broadcasting Co. BUSINESS ADDRESS: Warden Bldg. PHONE: Walnut 2761. STUDIO ADDRESS: Warden Bldg. TRANSMITTER LOCATION: Fort Dodge. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President.....Edward Breen
Commercial Manager.....Charles A. Kennedy

## W S U I

### IOWA CITY—EST. Code—1911—Broadcast—1919

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. (C. P. 5000 watts, d.; 1000 watts, n.). OWNED BY: State Univ. of Iowa. OPERATED BY: State Univ. of Iowa. BUSINESS ADDRESS: Iowa City. PHONE: University 237-8162. STUDIO ADDRESS: Iowa City. TRANSMITTER LOCATION: Iowa City. TIME ON THE AIR: 8:30 A.M. to 10:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Usual facilities.

### *Personnel*

Chairman Radio Board.....Bruce E. Mahan
Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Production Manager
Prof. H. Clay Harshberger
Staff Announcer.....William Sener
Chief Engineer.....S. J. Ebert

## K F J B

"IN THE HEART OF IOWA"

### MARSHALLTOWN—EST. 1923

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Marshall Electric Co. OPERATED BY: Marshall Electric Co. BUSINESS ADDRESS: 1603 W. Main St. PHONE: 3361. STUDIO ADDRESS: 1603 W. Main St. TRANSMITTER LOCATION: 2 miles northwest of town. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### *Personnel*

President and Station Manager....Earl Peak
Chief Engineer.....Warren D. Bailey

### *Coverage*

| | |
|---|---|
| Population—Primary | 191,700 |
| Radio Homes— " | 72,100 |
| Population—Secondary | 383,200 |
| Radio Homes— " | 91,700 |

Source: Mail response analysis.

### *Representative*

Allied Representation Co.

## K G L O

### MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Mason City Globe Gazette Co. OPERATED BY: Mason City Globe Gazette Co. BUSINESS ADDRESS: Hotel Hanford. PHONE: 2800. STUDIO ADDRESS: Hotel Hanford. TRANSMITTER LOCATION: 2 miles west of M. C. on Highway 18. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Mason City Globe-Gazette. NEWS SERVICES: United Press and Globe Gazette City Reporters and correspondents in North Iowa and Southern Minn. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and NAB Library.

### *Personnel*

Station Manager.....F. C. Eighmey



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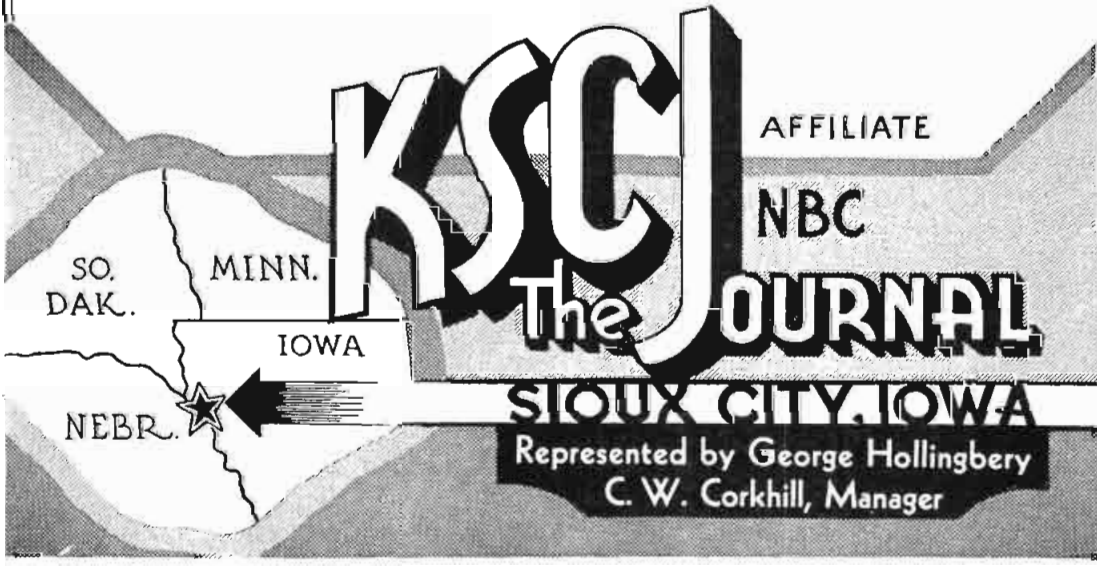
# There's only ONE!

KSCJ, operating on 5000 watts day and 1000 watts night (soon 5000 day and night), is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!







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Program Director.....John Price
Production Manager.....Jim Woods
Publicity Director.....Henry Hook
Chief Engineer.....Leo Born

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 178,700 |
| Radio Homes— " | 38,370 |
| Population—Secondary | 480,600 |
| Radio Homes— " | 106,280 |

Source: CBS Listener Study.

### Representative

Weed & Co.

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## K F N F

"THE FRIENDLY FARMER STATION"

### SHENANDOAH—EST. 1924

FREQUENCY: 890 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KFNF, Inc. OPERATED BY: KFNF, Inc. BUSINESS ADDRESS: 407 Sycamore. PHONE: No. 1—departmental connections. STUDIO ADDRESS: 407 Sycamore St. TRANSMITTER LOCATION: 407 Sycamore St. TIME ON THE AIR: (daily) 5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.; (Saturday) 5:30 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager.....W. E. MacDonald

### Coverage

| | |
|---|---|
| Population—Primary | 3,010,600 |
| Radio Homes— " | 761,500 |
| Population—Secondary | 3,625,400 |
| Radio Homes— " | 791,500 |

Source: Field intensity measurements and mail response analysis.

### Representative

Reynolds-Fitzgerald, Inc.

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## K M A

### SHENANDOAH—EST. 1925

NBC—BLUE AND MUTUAL
CORN BELT WIRELESS REBROADCASTING SERVICE

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Earl E. May Seed Co. OPERATED BY: Earl E. May Seed Co. BUSINESS ADDRESS: Lowell & Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 4:30 A.M. Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Earl E. May
Station & Commercial Mgr.....J. (Cy.) Rapp
Program Director.....Fred Greenlee
Production Manager.....Owen Saddler
Promotion Manager.....Frank Jaffe
Musical Director.....Faylon Geist
Chief Engineer.....Ray Schroeder

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 2,200,100 | 1,261,464 |
| Radio Homes— " | 476,440 | 285,330 |
| Population—Secondary | 1,884,060 | 1,792,410 |
| Radio Homes— " | 451,710 | 388,130 |

Source: Field intensity measurements and mail response analysis.

### Representative

Howard Wilson & Co.

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## K S C J

"HEAR IT AS IT HAPPENS OVER KSCJ; READ IT IN THE SIOUX CITY JOURNAL"

### SIOUX CITY—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas. PHONE: 57993-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4500 Floyd Ave. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Sioux City Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler.

### Personnel

Station Manager.....C. W. Corkhill
Studio Director.....Ruth Fachman
Publicity Director.....Roberta Deany
Musical Director.....Bertha Reese
Chief Engineer.....S. C. Dier

### Coverage

| | |
|---|---|
| Population—Primary | 1,189,871 |
| Population—Secondary | 1,688,810 |

Source: Field intensity measurements.

### Representative

George P. Hollingbery Co.

•

## K T R I

### SIOUX CITY—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Dietrich Dirks and The Tribune Co. BUSINESS ADDRESS: Commerce Bldg., 6th & Nebraska Sts. PHONE: 8-0165. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Sioux City Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....Eugene Kelly
General Manager.....Dietrich Dirks
Program Director.....Gordon Horner
Commercial Manager.....Ray Jensen
Chief Engineer.....Carleton Gray



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### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 476,940 | 476,940 |
| Radio Homes— " .. | 101,430 | 101,430 |

Source: Field intensity measurements and mail response analysis.

### Representative

Furgason & Walker, Inc.

# KANSAS

Population 1,864,000

Number of Families 501,000

Number of Radio Homes 367,800

Retail Sales $493,087,100

Auto Registrations 589,474

## K F B I

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Farmers & Bankers Life Insurance Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 42nd St. & Broadway. TIME ON THE AIR: 6:00 A.M. to sunset (Pacific time). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

### Personnel

President ..... H. K. Lindsley
Station Manager ..... Herb Hollister
Chief Engineer ..... K. W. Pyle

### Coverage

| | |
|---|---|
| Population—Primary . .... ... | 1,010,900 |
| Radio Homes— " ..... | 198,700 |
| Population—Secondary ..... | 1,669,000 |
| Radio Homes— " ..... | 383,600 |

Source: Mail response analysis.

### Representative

Howard H. Wilson Company


Confucius Says—

"A Well Programmed Station Brings Better Results"

◆

KWBG

Hutchinson, Kansas Is Well Programmed

◆

The Station in the Center of the Nation


## K V A K

"THE VOICE OF ATCHINSON, KANSAS"

ATCHINSON—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Carl Latenser. OPERATED BY: Carl Latenser. BUSINESS ADDRESS: Latemer Bldg., 622 Commercial St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Atchinson. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Davis & Schwegler.

### Personnel

Owner & Director. . . . . .Carl Latenser
Manager ..... W. H. Reity
Program Director ..... L. V. Butcher

### Coverage

| | |
|---|---|
| Population—Primary ..... | 35,000 |
| Population—Secondary ..... | 500,000 |

Source: Station survey.

## K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Hugh J. Powell. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same.



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TRANSMITTER LOCATION: South Coffeyville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: The Coffeyville Journal. NEWS SERVICE: The Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

### *Personnel*

Owner.....Hugh J. Powell
General Manager.....Melvin Drake
Program Director.....Clair A. Foster
Chief Engineer.....J. Fred Case

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 717,900 |
| Radio Homes— " ..... | 132,800 |
| Population—Secondary ..... | 503,900 |
| Radio Homes— " ..... | 102,000 |

Source: Field intensity measurements.

### *Representative*

The Katz Agency

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## K G N O

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. POWER: 1000 Watts, d.; 250 Watts, n. OWNED BY: Dodge City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Globe Bldg. PHONE: 1100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Westview Park. TIME ON THE AIR: 6:30 A.M. to 2:00 P.M. and 4:00 P.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Dodge City Globe. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

President.....J. C. Denious
Business Manager.....N. C. Petersen
Commercial Manager.....Vaughn Kimball
Chief Engineer.....Emil Doane

### *Representative*

Arthur H. Hagg and Associates

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## K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Emporia Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Emporia. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

### *Personnel*

President.....S. B. Warren
General & Commercial Manager.....K. W. Trimble
Program Director.....Larry Simms
Chief Engineer.....Paul H. Daniels

### *Representative*

Sears & Ayer, Inc.

## K I U L

"VOICE OF WESTERN KANSAS"

GARDEN CITY—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Garden City Broadcasting Co. OPERATED BY: Garden City Broadcasting Co. BUSINESS ADDRESS: 404 N. Main. PHONE: 666-999. STUDIO ADDRESS: 404 N. Main. TRANSMITTER LOCATION: Warner Terrace. TIME ON THE AIR: 6:00 A.M. to 7:15 P.M., daily; 10:00 A.M. to 5:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

### *Personnel*

President.....F. D. Conard
Station Manager.....Clem Morgan
News Editor.....M. E. Pence
Chief Engineer.....Ralph Childs

### *Coverage*

| | |
|---|---|
| Radio Homes—Primary ..... | 18,200 |
| Radio Homes—Secondary ..... | 22,510 |

Source: Station survey.

### *Representative*

Cox and Tanz

•

## K V G B

"THE VOICE OF GREAT BEND"

GREAT BEND—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Helen Townsley. OPERATED BY: Helen Townsley. BUSINESS ADDRESS: Cork Bldg., P. O. Box 757. PHONE: 1080. STUDIO ADDRESS: Cork Bldg. TRANSMITTER LOCATION: 2 miles south of Great Bend on Highway No. 281. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M., daily; 8:45 A.M. to 4:00 P.M., Sunday. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

### *Personnel*

Manager.....H. T. Townsley
Program Manager.....Dave Wilson
Commercial Manager.....Everette Smart
Chief Engineer.....Leo Legleiter

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 301,900 |
| Radio Homes— " ..... | 53,100 |

Source: Mail analysis.

•

## K W B G

"THE STATION IN THE CENTER OF THE NATION"

HUTCHINSON—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: Nation's Center Broadcasting Co., Inc. OPERATED BY: W. B. Greenwald. BUSINESS ADDRESS: 201 S. Main. PHONE: 5202. STUDIO ADDRESS: 201 S. Main.



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★ ★ ★

KANSAS STATION EXECUTIVES READ RADIO DAILY REGULARLY

★ ★ ★

TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

### *Personnel*

President.....W. B. Greenwald
Station Manager .....H. A. Delp
Commercial Manager.....Ken Irving
Chief Engineer. .....Harold Bourrell

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## KCKN

KANSAS CITY—EST. 1925 (as WLBF) 1936 (as KCKN)
KANSAS NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Operated by The Kansas City Kansan, Capper Publication, only daily newspaper in Kansas City, Kansas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

### *Personnel*

President .....W. A. Bailey
Vice-President-General Manager ..... Ellis Atteberry
Commercial Manager ....Owen Balch
Program Director.. ..George Engeller
Director of Publicity.....Ruth Kendall
Special Productions Manager.....John Drake
News Commentator... ..Olaf Soward
Musical Director .....Ruth Royal
Chief Engineer.... ..C. E. Salzer, Jr.

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 797,703 | 600,000 |
| Radio Homes— " ... | 210,530 | 180,000 |

Source: Field intensity measurements; Joint Committee.

### *Representative*

Capper Publications

•

## KFKU

LAWRENCE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tonganoxie, Kans. TIME ON THE AIR: Shares time with WREN.

### *Personnel*

Director.....Harold G. Ingham
Assistant Program Director.....Mildred I. Seaman



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# WREN

## LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFKU. Sunday 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 2:30 P.M. and 3:00 P.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President.....Vernon H. Smith
Assistant Manager.....Verl Bratton
Commercial Manager.....Ernest Pontius
Promotion Director.....John Bondeson

### *Coverage*

Population—Primary ..... 3,699,476
Radio Homes— " ..... 771,200

Source: Field intensity measurements; U. S. Census; Joint Committee.

### *Representative*

Howard H. Wilson Co.

•

# KSAC

"AN EDUCATIONAL PROGRAM FOR EVERY LISTENING MEMBER OF THE FAMILY"

## MANHATTAN—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daily except Sundays, 9:30 A.M. to 10:30 A.M.; 12:30 P.M. to 2:00 P.M.; 4:30 P.M. to 5:30 P.M.; and Saturdays, 9:30 A.M. to 10:30 A.M.; and 12:30 P.M. to 2:30 P.M. NEWS SERVICES: Associated Press.

### *Personnel*

President .....F. D. Farrell
Director .....H. Umberger
Program Director.....L. L. Longsdorf

# KOAM

"THE FOUR STATE STATION — KANSAS, OKLAHOMA, ARKANSAS AND MISSOURI"

## PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO. (RED & BLUE)

FREQUENCY: 790 Kc. POWER: 1000 Watts. OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

President.....E. Victor Baxter
Station Manager.....R. E. Wade
Sales Manager.....R. G. Patterson
Program Director.....Bruce Robertson
Chief Engineer.....W. L. Brown

### *Coverage*

Population—Primary ..... 920,451
Radio Homes— " ..... 187,483

Source: U. S. Census; Joint Committee.

### *Representative*

Furgason & Walker, Inc.

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# KSAL

"YOUR FRIEND OF THE AIRWAYS"

## SALINA—EST. 1937

FREQUENCY: 1120 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: KSAL, Inc. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus, Langworth.

### *Personnel*

President.....R. J. Laubengayer
Station Manager.....Owen Balch
Commercial Manager.....H. C. Fagerstrom
Chief Engineer.....N. E. Vance, Jr.

### *Coverage*

Population—Primary ..... 525,031
Radio Homes— " ..... 140,000
Population—Secondary ..... 1,000,000
Radio Homes— " ..... 300,000

Source: Field intensity measurements.

### *Representative*

The Katz Agency



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# WIBW

"THE VOICE OF KANSAS"

## TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Capper Publications, Inc. OPERATED BY: Capper Publications, Inc. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to midnight (daily); 7:30 A.M. to midnight (Sunday), CST. NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library.

### Personnel

General Manager.....Ben Ludy
Chief Engineer.....Karl Troeglen

### Coverage

| | |
|---|---|
| Population—Primary | 1,920,500 |
| Radio Homes— " | 361,980 |
| Population—Secondary | 6,819,100 |
| Radio Homes— " | 1,300,100 |

Source: CBS Listener Study.

### Representative

Capper Publications, Inc.

•

# KANS

## WICHITA— EST. 1936

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1210 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 4-2387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President-General Manager.....Herb Hollister
Commercial Manager.....Phil McKnight
Chief Engineer.....Glenn Ritter

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 365,080 |
| Radio Homes— " | 73,016 |

Source: Field intensity measurements.

### Representative

The Katz Agency

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# KFH

## WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Temple. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Temple. TRANSMITTER LOCATION: 6 miles East of Downtown Wichita. TIME ON THE AIR: (Daily) 5:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries.

### Personnel

Vice President-General Mgr....M. M. Murdock
Business Manager.....P. S. Clark
Program Director.....Vernon E. Reed
National Sales & Promotion Manager.....Clark A. Luther
Chief Engineer.....Amos C. Dadisman

### Coverage

| | |
|---|---|
| Population—Primary | 700,200 |
| Radio Homes— " | 142,800 |
| Population—Secondary | 1,127,200 |
| Radio Homes— " | 188,700 |

Source: Mail response analysis.

### Representative

Edward Petry & Co.

# KENTUCKY

**Population 2,920,000**

Number of Families 708,000 — Number of Radio Homes 494,900

Retail Sales $427,105,800 — Auto Registrations 425,000

# WCMI

"WHERE COAL MEETS IRON"

## ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Ashland Broadcasting Co. OPERATED BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMI Bldg. PHONE: 3010-11. STUDIO ADDRESS: WCMI Bldg.; First National Bank Bldg., Ironton, Ohio; Prichard Hotel, Huntington, W. Va. TRANSMITTER LOCATION: WCMI Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Ashland Daily Independent. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.



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# WAVE STILL ISN'T REACHING CHINA!

## (OR CHICKEN BRISTLE, KENTUCKY!)

No, Suh—Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky. . . .* leaving the Whangpoo (and the Kentucky mountains) for the *other* fellows!

But still we say, *don't be deceived!* Louisville ALONE gives you 80.7% of the income-tax payers in the entire Trading Area—74% of the drug sales—67.8% of the food sales!

And the *WAVE Listening Area* still gives you almost *twice* as many income-tax payers as the remaining 93 Kentucky counties, combined!—63% *more* passenger cars—64% *more* wired homes!

Also—the cost of WAVE is so low that you'll hardly notice the addition to your budget. Why not write for the whole story?

*An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives*

Station **WAVE** Louisville

1000 WATTS INCORPORATED 940 K. C.



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### *Personnel*

President ..... Gilmore Nunn
Station & Sales Manager .... Robert MacKenzie
Program Director ..... Russell Hirsch
In Charge of Huntington Studio ..... Bert Georges
In Charge of Ironton Studio ..... Ken McClure

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | *208,194 |
| Population—Secondary ..... | 454,775 |
| Radio Homes—Primary & Secondary | 86,300 |

* Area covered includes 7 counties in Kentucky, 3 in Ohio and 4 in West Virginia.
Source: Station survey.

### *Representative*

John H. Perry Associates

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## W L B J *

### BOWLING GREEN—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Bowling Green Broadcasting Co. OPERATED BY: Bowling Green Broadcasting Co. BUSINESS ADDRESS: Bowling Green. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

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## W H O P

"THE VOICE OF THE PENNYRILE"

### HOPKINSVILLE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Paducah Broadcasting Co. OPERATED BY: Paducah Broadcasting Co. BUSINESS ADDRESS: P. O. Box 539. STUDIO ADDRESS: Princeton Pike. TRANSMITTER LOCATION: Princeton Pike. TIME ON THE AIR: 18 hours daily. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President-General Manager .. Pierce E. Lackey
Managing Director ..... Hecht S. Lackey
Commercial Manager ..... F. Ernest Lackey

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## W L A P

### LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut & Short Sts. PHONE: 1721-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main & Esplanade. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President-Genl. Mgr. ..... Gilmore N. Nunn
Vice President ..... J. Lindsay Nunn
Secretary-Treasurer ..... Warren G. Davis
Chief Engineer ..... Sanford Helt

### *Representative*

John H. Perry Associates

•

## W A V E

### LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

FREQUENCY: 940 Kc. POWER: 1000 Watts. OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### *Personnel*

President ..... Geo. W. Norton, Jr.
Commercial Manager ..... James F. Cox
Station Manager ..... Nathan Lord
Sales Manager ..... James F. Cox
Program Director ..... George Patterson
Musical Director ..... Clifford Shaw
Chief Engineer ..... Wilbur E. Hudson

### *Coverage*

| | Evening |
|---|---|
| Population—Primary ..... | 830,080 |
| Radio Homes— " ..... | 136,160 |
| Population—Secondary ..... | 241,834 |
| Radio Homes— " ..... | 30,890 |

Source: NBC Aireas Survey.

### *Representative*

Free & Peters, Inc.

•

## W G R C

### LOUISVILLE

(See New Albany, Ind.)

•

## W I N N *

### LOUISVILLE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Kentucky Broadcasting Corp. OPERATED BY: Kentucky Broadcasting Corp. BUSINESS ADDRESS: Louisville. STUDIO ADDRESS: Louisville. TRANSMITTER LOCATION: Louisville. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.



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# Roger Babson says..

"Well-balanced, well-diversified Louisville can look ahead confidently to the next six months . . . Practically all of Louisville's 500-odd factories will roar along at new post-depression peaks . . . I look for a gain of roughly 10 per cent in the national farm income during 1940. The rich Bluegrass country is certain to get more than her share of this increase. . . . Gains in home building will be continued. Industrial construction will be at the best levels of the last ten years. . . High factory employment, prosperous farmers, busy building artisans all add up to a good year for everyone in Louisville . . ."

## HERE'S WHAT HAPPENED IN LOUISVILLE IN 1939

Bank Deposits up $21,000,000

Bank Clearings up $163,000,000

Industrial Power Consumption up 13,000,000 kwh

Gas Consumption up 89,000,000 cu. ft.

L. & N. Carloadings up 121,000 cars

Retail Sales up 6 per cent

Wholesale Sales up 15 per cent

Construction in city almost double

Distillery production up 4,000,000 gallons

Brewery production up nearly 2,000,000 gallons

In the Kentuckiana market there were sustained gains in virtually every line of business and every index points to the continuance of this prosperity during 1940.

TO PRODUCE maximum sales in this $2,214,269,000 market, use the key station in this prosperous area . . . .

# WHAS

**50,000 WATTS**
**820 KILOCYCLES**
**Basic CBS Outlet**

**REPRESENTED NATIONALLY BY EDWARD PETRY & CO.**

*Owned and Operated by*

The Courier-Journal — THE LOUISVILLE TIMES



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# WHAS

"IN THE HEART OF THE RICH OHIO RIVER VALLEY"

## LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts. OWNED BY: Barry Bingham. OPERATED BY: Louisville Times Company. BUSINESS ADDRESS: 300 W. Liberty St. PHONE: Wa. 2211. STUDIO ADDRESS: 300 W. Liberty St. TRANSMITTER LOCATION: New Eastwood. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to midnight Sunday. NEWSPAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press, International News Service. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers Library.

### *Personnel*

Owner ..... Barry Bingham
Radio Director ..... Credo Fitch Harris
Executive Manager ..... W. Lee Coulson
Commercial Manager ..... Joe Eaton
Program Manager ..... Robert L. Kennett
Publicity Director ..... John H. Hoagland
Technical Advisor ..... Orrin W. Towner

### *Coverage*

| | |
|---|---|
| Population—Primary | 4,907,600 |
| Radio Homes— " | 1,156,900 |

Source: Field intensity measurements.

### *Representative*

Edward Petry & Company

# WOMI

## OWENSBORO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Owensboro Broadcasting Co., Inc. OPERATED BY: Owensboro Broadcasting Co., Inc. BUSINESS ADDRESS: Byers Ave. & Livermore Road. PHONE: 420 & 421. STUDIO ADDRESS: Byers Ave. & Livermore Road. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 16 hours daily; 15 hours Sunday. NEWSPAPER AFFILIATIONS: Owensboro Messenger (morning); Owensboro Inquirer (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President ..... Lawrence W. Hager
General Manager ..... Hugh O. Potter

### *Coverage*

| | |
|---|---|
| Population—Primary | 146,705 |
| Radio Homes— " | 41,880 |
| Population—Secondary | 344,102 |
| Radio Homes— " | 96,400 |

Source: Field intensity survey.

# WPAD

## PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Paducah Broadcasting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: 9th and Terrell. PHONE: 4100. STUDIO ADDRESS: 9th and Terrell. TRANSMITTER LOCATION: 9th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Paducah-Sun Democrat. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

### *Personnel*

President & Genl. Mgr. ..... Pierce E. Lackey

### *Representative*

Cox & Tanz

# LOUISIANA

Population 2,132,000

Number of Families 510,000 — Number of Radio Homes 297,400

Retail Sales $378,832,300 — Auto Registrations 344,900

# KALB

"IN THE HEART OF LOUISIANA"

## ALEXANDRIA—EST. 1935

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 788. PHONE: 65. STUDIO ADDRESS: 3rd & Jackson. TRANSMITTER LOCATION: Upper 4th St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday, 9:00 A.M. to 5:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, NAB Library, Langworth, Standard Radio.

### *Personnel*

President ..... Walter H. Allen
Vice-President ..... Grove Stafford
Secretary-Treasurer ..... Mrs. W. H. Allen
General Manager ..... C. Edly Rogers
Sales Manager ..... Edgar Cappellini
Program Director ..... Gordon Loudon
Musical Director ..... John Pegues Kelley
Chief Engineer ..... Truman Stanley



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# WJBO

## BATON ROUGE—EST. 1934

NATIONAL BROADCASTING CO.
LOUISIANA NETWORK

FREQUENCY: 1120 Kc. POWER: 500 watts (C.P. 1000 watts). OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 3647. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Road. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....Chas. P. Manship, Jr.
Vice Pres. & Genl. Mgr.....H. Vernon Anderson
Secretary-Treasurer...Charles P. Manship, Sr.
Production Supervisor.....W. H. Bland, Jr.
Sales Manager.....J. Roy Dabadie
Chief Engineer.....Wilbur T. Golson

### Coverage

| | |
|---|---|
| Population—Primary | 344,291 |
| Radio Homes— " | 41,700 |

Source: Field intensity measurements; U. S. Census; Joint Committee.

### Representative

George P. Hollingbery Co.

# KVOL

"VOICE OF LAFAYETTE"

## LAFAYETTE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336-1280. STUDIO ADDRESS: Evangeline Hotel. TRANSMITTER LOCATION: Scott Road. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Advertiser-Gazette. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....Morgan Murphy
Station Manager.....Geo. H. Thomas
Commercial Manager.....R. A. Escudier
Chief Engineer.....J. G. Cooper

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 250,000 | 150,000 |
| Radio Homes— " | 75,000 | 50,000 |
| Population—Secondary | 300,000 | 250,000 |
| Radio Homes— " | 100,000 | 75,000 |

Source: Station survey.

# KPLC

"VOICE OF THE POPULAR PORT"

## LAKE CHARLES—EST. 1935

LOUISIANA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: 333 Pujo St. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....T. B. Lanford
Commercial Manager.....F. C. Carroll
Chief Announcer.....K. McDaniel
Station Manager.....C. R. Porter
Publicity Director.....H. L. Barnett
Chief Engineer.....E. C. Moses

### Coverage

| | |
|---|---|
| Population—Primary | *110,900 |
| Radio Homes— " | *14,800 |

* Includes portions of secondary area.
Source: Station survey.

# KMLB

"VOICE OF MONROE"

## MONROE—EST. 1930

LOUISIANA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321-4564. STUDIO ADDRESS: Frances Hotel. TRANSMITTER LOCATION: Milhaven Rd. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

### Personnel

President-General Manager.....J. C. Liner, Sr.
Commercial Manager.....J. C. Liner, Jr.
Program Director.....Don Breitenmoser
Chief Engineer.....O. L. Morgan

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 94,200 |
| Radio Homes— " | 11,640 |
| Population—Secondary | 132,000 |
| Radio Homes— " | 10,960 |

Source: Field intensity measurements.

# WDSU

"FIRST WITH THE LATEST AND ALWAYS A FEW HEADLINES AHEAD"

## NEW ORLEANS—EST. 1923

NBC (BLUE)—LOUISIANA NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: WDSU, Inc. OPERATED BY: WDSU, Inc. BUSINESS ADDRESS: Hotel Monteleone. PHONE: Raymond 7135. STUDIO ADDRESS: Hotel Monteleone. TRANSMITTER LOCATION: Gretna. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.



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### *Personnel*

President .....Joseph H. Uhalt
Commercial Manager .....P. K. Ewing
Station Manager .....Joseph H. Uhalt
Sales Manager .....P. K. Ewing
Chief Engineer.....Kenneth Ervin

### *Representative*

John Blair & Co.

•

# W J B W

"LOUISIANA'S ORIGINAL FRIENDLY ALL-NIGHT STATION"

## NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Charles C. Carlson. OPERATED BY: Charles C. Carlson. BUSINESS ADDRESS: 947 Howard Ave. STUDIO ADDRESS: 947 Howard Ave. TRANSMITTER LOCATION: 3617 Bruxelle St. TIME ON THE AIR: 6:30 A.M. to 12:00 noon, 5:00 P.M. to 8:00 P.M. and 11:00 P.M. to 1:30 A.M. TRANSCRIPTION SERVICE: Davis & Schwegler.

### *Personnel*

General Manager.....C. C. Carlson

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 200,000 | 200,000 |
| Radio Homes— " .... | 100,000 | 100,000 |
| Population—Secondary .. | 500,000 | 500,000 |
| Radio Homes— " .. | 250,000 | 250,000 |

Source: Station estimate.

•

# W N O E

## NEW ORLEANS—EST. 1926

LOUISIANA NETWORK

FREQUENCY: 1420 KC. POWER: 250 Watts. OWNED BY: WNOE, Inc. OPERATED BY: WNOE, Inc. BUSINESS ADDRESS: 720 Common St. PHONE: Raymond 0423. STUDIO ADDRESS: St. Charles Hotel. TRANSMITTER LOCATION: S. White & Ephrosene. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President.....James A. Noe
Vice-President-General Manager.....Raymond F. Hufft
Program Director.....Hubert J. Grant
Educational Director.....Benet F. Cain
Sales Manager.....Clark B. Alexander

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,000,000 | 750,000 |
| Radio Homes— " .... | 105,000 | ..... |
| Population—Secondary .. | 2,000,000 | 1,000,000 |
| Radio Homes— " .. | 250,000 | ..... |

Source: Station estimate.

### *Representative*

Cox & Tanz

# W S M B

## NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 watts. OWNED BY: Maison Blanche & Saenger Theaters. OPERATED BY: WSMB, Inc. BUSINESS ADDRESS: 901 Canal St. PHONE: MA. 5920. STUDIO ADDRESS: 901 Canal St. TRANSAIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President.....E. V. Richards
General Manager.....H. Wheelahan
Sales Manager-Publicity Director, T. J. Fontelieu
Chief Announcer-Artists' Bureau Head, William Brengel
Musical Director.....E. Fontana
Chief Engineer.....H. G. Nebe

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 836,700 |
| Radio Homes— " ..... | 145,400 |
| Population—Secondary ..... | 246,600 |
| Radio Homes— " ..... | 28,000 |

Source: Field intensity measurements and mail response analysis.

### *Representative*

Edward Petry & Company

•

# W W L

## NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 50,000 Watts. OWNED BY: Loyola University. OPERATED BY: WWL Development Co., Inc. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kannerville. TIME ON THE AIR: 5:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

### *Personnel*

General Manager.....W. H. Summerville
Commercial Manager.....Louis Read
Program Manager.....Jimmie Willson
Publicity Director.....Henry Dupre
Musical Director.....Pinky Vidacovich
Chief Engineer.....J. D. Bloom, Jr.

### *Coverage*

Survey being conducted with directional antenna at time of going to press.

### *Representative*

The Katz Agency

•

# K R M D

"YOUR FRIENDLY STATION"

## SHREVEPORT—EST. 1928

LOUISIANA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts.



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OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President ..... R. M. Dean
Station Manager ..... G. V. Wilson
Sales Manager ..... David Wilson
Program Director ..... Elizabeth Alford
Chief Engineer ..... W. J. Wilkinson

### Coverage*

| | |
|---|---|
| Population—Primary | 92,000 |
| Radio Homes— " | 29,000 |

*Secondary area adds an additional 15-mile radius covering an additional 100,000 persons.
Source: Station survey.

## KTBS

### SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER 1000 Watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P.O. Box 17. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... John D. Ewing
General Manager ..... John C. McCormack
Commercial Manager ..... J. A. Oswald
Program Director ..... B. G. Robertson
Chief Engineer ..... C. H. Haddox

### Coverage

| | |
|---|---|
| Population—Primary* | 398,700 |
| Radio Homes— " | 54,000 |

* Includes portions of secondary area.
Source: Mail response analysis.

### Representative

The Branham Company

## KWKH

### SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 10,000 Watts. OWNED BY: International Broadcasting Corp. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 17. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Gamm Rd., Dixie, La. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

### Personnel

President ..... John D. Ewing
General Manager ..... John C. McCormack
Commercial Manager ..... J. A. Oswald
Program Director ..... Fred Ohl
Promotion Manager ..... B. G. Robertson
Chief Engineer ..... W. E. Antony

### Representative

The Branham Company

# MAINE

Population 856,000

Number of Families 221,000 — Number of Radio Homes 201,000

Retail Sales $255,858,900 — Auto Registrations 206,000

## WRDO

"THIS IS THE FRIENDLY VOICE FROM THE CAPITAL OF MAINE"

### AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.—YANKEE NETWORK—COLONIAL NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: WRDO, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 175 Water St. PHONE: 2285. STUDIO ADDRESS: 175 Water St. TRANSMITTER LOCATION: 341 Water St. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Davis & Schwegler.

### Personnel

Station Manager ..... Jack S. Atwood
Chief Engineer ..... Harold T. Dinsmore

### Coverage

| | |
|---|---|
| Population—Primary | 78,000 |
| Radio Homes— " | 19,000 |
| Population—Secondary | 150,000 |
| Radio Homes— " | 36,000 |

Source: Station survey.

### Representative

Weed & Co.



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# WABI

"MAINE'S OLDEST BROADCASTING SERVICE"

## BANGOR—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Community Broadcasting Service, Inc. OPERATED BY: Community Broadcasting Service, Inc. BUSINESS ADDRESS: 57 State St. PHONE: 6658-4243. STUDIO ADDRESS: 57 State St. TRANSMITTER LOCATION: Brewer, Maine. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President ..... F. B. Simpson
Station Manager ..... R. M. Wallace
Chief Engineer ..... Nelson Lawson

### Coverage

| | |
|---|---|
| Population—Primary ..... | 188,400 |
| Radio Homes— " ..... | 46,900 |
| Population—Secondary ..... | 143,700 |
| Radio Homes— " ..... | 34,100 |

Source: Field intensity measurements.

### Representative

Furgason & Walker, Inc.

•

# WLBZ

"THE MAINE STATION FOR MAINE PEOPLE"

## BANGOR—EST. 1926

NBC—MBS

FREQUENCY: 620 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 8:00 A.M. to midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General Manager ....Thompson L. Guernsey

### Coverage

| | |
|---|---|
| Population—Primary* ..... | 805,200 |
| Radio Homes— " * ..... | 191,100 |

*Includes portions of secondary area.
Source: Station survey.

### Representative

Weed & Company

•

# WCOU

"MAINE'S BUSIEST STATION"

## LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE-COLONIAL NETWORKS

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Twin City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 223 Lisbon St. PHONE: 3140. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East End Ave. PHONE: 2904. TIME ON THE AIR: Full Time License (18 hours daily). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President ..... Jean B. Couture
Treasurer ..... Faust O. Couture
Secretary ..... Valdor L. Couture
Manager ..... Guy P. Ladouceur
Program Director ..... Elden Shute, Jr.
Office Manager ..... Oscar Normand
Musical Director ..... Bertrand Cote
Chief Engineer ..... Leslie R. Hall

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 70,154 | 70,154 |
| Radio Homes— " .... | 17,720 | 17,720 |
| Population—Secondary . | 84,163 | 25,229 |
| Radio Homes— " ..... | 21,023 | 6,744 |

Source: Field intensity measurements.

### Representative

Forjoe & Co.

CALL YOUR SPOTS
IN THE MAINE MARKET

**W-C-O-U**

Lewiston, Maine

COVERS MAINE'S RICHEST MARKET
WITH YOUR SPOT CAMPAIGN

LEWISTON-AUBURN

*"The Industrial Heart of Maine"*

1st—In Payrolls

1st—In Wage Earners

1st—In Product Values

Represented by
FORJOE & COMPANY



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# WCSH

## PORTLAND—EST. 1925

NBC-RED—YANKEE NETWORK

FREQUENCY: 940 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress Square Hotel Co. BUSINESS ADDRESS: 579 Congress St. PHONE: Portland 3-9667. STUDIO ADDRESS: 579 Congress St. TRANSMITTER LOCATION: Scarboro, Maine. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

Supervisor.....George F. Kelley, Jr.
Station Manager.....Linwood T. Pitman
Program Director.....Albert W. Smith
Merchandising Director....Arthur E. Bucknam
Chief Engineer.....G. Fred Crandon

### *Coverage*

| | |
|---|---|
| Radio Homes—Primary | 95,200 |
| Radio Homes—Secondary | 18,412 |

Source: NBC Aireas Survey; Joint Committee.

### *Representative*

Weed & Co.


*In Portland Maine, It's*

**WGAN**

THE PRESS HERALD EXPRESS STATION

• CBS •

CREIGHTON E. GATCHELL

*General Manager*

Representative: Paul H. Raymer Co.


# WGAN

"640 ON THE DIAL"

## PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: 645A Congress St. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to approximately 3 hours after sunset. NEWSPAPER AFFILIATION: Gannett Publishing Co. TRANSCRIPTION SERVICE: Associated Recording Program Service.

### *Personnel*

President-Treasurer.....Guy P. Gannett
Assistant Treasurer.....Laurence H. Stubbs
General Manager.....Creighton E. Gatchell
Program Manager.....Richard E. Bates
Chief Announcer.....Sam Henderson
Chief Engineer.....Rodger D. Hodgkins

### *Representative*

Paul H. Rayner Co.

•

# WAGM

"WONDERFUL AROOSTOOK—GARDEN OF MAINE"

## PRESQUE ISLE—EST. 1930

MAINE BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: Northern National Bank Bldg. PHONE: Presque Isle 8821. STUDIO ADDRESS: Northern National Bank Bldg. TRANSMITTER LOCATION: National Bank Bldg. TIME ON THE AIR: 11:00 A.M. to 7:00 P.M. NEWS SERVICE: Maine Radio News Service. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President.....H. J. McGuire
Treasurer.....R. W. MacIntosh
Chief Announcer.....Ted Coffin

### *Coverage*

| | |
|---|---|
| Population—Primary | 80,000 |
| Radio Homes— " | 14,600 |

Source: Joint Committee.

### *Representative*

Cox & Tanz



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# MARYLAND

Population 1,679,000

Number of Families 410,000 — Number of Radio Homes 355,100

Retail Sales $509,161,400 — Auto Registrations 428,536

## WBAL

"BALTIMORE'S POWERFUL VOICE"
"WBAL MEANS BUSINESS IN BALTIMORE"

**BALTIMORE—EST. 1925**

NBC (Blue) MUTUAL

FREQUENCY: 1060 Kc. (6:30 A.M. to 12:00 midnight), 760 Kc. (9:00 P.M. to 12:00 midnight). POWER: 10,000 Watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to 12 midnight. NEWSPAPER AFFILIATIONS. Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News Service, United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

Station Manager.....Harold C. Burke
Program Manager.....Paul Girard
Merchandising Manager.....G. W. Schults
Publicity Director.....Dorothy Schmitt
Chief Engineer.....Gerald W. Cooke

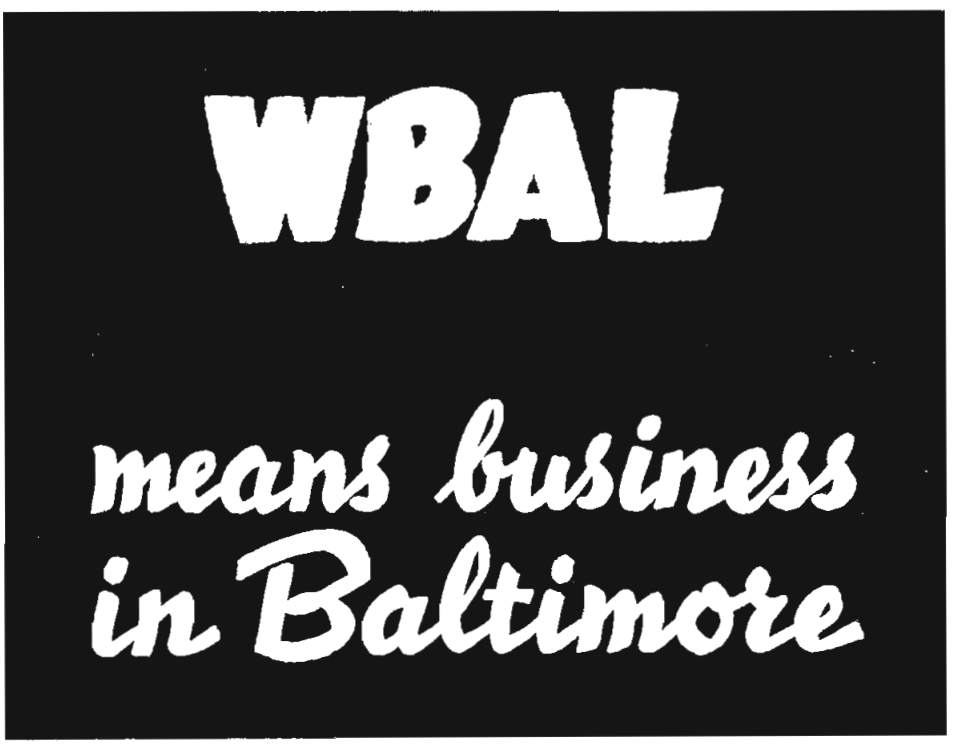
### *Coverage*

| | |
|---|---|
| Population—Primary | 2,500,000 |
| Radio Homes— " | 309,430 |
| Population—Secondary | 1,500,000 |
| Radio Homes— " | 664,670 |

Source: Joint Committee.

### *Representative*

International Radio Sales





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# WCAO

"THE VOICE OF BALTIMORE"
"BALTIMORE'S OLDEST BROADCAST STATION"

## BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 Watts, d.: 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:30 A.M.; (Sunday) 8:45 A.M. to 12:30 A.M. NEWS SERVICE: International News Service.

### *Personnel*

President.....Lewis M. Milbourne
Vice-President.....L. Waters Milbourne
Treasurer.....Melvin W. Woods
Secretary.....Clarence W. Miles
Chief Announcer.....William J. O'Toole
Publicity Director.....Dwight W. Burroughs
Musical Director.....Jack Lederer
Chief Engineer.....Martin L. Jones

### *Representative*

Paul H. Raymer Co.


**W·C·B·M**

**Baltimore, Maryland**

★ ★ ★

NEW, LARGER STUDIOS READY!

WCBM is now in even larger public influence through its potent new home. WCBM is now in a position to serve both advertiser and listener in a broader and uncommon way. WCBM is now in handsome, modern, larger studios! A great new auditorium is provided—and every modern facility known to broadcast engineering. WCBM moves ahead!

**WCBM**

Baltimore, Md.

John Elmer, *Pres.* G. H. Roeder, *Gen. Mgr.*


# WCBM

## BALTIMORE—EST. 1924

INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS: Hearst Tower Bldg. PHONE: University 8400; Calvert 2480-1. STUDIO ADDRESS: North Ave. at Harford. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON THE AIR: 7:00 A.M. to midnight, daily; 8:45 A.M. to midnight, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, Langworth, NAB Library.

### *Personnel*

President and Commercial Manager.....John Elmer
Vice-President.....J. Purdon Wright
Treasurer.....J. Lawrence Schanberger
Station Manager.....Geo. H. Roeder
Publicity Director.....Newell Warner
Chief Engineer.....G. Porter Houston

# WFBR

"MARYLAND'S PIONEER BROADCAST STATION"

## BALTIMORE—EST. 1922

NBC (RED)

MARYLAND COVERAGE NETWORK

FREQUENCY: 1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Baltimore Radio Show, Inc. OPERATED BY: Baltimore Radio Show, Inc. BUSINESS ADDRESS: 10 East North Ave. PHONE: Vernon 6900. STUDIO ADDRESS: 10 East North Ave. TRANSMITTER LOCATION: Westport, Baltimore. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Recorded Program Service.

### *Personnel*

President.....Robert S. Maslin
Executive Vice-President...Hope H. Barroll, Jr.
Treasurer.....Harold W. Batchelder
Assistant Treasurer.....Robert S. Maslin, Jr.
Commercial Manager.....Purnell H. Gould
Program Director.....Bert Hanauer
Musical Director.....Jos. Imbroglio
Chief Engineer.....Wm. Q. Ranft

### *Coverage*

| | |
|---|---|
| Population—Primary | 1,150,300 |
| Radio Homes— " | 246,000 |
| Population—Secondary | 727,900 |
| Radio Homes— " | 172,000 |

Source: Field intensity measurements and mail analysis.

### *Representative*

Edward Petry & Co., Inc.



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# WTBO

## CUMBERLAND—EST. 1928

MARYLAND COVERAGE NETWORK
QUAKER NETWORK

FREQUENCY: 800 Kc. POWER: 250 Watts. OWNED BY: Associated Broadcasting Corp. OPERATED BY: Associated Broadcasting Corp. BUSINESS ADDRESS: 31 Frederick St. PHONE: Cumberland 299. STUDIO ADDRESS: 31 Frederick St. TRANSMITTER LOCATION: Fort Hill. TIME ON THE AIR: 7:00 A.M. to local sunset, at Dallas, Tex.; Sunday, 8:00 A.M. to local sunset at Dallas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

### *Personnel*

President-General Manager...Frank V. Becker
Vice-President .....Arnold Nygren
Treasurer.....L. E. Pamphilon
Secretary.....Chas. Z. Heskett
Commercial Manager.....William Mullen
Production Manager.....Stewart W. Phillips
Chief Announcer.....Willis Conover
Chief Engineer.....George H. Lenhert

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 357,081 |
| Radio Homes— " ..... | 53,300 |
| Population—Secondary ..... | 261,883 |
| Radio Homes— " ..... | 45,100 |

Source: Field intensity measurements and mail response analysis.

### *Representative*

Joseph Hershey McGillvra

# WFMD

"IN THE HEART OF MARYLAND"

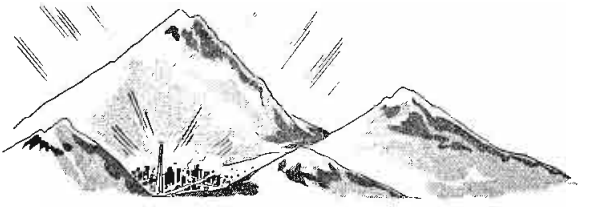
## FREDERICK—EST. 1936

FREQUENCY: 900 Kc. POWER: 500 Watts. OWNED BY: Monocacy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Winchester Hall. PHONE: 1466. STUDIO ADDRESS: Winchester Hall Bldg., and West Main St., Westminster, Md. TRANSMITTER LOCATION: Jefferson Pike. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

Vice-President and General Manager, A. V. Tidmore
Commercial and Promotion Manager, Arthur Symons
Program Director-Chief Announcer, R. L. Longstreet
Musical Director-Artists' Bureau Head, Winston Shipley
Chief Engineer.....John A. Fels


Don't Make Mole Hills of These Mountains



*98,000 Families Without Effective Daytime Network Coverage!*

But we eat down here—and brush our teeth, wash, furnish our homes, drive our cars, listen to our radios, and do everything else you'd expect us to do with $100,000,000 cash to spend every year.

*When Are YOU Comin' 'Round The Mountain?*

Get Your Share in this Fertile Market!

800 Kc.
Clear Channel
250 Watts

WTBO

NBC and World
Transcriptions
United Press

*Cumberland, Maryland*

And Seventeen Adjacent Counties in Maryland, West Virginia, Virginia, and Pennsylvania

Quaker Network
Maryland Coverage Network

*Nat'l Representative*
JOSEPH H. McGILLVRA

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### Coverage

| | |
|---|---|
| Population—Primary | 476,567 |
| Radio Homes— " | 82,250 |
| Population—Secondary | 576,210 |
| Radio Homes— " | 155,540 |

Source: U. S. Census.

## WJEJ

"VOICE OF THE VALLEYS"

HAGERSTOWN—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Hagerstown Broadcasting Co. OPERATED BY: Hagerstown Broadcasting Co. BUSINESS ADDRESS: Franklin Court. STUDIO ADDRESS: Franklin Court. TRANSMITTER LOCATION: Hagerstown. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### Personnel

Secretary-General Manager..Grover C. Crilley
Commercial Manager.....Clarence Myers
Chief Engineer.....Harold Brewer

### Coverage

| | |
|---|---|
| Population—Primary | 280,500 |
| Radio Homes— " | 60,000 |
| Population—Secondary | 184,000 |
| Radio Homes— " | 40,000 |

Source: Station survey.

## WSAL

"THE EASTERN SHORE'S OWN STATION"
"THE RADIO VOICE OF THE DELMARVA PENINSULA"

SALISBURY—EST. 1937

MARYLAND COVERAGE NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Frank M. Stearns. OPERATED BY: Same. BUSINESS ADDRESS: 415 E. Main St. PHONE: 1540-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 6:30 A.M. to local sunset; (Sunday) 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library, Langworth.

### Personnel

Owner and Station Manager..Frank M. Stearns
Program Manager and Chief Announcer.....Deane Long
Publicity Director.....Robert Rogers
Continuity Chief.....Jane Allen
Chief Engineer.....Edward J. Hagert

### Coverage

| | |
|---|---|
| Population—Primary | 45,876 |
| Radio Homes— " | 8,879 |
| Population—Secondary | 142,988 |
| Radio Homes— " | 28,531 |

Source: U. S. Census.

### Representative

Weed & Co.

*Serving*

*The* Public Interest

Convenience *And*

Necessity

*In And About*

SALISBURY

MARYLAND

WSAL



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# MASSACHUSETTS

Population 4,426,000

Number of Families 1,104,000 — Number of Radio Homes 1,019,200

Retail Sales $1,607,298,000 — Auto Registrations 885,800

## W A A B

"KEY STATION—COLONIAL NETWORK"

BOSTON—EST. 1930

MUTUAL—COLONIAL

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 7:00 A.M. to 1:30 A.M.; Sunday, 7:30 A.M. to 2:00 A.M. NEWS SERVICE: Colonial Network News Service, International News Service, Universal Service. ARTISTS' BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Langworth, Davis & Schwegler.

### *Personnel*

President.....John Shepard, 3rd
Vice-President in Charge of Station Operations.....R. L. Harlow
Vice-President in Charge of Sales and Production.....Linus Travers
Sales Manager.....Wm. Warner
Merchandising Manager.....C. McVarish
Promotion Director.....Frank P. Foster, 2nd
Artists Bureau Head.....Josephine White
Publicity Director.....A. J. Stephenson
Musical Director.....Andrew Jacobson
Chief Engineer.....Irving B. Robinson
Technical Director.....Paul A. DeMars

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 1,972,320 | 1,716,823 |
| Radio Homes— " | 453,634 | 394,870 |

Source: Field intensity measurements.

### *Representative*

Edward Petry & Co., Inc.

## W H D H

"THE VOICE FROM HOME"

BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver (approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

### *Personnel*

President.....John J. Matheson
Station and Commercial Manager, Ralph G. Matheson
Chief Announcer.....Frederick Garrigus
Chief Engineer.....Watson Kownaski

## W M E X

BOSTON—EST. 1934

FREQUENCY: 1500 Kc. POWER: 250 watts (C.P. 1470 Kc., 5000 watts). OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Comm. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea (has C. P. for 5000 watt transmitter on 1470 Kc. to be located at Milton). TIME ON THE AIR: 111 Hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

### *Personnel*

President-Program Director.....John E. Reilly
Managing Director.....Alfred J. Pote
Commercial Manager.....W. S. Pote
Office Manager.....Marie Wilson
Assistant Program Director, Vivienne Cameron

## W B Z & W B Z A

"WBZ, BOSTON'S NEW LEADER IN RADIO"

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 990 Kc. POWER: WBZA-Springfield—1,000 Watts. WBZ-Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ — Millis. WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M., daily; 8:00 A.M. to 1:00



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# WBZ

# BOSTON'S 1940 LEADER

WESTINGHOUSE STATIONS WBZ-WBZA
50,000—1,000 Watts
*Programmed by*
NATIONAL BROADCASTING COMPANY
*A Radio Corporation of America Service*
BOSTON and SPRINGFIELD, MASS.




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A.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

President ..... Geo. H. Bucher
Station Manager ..... John A. Holman
Assistant Manager ..... Vincent F. Callahan
Program Manager ..... John F. McNamara
Chief Announcer ..... Robert E. White
Sales Manager ..... Frank R. Bowes
Publicity Director ..... George A. Harder
Musical Director ..... John H. Wright
Plant Manager ..... Dwight A. Myer (WBZ)
Plant Manager ..... H. E. Randol (WBZA)

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 5,467,500 | 5,691,000 |
| Radio Homes— " ..... | 1,265,400 | 1,318,500 |
| Population—Secondary . | 1,682,500 | 1,907,000 |
| Radio Homes— " ..... | 390,800 | 443,900 |

Source: NBC Statistical Department; Joint Committee; U. S. Census.

### Representative

National Broadcasting Co., Inc.

•

# WCOP

"BOSTON'S VOICE—BOSTON'S CHOICE"

## BOSTON—EST. 1935

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: Daytime to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President ..... Harold A. Lafount
General Manager ..... Gerald H. Slattery
Sales Manager ..... Arthur Leary
Program Director ..... Katherine F. Batchelder
Production Manager ..... Arthur Hall
Public Relations Director .. John K. Gowen, 3rd
Chief Announcer ..... Morton Blender
Artists' Bureau Head ..... Eleanor Kane
Chief Engineer ..... Whitman N. Hall

### Coverage

| | |
|---|---|
| Population—Primary ..... | 1,904,600 |
| Radio Homes— " ..... | 409,400 |
| Population—Secondary ..... | 475,000 |
| Radio Homes— " ..... | 108,600 |

Source: Field intensity measurements.

### Representative

Headley-Reed Co.

See Page 406

# WEEI

"THE FRIENDLY VOICE OF THE COLUMBIA BROADCASTING SYSTEM IN BOSTON"

## BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
NEW ENGLAND NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts, d.; 1000 watts, n. (C.P. 5000 watts, unlimited). OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Mystic Valley Parkway, Medford, Mass. TIME ON THE AIR: (daily) 6:30 A.M. to 2:00 A.M.; (Sunday) 8:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager ..... H. E. Fellows
Sales Manager ..... Kingsley Horton
Production Manager ..... L. G. Del Castillo
Musical Director ..... C. R. Hector
Chief Engineer ..... P. K. Baldwin
Publicity Director ..... Dorothy Drake
Chief Announcer ..... C. H. Dickerman

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 4,927,500 | 3,961,900 |
| Radio Homes— " ..... | 1,097,120 | 893,200 |
| Population—Secondary . | 2,393,500 | 3,430,600 |
| Radio Homes— " ..... | 545,570 | 769,900 |

Source: CBS Market Research Division.

### Representative

Radio Sales, Inc.

See Page 404

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# WNAC

"KEY STATION—YANKEE NETWORK"

## BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 a.m. to 1:05 a.m. (daily), 8:00 a.m. to 1:05 a.m. (Sunday). NEWS SERVICES: Yankee Network News Service, International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Library.

### Personnel

President ..... John Shepard, 3rd
Vice-President in Charge of Station Operations ..... R. L. Harlow
Vice-President in Charge of Sales and Production ..... Linus Travers
Merchandising Manager ..... C. McVarish



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# WEEI *has 700,000 new neighbors at night*

★ they're *old* neighbors during the day

* Now WEEI broadcasts with equal power day *and night*...5000 watts on 590 kilocycles.

WEEI-land by night is 700,000 listeners greater than before. Now by night and by day 4,000,000 New England listeners can enjoy the WEEI programs that have so long set New England's radio pace.

The Columbia-caliber WEEI originations for New England—back-logged by the full CBS schedule—make "Columbia's friendly voice in Boston" the popular voice in 27 rich outside counties as well as in the Metropolitan area. That's why—WEEI sells goods so effectively!*

## WEEI BOSTON ★ A CBS STATION

Operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco

* **TYPICAL HIGHLIGHTS IN 12 YEARS OF WEEI LOCAL NIGHT-TIME SPONSORS:**

**I. J. FOX** *(Furs)*
Consistent WEEI night-time sponsor since 1928.

**FATHER JOHN'S MEDICINE**
Consistent seasonal WEEI night-time sponsor since 1935.

**R. G. SULLIVAN** *(Cigars)*
Consistent WEEI night-time sponsor since 1936.

**BOSTON & MAINE RAILROAD**
Continuing its third solid year as a WEEI night-time sponsor.

**MARVELS CIGARETTES**
WEEI night-time sponsor since 1938. Now on 52 week contract.

**ANTHRACITE INDUSTRIES**
20% of their total advertising appropriation was devoted to WEEI night-time. 60% of their results were traced to WEEI.

**NEW HAVEN RAILROAD**
Six WEEI night-time announcements brought almost 11,000 requests for free picture of clipper ship.



www.americanradiohistory.com

Promotion Director.....Frank P. Foster, 2nd
Artists Bureau Head.....Josephine White
Assistant Sales Manager.....Gerald Harrison
Publicity Director.....A. J. Stephenson
Musical Director.....Francis J. Cronin
Chief Engineer.....Irving B. Robinson
Technical Director.....Paul A. DeMars

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 2,296,726 | 2,021,665 |
| Radio Homes— " ..... | 529,275 | 464,983 |

Source: Field intensity measurements.

### Representative

Edward Petry & Co., Inc.

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## WORL

"BOSTON'S OWN STATION"

### BOSTON—EST. 1926

FREQUENCY: 920 Kc. POWER: 500 Watts. OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: Myles Standish Hotel, 610 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

### Personnel

President.....Harold A. Lafount
General Manager.....George Lasker
Promotion Manager.....Frederick Bailey
Program Director.....Robert N. Perry
Publicity Director.....Marjorie L. Spriggs

### Coverage

| | |
|---|---|
| Population—Primary ..... | 1,970,200 |
| Radio Homes— " ..... | 443,800 |
| Population—Secondary ..... | 750,000 |
| Radio Homes— " ..... | 150,000 |

Source: Field intensity survey.

### Representative

Burn-Smith Co.

See Page 408

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## WSAR

"WE SHOW ADVERTISING RESULTS"

### FALL RIVER—EST. 1921

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts. OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: Academy Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: Academy Bldg. TRANSMITTER LOCATION: South Somerset. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio, Langworth. MAINTAINS ARTISTS' BUREAU.

### Personnel

President and Treasurer.....Wm. T. Welch
Secretary .....Philly J. Maurettie
Program Director.....Josephine Y. Welch
Production Manager and
Publicity Director.....F. J. McLaughlin, Jr.
Commercial Mgr.....Leonard C. Cox
Chief Engineer. .....John C. Pavao

### Coverage

| | |
|---|---|
| Population—Primary ..... | 1,022,753 |
| Radio Homes— " ..... | 132,121 |
| Population—Secondary ..... | 2,519,621 |
| Radio Homes— " ..... | 377,600 |

Source: Joint Committee; Editor & Publisher.

### Representative

Furgason & Walker, Inc.

•

## WHAI

"THIS IS THE TRI-STATE BROADCASTING SERVICE"

### GREENFIELD—EST. 1938

MUTUAL—YANKEE & COLONIAL NETWORKS

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner .....John W. Haigis
Manager.....James L. Spates
Commercial Manager.....C. D. Barradale
Program Director.....Warren Greenwood

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 45,756 | 30,450 |
| Radio Homes— " ..... | 10,630 | 7,095 |
| Population—Secondary .. | 209,407 | ..... |
| Radio Homes— " ..... | 47,370 | ..... |

Source: State census.

### Representative

Joseph Hershey McGillvra

•

## WOCB *

### HYANNIS—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Harriet M. Alleman and Helen W. MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: Osterville, Mass. STUDIO ADDRESS: Hyannis. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press.

*Station was licensed under a C. P. at time of going to press.



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# WCOP

COPLEY PLAZA HOTEL BOSTON, MASS.

is *the* distinguished station in *the* cultural center of America in *the* manner befitting *the* best traditions of BOSTON'S cherished position in American history and American culture.

WCOP is *the* station in Boston.

# WCOP

COPLEY PLAZA HOTEL BOSTON, MASS.



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# WLAW

"THE VOICE OF NORTHERN NEW ENGLAND"

## LAWRENCE—EST. 1937

FREQUENCY: 680 Kc. POWER: 1000 Watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4171 and 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: Andover. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President.....A. H. Rogers
General Manager.....Irving E. Rogers
Commercial Manager.....David M. Kimel
Program Director.....H. Harrison Flint
Assistant Program Director..M. William Noble
Chief Engineer.....Herbert W. Brown

### *Coverage*

| | |
|---|---|
| Population—Primary | 325,000 |
| Radio Homes— " | 76,360 |
| Population—Secondary | 339,700 |
| Radio Homes— " | 79,060 |

Source: Field intensity survey.

### *Representative*

Furgason & Walker, Inc.

# WLLH

"VOICE OF THE MERRICK VALLEY"

## LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1370 Kc. POWER: Lowell, 250 watts, d. and n.; Lawrence, 100 watts, d. and n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 8715. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music, Langworth.

### *Personnel*

President.....A. S. Moffat
Station Manager.....Robert F. Donahue
Commercial Manager.....Haskell Bloomberg
Production Manager.....Thomas Clayton
Chief Engineer.....Anthony Michaels

### *Coverage*

| | |
|---|---|
| Population—Primary | 585,684 |
| Radio Homes— " | 131,040 |
| Population—Secondary | 1,041,216 |
| Radio Homes— " | 232,960 |

Source: Field strength measurements and mail response analysis.

### *Representative*

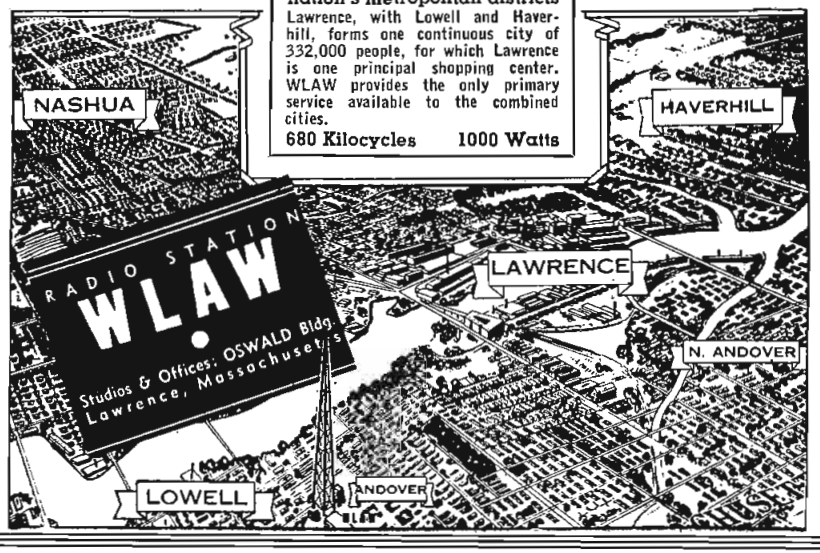
Edward Petry & Co., Inc.

# THE LAWRENCE-LOWELL METROPOLITAN AREA

**Ranks No. 37 among the nation's metropolitan districts**

Lawrence, with Lowell and Haverhill, forms one continuous city of 332,000 people, for which Lawrence is one principal shopping center. WLAW provides the only primary service available to the combined cities.

680 Kilocycles 1000 Watts



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# 920 CLUB

## BOSTON'S BIGGEST RADIO PROGRAM*

*(Participating)

*Excerpt from a 920 Club client's letter:*

Roland D. Mahoney, President of JAMESWAY ADVERTISING, INC., re PEPSINIC SELTZER announcements says:

*"These announcements . . . have been used on four major radio stations in the metropolitan district and over one network consisting of sixteen stations . . . Your station pulled very nearly as many requests as the other three stations and the network combined."*

*Another excerpt from a 920 Club client's letter:*

Frank Hemeon, Manager of the Starck Piano Company of Boston, says:

*"During Christmas week, 1939, the 920 Club was directly responsible for better than $4,000 worth of business that week, at a cost of only $150. We are glad to state, that in our estimation, the 920 Club has proven to be one of the best advertising mediums in Boston for us."*

For further proof of the 920 Club's popularity, see page 46, July 1, 1939 issue of BROADCASTING, Broadcast Advertising, where the 920 Club of WORL is rated nationally among the first 12 programs not on networks by the RADIO GUIDE radio popularity contest based on 729,000 votes.

**WRITE OR WIRE FOR OTHER SUCCESS STORIES**

**WORL** 920 Kilocycles **BOSTON**



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# WNBH

"THE STANDARD-TIMES STATION"

## NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. (C.P. 250 watts, unlimited.) OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 251 Union St. PHONE: 5533. STUDIO ADDRESS: 251 Union St. TRANSMITTER LOCATION: Fairhaven. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

General Manager.....Irving Vermilya
Assistant Manager.....G. Brewer
Chief Engineer.....Clyde Pierce

•

# WBRK

"VOICE OF THE BERKSHIRES"

## PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East and Newell Sts. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

President-Owner.....Harold Thomas
Local Manager.....Levon Thomas
Commercial Manager.....Bruff W. Olin
Program Director.....Walcott A. Wyllie

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 155,700 |
| Radio Homes— " ..... | 37,300 |

Source: Field intensity measurements.

### *Representative*

Furgason & Walker, Inc.

•

# WESX

## SALEM—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: North Shore Broadcasting Co. OPERATED BY: North Shore Broadcasting Co. BUSINESS ADDRESS: 126 Washington St. STUDIO ADDRESS: 126 Washington St. TRANSMITTER LOCATION: Marblehead. TIME ON THE AIR: Unlimited Schedule (actual, 6:30 A.M. to 12:00 midnight). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President.....Charles W. Phelan
General Manager.....Van D. Sheldon
Commercial Manager.....Robert C. Taylor
Program Director.....Marjorie Leadbetter
Chief Announcer.....Charles Higgens
Chief Engineer.....Richard I. Hammond

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 400,000 | 300,000 |
| Radio Homes— " ..... | 91,000 | 76,000 |

Sources: Department of Commerce; Field strength measurements.

**DO YOU KNOW** HOW MUCH ONE HUNDRED EIGHTY-SEVEN MILLION DOLLARS IS? — THAT'S WHAT **WESX** LISTENERS *CAN SPEND IN ONE YEAR*

WESX
SALEM, MASSACHUSETTS
THE BEST LOCAL STATION in the COUNTRY
— AND —
*We Can Prove It*
1200 ON THE DIAL—FULL TIME



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# WMAS

"THE VOICE OF WESTERN MASSACHUSETTS"

## SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pynchon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

### Personnel

President ..... A. S. Moffat
Treasurer ..... Josephine Dodge
General Manager ..... A. W. Marlin
Program Director ..... F. Turner Cooke
Chief Announcer ..... Frank Norton
Chief Engineer ..... Earl G. Hewinson, Sr.

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 427,900 | 351,600 |
| Radio Homes— " .... | 100,600 | 83,680 |
| Population—Secondary .. | 1,237,000 | 532,200 |
| Radio Homes— " ..... | 279,530 | 130,000 |

Source: CBS Listener Study.

### Representative

Edward Petry & Co., Inc.

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# WSPR

## SPRINGFIELD—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE and COLONIAL NETWORKS

FREQUENCY: 1140 Kc. POWER: 500 watts. OWNED BY: WSPR, Inc. OPERATED BY: WSPR, Inc. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President-Station Manager .. Quincy A. Brackett
Treasurer ..... Lewis B. Breed
Commercial Manager .. Milton W. Stoughton
Program Director ..... W. H. Latham
Chief Announcer ..... Elwin Tacy
Chief Engineer ..... H. W. Holt

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 1,119,000 | 671,400 |
| Radio Homes— " ..... | 267,100 | 170,000 |
| Population—Secondary | 618,500 | 370,000 |
| Radio Homes— " ..... | 145,000 | 86,900 |

Source: Field strength survey.

### Representative

George P. Hollingbery Co.

# WORC

"BROADCASTING HOUSE"

## WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Owner ..... A. F. Kleindienst
Station Manager .. Mildred P. Stanton
Chief Engineer ..... A. F. Kleindienst

### Coverage

| | |
|---|---|
| Population—Primary ..... | 459,159 |
| Radio Homes— " ..... | 108,486 |

Source: Field intensity measurements.

### Representative

Weed & Co.

•

# WTAG

"THE VOICE FROM THE HEART OF NEW ENGLAND"

## WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; (All published by the Worcester Telegram Pub. Co., Inc.). NEWS SERVICE: Associated Press (noncommercial). TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Vice-President-General Manager ..... George F. Booth
Director ..... Edward E. Hill
Chief Announcer ..... Chester Gaylord
Publicity Director ..... Frederick L. Rushton
Program Director .. ..... William T. Cavanagh
Chief Engineer ..... Hobart H. Newell

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 764,564 | 764,564 |
| Radio Homes— " ..... | 159,030 | 159,030 |
| Population—Secondary .. | 731,738 | 731,738 |
| Radio Homes— " .... | 174,160 | 174,160 |

Source: Field intensity measurements; U. S. Census.

### Representative

Edward Petry & Co., Inc.



www.americanradiohistory.com

# MICHIGAN

Population 4,830,000

Number of Families 1,220,000 — Number of Radio Homes 1,122,200

Retail Sales $1,527,059,600 — Auto Registrations 1,450,000

## W E L L

### BATTLE CREEK—EST. 1925

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave, 212-218 First National Bank Bldg. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press.

### *Personnel*

President .....A. L. Miller
General Manager.....D. E. Jayne
Commercial Manager .....F. F. Owen
Program Director.....A. H. Haight
Chief Engineer .....R. B. Roof

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 93,600 |
| Radio Homes— " ..... | 19,140 |
| Population—Secondary ..... | 418,800 |
| Radio Homes— " ..... | 83,070 |

Source: Station survey.

### *Representative*

Burn-Smith Co.

•

## W B C M

"THE VOICE OF NORTHEASTERN MICHIGAN"

### BAY CITY—EST. 1928

NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 104 Center Ave. PHONE: 4700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hampton Township. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M., daily; 8:00 A.M. to 12:30 A.M., Sundays. TRANSCRIPTION SERVICE: Standard Library, NBC Thesaurus.

### *Personnel*

President.....James E. Davidson
Station Manager.....S. W. Edwards
Chief Engineer.....Ralph H. Carpenter

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 193,300 |
| Radio Homes— " ..... | 44,700 |
| Population—Secondary ..... | 425,900 |
| Radio Homes— " ..... | 97,300 |

Source: Field intensity measurements.

### *Representative*

George P. Hollingbery Co.

•

## W H D F

"MICHIGAN'S TIP-TOP STATION"

### CALUMET—EST. 1929

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Hotel Scott, Hancock, Mich. PHONE: Hancock 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Hotel Scott. TRANSMITTER LOCATION: Calumet. TIME ON THE AIR: 7:30 A.M. to 7:30 P.M., daily; 10:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: Houghton Morning Gazette, Calumet Evening News-Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

### *Personnel*

General Manager.....John W. Rice
Commercial Manager.....Merrill F. Trapp
Program Director .....Albert W. Payne
Technical Supervisor.....George L. Burgan

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 57,735 |
| Radio Homes— " ..... | 12,830 |
| Population—Secondary ..... | 53,177 |
| Radio Homes— " ..... | 11,595 |

Source: Signal strength survey; Joint Committee.

### *Representative*

Mitchell & Ruddell, Inc.



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# WHEN ADVERTISING IN DETROIT DON'T OVERLOOK THE 1,117,000 FOREIGN POPULATION

Pillsbury's Flour—Fifteen-minute Drama, Monday through Saturday. Scripts written by Station.

Oxydol—Marek Family. Transcribed. Fifteen minutes, Monday through Friday.

Pet Milk—Musical Program. Fifteen minutes, Monday through Saturday.

Shedd's Salad Dressing—Household Hints. Five minutes, Monday through Saturday.

Altes' Lager—Thirty-seven announcements weekly, covering all programs.

# WJBK

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ON THE AIR 24 HOURS A DAY

TWO AND A QUARTER MILLION LISTENERS IN OUR PRIMARY AREA

## COMPLETE MERCHANDISING SERVICE

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# WJBK

"TWENTY-FOUR HOUR STATION"

## DETROIT—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 15551 Woodrow Wilson. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

### *Personnel*

President.....James F. Hopkins
Commercial Manager.....Art Croghan
Chief Announcer.....Charles Starrett
Station Manager.....James F. Hopkins
Publicity Director.....Frank Perkins
Musical Director.....Sybil Krieghoff
Chief Engineer.....Paul Frinke

### *Coverage*

Population—Primary ..... 1,999,000
Radio Homes— " ..... 480,900
Source: Field intensity measurements.

•

# WJR

"GOODWILL STATION"

## DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 750 Kc. POWER: 50,000 watts. OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TRANSMITTER LOCATION: R.F.D. No. 1, Wyandotte, Mich. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

### *Personnel*

President.....G. A. Richards
Executive Vice-President and General Manager.....Leo Fitzpatrick
Vice-President..... John Patt
Assistant General Manager-Sales Manager, Owen Uridge
Secretary-Treasurer.....P. M. Thomas
Publicity Director .....Neal Tomy

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 7,961,800 | 7,176,100 |
| Radio Homes— " ..... | 1,689,960 | 1,532,300 |
| Population—Secondary .. | 11,678,500 | 22,904,800 |
| Radio Homes— " ..... | 2,500,510 | 4,974,470 |

Source: CBS Listener Study.

### *Representative*

Edward Petry & Co.

# CKLW

## DETROIT

(See Windsor, Ont., Canada)

•

# WMBC

## DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, Associated.

### *Personnel*

President-General Manager.....John L. Booth

•

# WWJ

## DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 920 Kc. POWER: 5,000 Watts. OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 12700 W. Eight Mile Rd., Oak Park, Mich. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

### *Personnel*

General Manager.....W. J. Scripps
Assistant General Manager.....E. L. Tyson
Sales Manager.....Harry Bannister
Program Manager.....Mel Wissman
Operations Manager.....Forrest Wallace
Chief Engineer.....Walter Hoffman

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 3,170,062 | 2,388,741 |
| Radio Homes— " ..... | 641,502 | 488,090 |
| Population—Secondary .. | 2,541,000 | 744,000 |
| Radio Homes— " ..... | 607,000 | 153,000 |

Source: Field intensity measurements.

### *Representative*

George P. Hollingbery Co.

•

# WXYZ

"THE FAMILY STATION"

## DETROIT—EST. 1930

NBC (BLUE)—CBC—MICHIGAN RADIO NETWORK (KEY STATION)

FREQUENCY: 1240 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: King-Trendle



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Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Joy Road at Greenfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Has wide range of transcription library.

### Personnel

President.....George W. Trendle
Treasurer and General Manager.....H. Allen Campbell
Commercial Manager.....Harry Sutton, Jr.
Traffic Manager.....James Riddell
Advertising and Sales Promotion Manager, Charles C. Hicks
Studio Manager.....Harold True
Publicity Director.....Felix Holt
Musical Director.....Benny Kyte
Chief Engineer.....Roy Gardner

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 6,057,313 | 3,511,080 |
| Radio Homes— " | 1,373,797 | 788,795 |

Source: Department of Commerce.

(See Pages 16 & 17)

### Representative

Paul H. Raymer Co.

•

## WKAR

EAST LANSING—EST. 1922

FREQUENCY: 850 Kc. POWER: 1000 watts (C. P. for 5000 watts). OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:00 A.M. to 5:00 P.M., daily except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

Station Manager.....Robert J. Coleman
Chairman, Radio Committee.....R. J. Baldwin
Production Manager.....L. D. Barnhart
Chief Engineer.....Norris Grover

### Coverage

| | |
|---|---|
| Population—Primary | 2,370,000 |
| Radio Homes— " | 536,640 |

Source: Joint Committee.

•

## WFDF

"THE VOICE OF FLINT"

FLINT—EST. 1922

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 8:00 a.m. to 12:00 midnight. NEWS SERVICES: Transradio Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station Manager.....Howard M. Loeb
Commercial Manager.....F. S. Loeb
Program Director.....Adrian R. Cooper
Publicity Director.....R. V. Osgood
Musical Director.....William Geyer
Chief Engineer.....Frank D. Fallain

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 279,400 | 304,540 |
| Radio Homes— " | 61,000 | 66,500 |
| Population—Secondary | 307,340 | 309,240 |
| Radio Homes— " | 67,100 | 69,340 |

Source: U. S. Census; Joint Committee; Station survey.

### Representative

Burn-Smith Co.

•

## WOOD-WASH

"THIS IS GRAND RAPIDS"

GRAND RAPIDS—EST. 1923

NBC (RED & BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor, G. R. National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, G. R. National Bank Bldg. TRANSMITTER LOCATION: Bridge Road. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Program Service.

### Personnel

President.....George W. Trendle
Station and Sales Manager, Stanley W. Barnett
Traffic Manager.....David H. Harris
Publicity Director.....T. Wilcox Putnam
Musical Director.....Sandy Meek

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 240,000 | 240,000 |
| Radio Homes— " | 59,000 | 59,000 |
| Population—Secondary | 519,000 | 519,000 |
| Radio Homes— " | 126,000 | 126,000 |

Source: Field intensity measurements; Joint Committee.

### Representative

Paul H. Raymer Co.



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# WJMS

"VOICE OF THE GOGEBIC RANGE"

## IRONWOOD—EST. 1931

ARROWHEAD BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WJMS, Inc. OPERATED BY: WJMS, Inc. BUSINESS ADDRESS: St. James Hotel Annex. PHONE: 20. STUDIO ADDRESS: St. James Hotel Annex. TRANSMITTER LOCATION: North of Ironwood on U. S. No. 2 near Douglas Blvd. TIME ON THE AIR: Unlimited time; regular schedule 7:00 A.M. to 7:30 P.M.; Sunday, 10:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press, Associated Press. NEWSPAPER AFFILIATION: Ironwood Daily Globe. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

### *Personnel*

Vice-President and General Manager, Noel C. Ruddell
Program and Musical Director....Harry Wills
Chief Engineer.....R. L. Johnson

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 75,000 | 75,000 |
| Radio Homes— " ..... | 18,000 | 18,000 |
| Population—Secondary .. | 25,000 | 25,000 |
| Radio Homes— " ..... | 7,000 | 7,000 |

Source: U. S. Census; Mail analysis.

### *Representative*

Mitchell & Ruddell, Inc.

•

# WIBM

## JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WIBM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hayes Hotel, 228 West Michigan Ave. PHONE: 6121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President .....Herman Radner
Vice-President and Station Manager .....Roy Radner
Program Director.....Willie Dunn
Musical Director.....William Cizek
Chief Engineer.....C. W. Wirtanen

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 102,400 |
| Radio Homes— " ..... | 25,200 |
| Population—Secondary ..... | 184,100 |
| Radio Homes— " ..... | 51,200 |

Source: Field intensity survey.

# WKZO

## KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts, d. (C.P. for 1000 Watts, n.). OWNED BY: WZKO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Parchment. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President-General Manager....John E. Fetzer
Program Director.....Merlin Stonehouse
Chief Engineer.....Edwin Rector

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 675,200 |
| Radio Homes— " ..... | 106,900 |
| Population—Secondary ..... | 597,000 |
| Radio Homes— " ..... | 146,200 |

Source: Station survey.

### *Representative*

Howard H. Wilson Co.

•

# WJIM

## LANSING—EST. 1934

NBC (BLUE)—CBC

MICHIGAN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: WJIM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: City Nat'l Bldg., 100 N. Washington Ave. PHONE: 2-1333-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President-General Manager...Harold F. Gross
Publicity Director .....H. K. Finch

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 201,333 | 201,333 |
| Radio Homes— " ..... | 183,213 | 183,213 |
| Population—Secondary .. | 175,867 | 175,867 |
| Radio Homes— " ..... | 160,038 | 160,038 |

Source: Station survey.

•

# WMPC

"WHERE MANY PREACH CHRIST"

## LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: The First Methodist Protestant Church of Lapeer. OPERATED BY: The First Methodist Protestant Church of Lapeer. BUSI-



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NESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO ADDRESS: 803 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

### *Personnel*

President.....Frank S. Hemingway
Chief Announcer.....Nora Eastman
Station Manager.....Frank S. Hemingway
Musical Director.....A. O. Voorheis
Chief Engineer.....H. F. Hayes

•

## W D M J

### MARQUETTE—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 146 West Washington St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: 9:30 A.M. to 1:30 P.M., and 4:30 P.M. to 7:30 P.M.; Sunday, 9:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: The Daily Mining Journal. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

Manager-Program Director..Gordon H. Brozek

### *Coverage*

| | |
|---|---|
| Population—Primary | 77,200 |
| Radio Homes— " | 17,900 |

Source: Station estimate.

•

## W K B Z

"THE VOICE OF WESTERN MICHIGAN"

### MUSKEGON—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Muskegon Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Langworth, Davis & Schwegler.

### *Personnel*

General Manager.....Grant F. Ashbacker
Chief Announcer.....Hilliard Eudelsky
Publicity Director.....Loran Haney
Artists' Bureau Head-Musical Director.
R. Van Wyck
Chief Engineer.....Geo. Krivitzky

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IS RECEIVED AND READ
BY IMPORTANT
RADIO EXECUTIVES
EVERYWHERE

5 Days Each Week ★ 52 Weeks Each Year



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### Coverage

| | | |
|---|---|---|
| Population—Primary .... | 150,000 | 150,000 |
| Radio Homes— " ..... | 40,000 | 40,000 |
| Population—Secondary .. | 400,000 | 200,000 |
| Radio Homes— " ..... | 100,000 | 50,000 |

Source: Department of Commerce.

### Representative

Burn-Smith Co.

•

# WCAR

## PONTIAC—EST. 1939

FREQUENCY: 1310 Kc. POWER: 1000 watts. OWNED BY: Pontiac Broadcasting Co. OPERATED BY: Pontiac Broadcasting Co. BUSINESS ADDRESS: 6th Floor, Riker Bldg. STUDIO ADDRESS: 6th Floor, Riker Bldg. TRANSMITTER LOCATION: Square Lake & Telegraph Roads. TIME ON THE AIR: Daytime License to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager.....H. Y. Levinson
Program Director.....Stanley Schultz
Commercial Manager.....W. K. Bailey
Chief Engineer.....Wiley Wenger

•

# WHLS

"THE BLUE WATER STATION"

## PORT HURON—EST. 1938

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Harmon LeRoy Stevens and Herman LeRoy Stevens. OPERATED BY: Port Huron Broadcasting Co. BUSINESS ADDRESS: WHLS Radio Building, 932 Military Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

### Personnel

Owners.....Harmon L. Stevens, and Herman S. Stevens
General Manager.....Angus Pfaff
Production Manager.....Harmon L. Stevens
Farm Relations Director..Edward P. Dougherty
Chief Announcer.....William Rice
Chief Engineer.....Wayne F. McDonnell

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 101,644 | 56,083 |
| Radio Homes— " ..... | 22,913 | 15,021 |
| Population—Secondary .. | 285,636 | ..... |
| Radio Homes— " ..... | 65,588 | ..... |

Source: Station survey.

# WEXL

## ROYAL OAK—EST. 1925

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: Royal Oak Broadcasting Co. OPERATED BY: Royal Oak Broadcasting Co. BUSINESS ADDRESS: Royal Oak. PHONE: Elmhurst 6524. STUDIO ADDRESS: 212 W. 6th St. TRANSMITTER LOCATION: 212 W. 6th St. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M.

### Personnel

President .....G. B. Hartrick
General Manager.....E. C. Thompson
Publicity Director-Chief Announcer..K. Knight
Chief Engineer.....J. McFarland

•

# WHAL *

## SAGINAW—EST. 1939

FREQUENCY: 950 Kc. POWER: 500 watts. OWNED BY: Harold F. Gross and Edmund C. Shields. OPERATED BY: Harold F. Gross and Edmund C. Shields. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

### Personnel

Owners..Harold F. Gross & Edmund C. Shields

* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

•

# WSAM *

## SAGINAW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Saginaw Broadcasting Co. OPERATED BY: Saginaw Broadcasting Co. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Share-Time License.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

•

# WSOO *

## SAULT STE. MARIE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Hiawathaland Broadcasting Co. OPERATED BY: Hiawathaland Broadcasting Co. BUSINESS ADDRESS: Sault Ste. Marie. STUDIO ADDRESS: Sault Ste. Marie. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.



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# S-t-r-e-t-c-h-i-n-g DOLLARS?

*just stretch a few into America's richest farm area and* WATCH YOUR SALES RECORD CLIMB

The North Central Broadcasting System is a 15 station network covering this rich farming area thoroughly.

North and South Dakota, Minnesota, Western Wisconsin, and the Michigan peninsula are all yours for a surprisingly low cost.

NCBS trained merchandising men know how to open new territories for you and increase your sales.

*Wire or write today:*

**NORTH CENTRAL BROADCASTING SYSTEM, INC.**

**Empire Bank Building, St. Paul, Minn.**

*or branch office*

**370 Lexington Avenue, New York, N. Y.**



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# MINNESOTA

**Population 2,652,000**

**Number of Families 652,000** — **Number of Radio Homes 556,900**

**Retail Sales $902,011,000** — **Auto Registrations 837,260**

## KATE

"GATEWAY TO TEN THOUSAND LAKES COUNTRY"

**ALBERT LEA—EST. 1937**

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Albert Lea-Austin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 332 South Broadway. PHONE: 2338. STUDIO ADDRESS: 332 Broadway; and Austin, Minn. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting Co. and Standard Radio.

### *Personnel*

President and Station Manager....E. L. Hayek
Commercial Manager....Warren C. Tidemann
Program Director.....Sherman Booen
Austin Studio Manager.....Herbert E. Nelson
Publicity Director.....Ernest Murray
Musical Director.....Helen Davis
Chief Engineer .....George Church

## KDAL

"COLUMBIA'S STATION FOR THE DULUTH-SUPERIOR AREA"

**DULUTH—EST. 1936**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Red River Broadcasting Co. OPERATED BY: Red River Broadcasting Co. BUSINESS ADDRESS: 218 Bradley Bldg. PHONE: Melrose 2230. STUDIO ADDRESS: Bradley Bldg. TRANSMITTER LOCATION: Park Point. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press - Radio Bureau. TRANSCRIPTION SERVICE: Langworth, NAB Library, Davis & Schwegler.

### *Personnel*

Station Manager.....Dalton LeMasurier
Commercial Manager.....A. H. Flaten
Publicity & Promotion Director..Sam L. Levitan
Chief Engineer.....Robert A. Dettman
Program Director.....Gilbert Fawcett

**$100,000,000.**

**KATE** is situated in the heart of prosperous Southern Minnesota and Northern Iowa, the much advertised dairy, poultry and livestock market with three meat packing plants in our primary area. HORMEL & CO., WILSON & CO., and the DECKER CO. pay our farmer listener audience upwards of one hundred million dollars annually for livestock.

*Operating from*

6:00 A. M. to 12:00 P. M.

**KATE**

ALBERT LEA-AUSTIN
MINNESOTA

**ALBERT LEA-AUSTIN BROADCASTING COMPANY**

E. L. HAYEK, *President*

Rep.: Furgason & Walker, Inc.




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### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 180,600 | 173,300 |
| Radio Homes— " | 38,950 | 37,230 |
| Population—Secondary | 135,400 | 142,700 |
| Radio Homes— " | 28,420 | 30,140 |

Source: Department of Commerce.

## WEBC

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY
ARROWHEAD BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Head of Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: WEBC Bldg. PHONE: Melrose 1537. STUDIO ADDRESS: WEBC Bldg., Duluth; WEBC Bldg., Superior. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Wisconsin. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager.....Walter C. Bridges
Business Manager.....Thomas W. Gavin

### Coverage

| | |
|---|---|
| Population—Primary | 339,310 |
| Radio Homes— " | 70,894 |
| Population—Secondary | 182,501 |
| Radio Homes— " | 37,233 |

Source: Station survey.

### Representative

George P. Hollingbery Co.

## KGDE

"THE LAKE REGION STATION"

FERGUS FALLS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls. PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M., daily; 9:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....C. L. Jaren
Program and Personnel Manager.....A. B. Woodard
Chief Announcer and Musical Director.....Hub Warner

### Coverage

| | |
|---|---|
| Population—Primary | 250,100 |
| Radio Homes— " | 45,300 |
| Population—Secondary | 225,600 |
| Radio Homes— " | 40,200 |

Source: Mail response analysis.

### Representative

Allied Representation Co.

## WMFG

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel. PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

### Personnel

President.....Morgan Murphy
Commercial Manager.....H. S. Hyett
Station Manager.....H. S. Hyett
Chief Engineer.....C. B. Persons

### Representative

George P. Hollingbery Co

## KYSM

"TO SERVE THE LISTENER FIRST IS TO SERVE THE ADVERTISER BEST"

MANKATO—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: F. B. Clements & Co. OPERATED BY: F. B. Clements & Co. BUSINESS ADDRESS: 101 North Second St. PHONE: 4673. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Old U. S. Highway No. 14, Nicollet County. TIME ON THE AIR: Full time license (19 hours per day). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

### Personnel

Manager.....Ray E. Schwartz
Program Director.....Clinton Johnson

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 311,165 | 311,165 |
| Radio Homes— " | 63,940 | 63,940 |

Source: Joint Committee.

### Representative

Howard H. Wilson Co.

## WCCO

"50,000 WATTS WHERE IT COUNTS THE MOST"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 810 Kc. POWER: 50,000 watts.



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OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 625 Second Ave., South. PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul). STUDIO ADDRESS: 625 Second Ave., South; Hotel Lowry, St. Paul. TRANSMITTER LOCATION: Anoka, Minn. TIME ON THE AIR: 6:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press.

### *Personnel*

General Mgr.....E. H. Gammons
Production Manager.....Hayle C. Cavanor
Sales Manager.....Carl J. Burkland
Artists Bureau Head.....Al Sheehan
Sales Promotion Director..Robert L. Hutton, Jr.
Chief Engineer.....Hugh S. McCartney

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 3,385,200 | 3,270,000 |
| Radio Homes— " .... | 704,240 | 684,760 |
| Population—Secondary .. | 3,016,100 | 2,299,300 |
| Radio Homes— " .. | 638,750 | 572,540 |

Source: CBS Listener Study.

### *Representative*

Radio Sales

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# WDGY

"THE FRIENDLY STATION"

## MINNEAPOLIS-ST. PAUL—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Geo. W. Young. OPERATED BY: Geo. W. Young. BUSINESS ADDRESS: Hotel Nicollet. PHONE: Bridgeport 7777-7778, Midway 6363. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior Blvd. TIME ON THE AIR: 6:00 A.M. to 8:15 P.M. NEWS SERVICES: Transradio Press and affiliation with Minneapolis Tribune. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

### *Personnel*

Owner and General Mgr.....Geo. W. Young
Sales & Promotion Mgr.....Wallace E. Stone
Personnel & Traffic Mgr.....Gertrude Faue
Chief Engineer.....G. W. Young
Merchandising Manager....Grant Hopperstad
Public Relations Director.....Margaret Ulseth
Continuity Director.....E. A. Shea
Promotion Director.....Jean Hadley
Farm Program Director.....Edw. Courtney

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 2,440,900 |
| Radio Homes— " ..... | 510,000 |
| Population—Secondary ..... | 1,708,200 |
| Radio Homes— " ..... | 331,100 |

Source: Station survey.

### *Representative*

William G. Rambeau Co.

# WLB

"FOR GOOD MUSIC, TUNE TO 760"

## MINNEAPOLIS—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 watts. OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL. WLB. NEWS SERVICE: United Press.

### *Personnel*

Manager.....Burton Paulu
Program Director.....Charles T. Harrell
Chief Engineer.....Waldemar Klima

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# WTCN

"OUT OF THE BLUE TO YOU"

## ST. PAUL-MINNEAPOLIS—EST. 1928

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minnesota Broadcasting Co. OPERATED BY: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. BUSINESS ADDRESS: Wesley Temple Building. PHONE: Main 6562. TRANSMITTER LOCATION: Snelling Ave. and County Rd. B. TIME ON THE AIR: 124 hours weekly. NEWSPAPER AFFILIATION: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. NEWS SERVICES: International News Service, Associated Press (noncommercial). TRANSCRIPTION SERVICE: Associated Music Library, Standard Radio.

### *Personnel*

President.....G. B. Bickelhaupt
Station Manager ..... C. T. Hagman
Commercial Manager..... .L. L. Whiting
Program Director.....Robert DeHaven
Technical Director.....John M. Sherman

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,326,171 | 1,047,309 |
| Radio Homes— " .... | 259,084 | 224,400 |
| Population—Secondary .. | 2,869,345 | ..... |
| Radio Homes— " .. | 332,863 | ..... |

Source: Station survey.

### *Representative*

Free & Peters

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# (CALL LETTERS UNASSIGNED)*

## MINNEAPOLIS—EST. 1940

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Independent Merchants Broadcasting Co. OPERATED BY: Same. BUSINESS



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ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit subject to approval of transmitter site at time of going to press and no further information was available.

## KVOX

"THE VOICE OF THE VALLEY"

MOORHEAD—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM —ASSOCIATED NORTHWEST BROADCASTERS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 3-1523. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Moorhead. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....R. K. Herbst
Station Manager.....M. M. Marget
Commercial Manager.....Reinhart Steinley
Asst. Mgr.-Chief Engineer . . . Robert Schulz

### Coverage

| | |
|---|---|
| Population—Primary . . . . . | 268,392 |
| Radio Homes— " . . . . . | 50,013 |
| Population—Secondary . . . . . | 244,345 |
| Radio Homes— " . . . . . | 44,827 |

Source: Field intensity measurements; Joint Committee; U. S. Census.

## WCAL

NORTHFIELD—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College. PHONE: 731. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

### Personnel

Director.....Dr. Martin Hegland
Chief Announcer.. .....Alvar Sandquist
Station Manager.....M. C. Jensen
Musical Director.....O. R. Overby
Chief Engineer.....M. C. Jensen

## KROC

"THE FRIENDLY STATION"

ROCHESTER—EST. 1935

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 First Ave. Bldg. PHONE: 3924-5-2727. STUDIO ADDRESS: 100 First Ave. Bldg.; Owatonna, Minn.; Fairbault, Minn. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music Library.

### Personnel

President and General Manager . . . . . Gregory Gentling
Secretary.....Maxine Jacobs
Commercial Manager.....E. Anson Thomas
Artists' Bureau Head.. .....Dwight Merriam
Studio Director.....Gerald Wing
Program Director.....La Vell Waltman
Chief Engineer.....Fred C Clark
Assistant Chief Engineer.....Robert W. Cross

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . . . | 306,984 | 306,984 |
| Radio Homes— " . . . | 61,109 | 61,109 |
| Population—Secondary . . | 1,025,108 | 922,000 |
| Radio Homes— " . . | 139,298 | . . . . . |

Source: U. S. Census; station survey.

### Representative

Joseph Hershey McGillvra

## KFAM

"THE TIMES JOURNAL STATION"
"THE VOICE OF CENTRAL MINNESOTA"

ST. CLOUD—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: 16-18 Sixth Ave., North. STUDIO ADDRESS: Weber Bldg. TRANSMITTER LOCATION: Military Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: St. Cloud Times Journal. NEWS SERVICE: Associated Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President-Treasurer.....Fred Schilplin
General Manager .....George B. Bairey
Commercial Manager.....Edgar Parsons

### Coverage

| | |
|---|---|
| Population—Primary . . . . . | 197,396 |
| Radio Homes— " . . . . . | 37,180 |
| Population—Secondary . . . . . | 1,238,312 |
| Radio Homes— " . . . . . | 289,290 |

Source: Field intensity measurements.

## KSTP

"LOCALLY OWNED—NATIONALLY KNOWN"

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)
MINNESOTA RADIO NETWORK

FREQUENCY: 1460 Kc. POWER: 50,000 watts. OWNED BY: National Battery Broadcasting Co.



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OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Raddisson Hotel. TRANSMITTER LOCATION: Highway 61. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily), A.M. to 1:00 A.M. (Sunday). NEWSPAPER AFFILIATION: Minneapolis Star-Journal. NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

### *Personnel*

President.....Stanley E. Hubbard
Vice President-Treasurer....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins
Program Director .....Corrine Jordan
Educational Director.....T. D. Rishworth
Merchandising Director.....Fred Laws
Artists Bureau Head.....Charles Smith
Technical Supervisor.....Hector Skifter

### *Coverage*

| | |
|---|---|
| Population—Primary | 1,619,118 |
| Radio Homes— " | 338,413 |
| Population—Secondary | 2,489,102 |
| Radio Homes— " | 457,800 |

Source: U. S. Department of Commerce; station survey; U. S. Census; Joint Committee; Editor and Publisher.

### *Representative*

Edward Petry & Co., Inc.

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# WMIN

"THE NEWS OF THE HOUR STATION"

## ST. PAUL & MINNEAPOLIS
## EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: 1287 St. Anthony St., St. Paul. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: 1287 St. Anthony St., St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: 1287 St. Anthony St., St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: LangWorth, Standard Radio, Associated Music Publishers.

### *Personnel*

President and General Manager .....Edward Hoffman
Production Manager.....Warren Fritze
Chief Engineer.....Mat Walz

### *Coverage*

| | Daytime |
|---|---|
| Population—Primary | 825,000 |
| Population—Secondary | 1,025,000 |

Source: Chamber of Commerce.

# WHLB

"QUEEN CITY OF THE ARROWHEAD"

## VIRGINIA—EST. 1936

COLUMBIA BROADCASTING SYSTEM
ARROWHEAD NETWORK
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: 6th Ave., W. & 17th St., S. PHONE: 2000. STUDIO ADDRESS: Virginia. TRANSMITTER LOCATION: Virginia. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior Telegram. NEWS SERVICE: United Press.

### *Personnel*

President.....W. C. Bridges
Station Manager.....Barney Irwin
Chief Announcer.....Wayne C. Byers
Chief Engineer.....Chas. Persons

### *Coverage*

| | |
|---|---|
| Population—Primary | 81,067 |
| Radio Homes— " | 17,642 |
| Population—Secondary | 98,929 |
| Radio Homes— " | 21,529 |

Source: Station survey.

### *Representative*

George P. Hollingbery Co.

•

# KWNO

"VOICE OF THE CITY BEAUTIFUL"

## WINONA—EST. 1938

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 4321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M., Daily; 9:00 A.M. to 10:30 P.M., Sundays. NEWS SERVICE: Associated Press, Transradio Press. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President.....M. H. White
Treasurer.....H. R. Wieking
General Manager.....L. L. McCurnin
Program Director.....L. A. Gifford
Chief Engineer.....Maurice Reutter

### *Coverage*

| | |
|---|---|
| Population—Primary | 167,700 |
| Radio Homes— " | 35,260 |
| Population—Secondary | 476,500 |
| Radio Homes— " | 93,670 |

Source: U. S. Census; mail response analysis.



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# MISSISSIPPI

Population 2,023,000

Number of Families 494,000 — Number of Radio Homes 207,000

Retail Sales $196,182,800 — Auto Registrations 226,000

## W J P R

"THE DELTA'S STATION"

GREENVILLE—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: John R. Pepper. OPERATED BY: John R. Pepper. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Greenville. TRANSMITTER LOCATION: Greenville. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

### Personnel

Owner.....John R. Pepper
Manager.....Paul Thompson
Program Director.....Bert Ferguson
Chief Engineer.....Charles Mathis

### Representative

Frank Baldwin

## W G R M

"THE FRIENDLY VOICE OF NORTH MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 222 Howard St. PHONE: 1717. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1½ miles north of Greenwood. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M., daily; 9:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....P. K. Ewing, Sr.
General Manager.....W. E. Williams
Commercial Manager.....P. K. Ewing, Jr.
Program Director.....Adrian Roberts
Chief Engineer.....C. A. Perkins

### Coverage

| | |
|---|---|
| Population—Primary | 400,000 |
| Radio Homes— " | 58,000 |

Source: State Census.

## W G C M

"THE VOICE OF MISSISSIPPI GULF COAST"

GULFPORT—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Gulfport, Box 207. PHONE: Gulfport 1111. STUDIO ADDRESS: Markham Hotel. TRANSMITTER LOCATION: Great Southern Golf Club, Mississippi. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....P. K. Ewing
Vice-President.....F. C. Ewing
Secretary-Treasurer.....M. M. Ewing

### Coverage

| | |
|---|---|
| Population—Primary | 26,149 |
| Radio Homes— " | 10,342 |
| Population—Secondary | 76,296 |
| Radio Homes— " | 28,319 |

Source: Station survey.

### Representative

Burn-Smith Co.

## W F O R

"THE VOICE OF SOUTH MISSISSIPPI"

HATTIESBURG—EST. 1924

FREQUENCY: 1370 Kc. POWER: 100 watts. (C.P. 250 watts, d.). OWNED BY: Forrest Broadcasting Company. OPERATED BY: Same. BUSINESS ADDRESS: 302 Hemphill St. PHONE: 1866-67. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and General Manager..C. J. Wright
Secretary.....B. M. Wright
Chief Announcer.....Les Carmichael
Chief Engineer.....C. H. Dyess

## W J D X

"THE VOICE OF MISSISSIPPI"

JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY:1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Lamar Life Insurance Co. OPERATED BY: Lamar Life Insurance Co. BUSINESS ADDRESS: Lamar Life Bldg. STUDIO ADDRESS: Lamar Life Bldg. & Heidelberg Hotel. TRANSMITTER LOCATION: Highway No. 51. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.



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### Personnel

Station Manager.....Wiley P. Harris
Commercial and Advertising Manager.....C. A. Lacy, Jr.
Chief Announcer.....Maurice Thompson
Sales Manager.....Frank Gentry
Publicity Director.....Ralph Maddox
Musical Director.....Maurice Thompson
Chief Engineer.....P. G. Root

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,401,660 | 647,418 |
| Radio Homes— " ..... | 160,175 | 75,715 |
| Population—Secondary .. | 1,244,218 | 765,242 |
| Radio Homes— " ..... | 115,425 | 35,250 |

Source: Station survey.

### Representative

George P Hollingbery Co.

## WSLI

"THE FRIENDLY VOICE OF STANDARD LIFE"

### JACKSON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Standard Life Insurance Co. OPERATED BY: Standard Life Broadcasting Co. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 3-2788. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: High at Larson St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager .....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Merchandising Manager.....T. H. Lathrop
Chief Announcer.....Roy Pickett
Production Manager.....Vassar Dubard
Program Director.....George Philp
Chief Engineer.....Tommie Hubbard

## WAML

### LAUREL—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President .....D. A. Matison
Station & Commercial Manager.....H. M. Smith
Program Director.....Bill Tracy
Chief Engineer .....A. A. Touchstone

### Coverage

| | |
|---|---|
| Population—Primary ..... | 90,100 |
| Radio Homes— " ..... | 12,400 |
| Population—Secondary ..... | 112,000 |
| Radio Homes— " ..... | 9,600 |

Source: Field intensity survey.

## WSKB

### McCOMB—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McComb Broadcasting Corp. OPERATED BY: McComb Broadcasting Corp. BUSINESS ADDRESS: McColgan Hotel, Box 111. STUDIO ADDRESS: McColgan Hotel. TRANSMITTER LOCATION: Pike County, Miss. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M., daily except Saturday; 6:00 A.M. to 11:00 P.M., Saturdays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....George Blumenstock
Chief Engineer.....Robert Louis Sanders

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 500,000 | 300,000 |
| Radio Homes— " .... | 60,000 | 40,000 |
| Population—Secondary .. | 300,000 | 100,000 |
| Radio Homes— " .. | 30,000 | 15,000 |

Source: Station estimate.

## WCOC

"DOWN IN OLD MAGNOLIA STATE"

### MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Mississippi Broadcasting Co., Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Bldg. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....D. W. Gavin

## WQBC

### VICKSBURG

FREQUENCY: 1360 Kc. POWER: 1000 Watts. OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

### Personnel

President.....L. P. Casbman
Station Director.....O. W. Jones
Chief Engineer.....C. E. Drake



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# MISSOURI

Population 3,989,000

Number of Families 1,072,000 — Number of Radio Homes 822,800

Retail Sales $1,040,737,500 — Auto Registrations 859,000

## K F V S

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: KFVS Radio Home, 324 Broadway. PHONE: 2104-5. STUDIO ADDRESS: KFVS Radio Home, 324 Broadway; Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Shares time, day and evening, with WEBQ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

### Personnel

President-General Manager . . Oscar C. Hirsch
Musical Director . . . . . Virginia Bahn

## K F U O

"THE GOSPEL VOICE"

CLAYTON—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun Ave., St. Louis, Mo. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time (26 hours weekly).

### Personnel

Station Manager . . . . . Herman H. Hohenstein

## K F R U

"IN THE HEART OF MISSOURI"

COLUMBIA—EST. 1925

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus of Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President . . . . . Elzey Roberts
Vice-President . . . . . John C. Roberts, Jr.
Station Manager . . . . . C. L. Thomas
Program Director . . . . . George Guyan
Commercial Manager . . . . . Clarence G. Cosby
Artists Bureau Head . . . . . Wm. Haley, Jr.
Musical Director . . . . . Carl Stepp
Chief Engineer . . . . . Robert Haigh

### Coverage

| | |
|---|---|
| Population—Primary | 790,000 |
| Radio Homes— " | 145,500 |
| Population—Secondary | 1,504,000 |
| Radio Homes— " | 321,600 |

Source: Station survey.

### Representative

Weed & Co.

## K W O S

"THE NEWS AND TRIBUNE STATION"

JEFFERSON CITY—EST. 1936

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 210 Monroe. PHONE: 4000-1. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press and United Press. TRANSCRIPTION SERVICES: Standard Radio and World Broadcasting System.

### Personnel

President . . . . . R. C. Goshorn
Station Manager . . . . . R. L. Rose
Program Director . . . . . John J. Corrigan

### Coverage

| | |
|---|---|
| Population—Primary | 161,987 |
| Radio Homes— " | 30,450 |
| Population—Secondary | 302,123 |
| Rodio Homes— " | 62,730 |

Source: Joint Committee; U. S. Census.

### Representative

Sears & Ayer, Inc.

## W M B H

"AT THE CROSSROADS OF AMERICA"

JOPLIN—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Keystone Hotel at 4th & Main Sts. PHONE: 330-1-2. STUDIO ADDRESS: Keystone Hotel at 4th & Main Sts. TRANSMITTER LOCATION: 13th & Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Joplin Globe & News-Herald. NEWS



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SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Davis & Schwegler.

### *Personnel*

President-Station Manager.....D. J. Poynor
Chief Announcer.....J. Chas. McIntire
Sales Manager.....W. H. Clark
News Editor.....Tom Aden
Production Manager.....Stella Lukens
Chief Engineer.....Baxter Burriss

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 285,000 | 225,000 |
| Radio Homes— " .... | 88,000 | 65,000 |
| Population—Secondary .. | 593,000 | 450,000 |
| Radio Homes— " .. | 118,490 | 96,000 |

Source: U. S. Census; Joint Committee.

### *Representative*

Sears & Ayer

## KCMO

"KANSAS CITY, MISSOURI"

### KANSAS CITY—EST. 1925

FREQUENCY: 1450 Kc. POWER: 1000 Watts (C.P. for 5000 Watts, d.). OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: Victor 0900. STUDIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Kansas City. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

### *Personnel*

President.....T. L. Evans
General & Sales Manager.....Jack Stewart

## KITE

### KANSAS CITY—EST. 1934

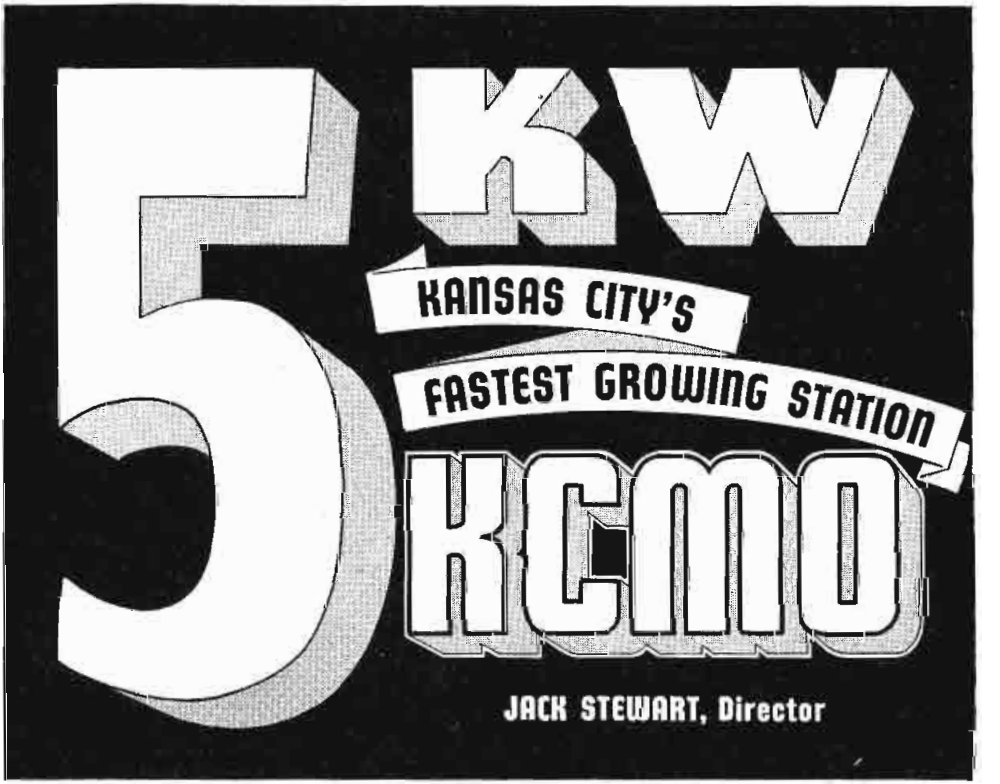
FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: Harrison 5818. STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan.

### *Personnel*

Vice President and General Manager.....D. E. "Plug" Kendrick
Station Manager.....L. L. Jaquier

### *Representative*

Radio Advertising Corp.



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# K M B C

"TO KEEP IN TOUCH WITH THE TIMES, KEEP TUNED TO KMBC"

## KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 Watts. OWNED BY: Midland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Pickwick Hotel, 10th & McGee St. PHONE: Harrison 2650. STUDIO ADDRESS: Pickwick Hotel, 11th floor. TRANSMITTER LOCATION: 50th & Belinder Rd., Johnson County, Kans. TIME ON THE AIR: 5:00 A.M. to 12:03 A.M.; Sunday, 7:30 A.M. to 12:03 A.M. NEWS SERVICES: Transradio Press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, NAB Public Domain Library, Langworth, Davis & Schwegler; Station maintains own transcription service.

### *Personnel*

President and General Manager ..... Arthur B. Church
Vice-President ..... Karl Koerper
Promotion Manager ..... M. F. Allison
Artists Bureau Head ..... J. W. McConnell
Director of Research & Merchandising ..... Mark N. Smith
Program Director ..... Felix Adams
Sales Service ..... Carter Ringlep
Director Natl. Program Sales ... Geo. E. Halley
Studio Director ..... Kenneth Krahl
News Editor ..... Erle H. Smith
Farm Service Director ..... Phil Evans
Educational Director ..... Kenneth Graham
Publicity Director ..... M. F. Allison
Musical Director ..... P. Hans Flath
Technical Supervisor ..... Ray Moler

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 2,720,544 | 1,388,949 |
| Radio Homes— " .... | 596,980 | 325,810 |

Source: Joint Committee; Field intensity measurements.

### *Representative*

Free & Peters, Inc.

See Page 258

# W D A F

## KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 610 Kc. POWER: 5000 watts. OWNED BY: The Kansas City Star Co. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: 83rd & Mission Rd., Johnson County, Kansas. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICES: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, Langworth.

### *Personnel*

Station Manager ..... H. Dean Fitzer
Assistant Manager ..... V. S. Batton
Sales ..... R. Gardner Reames
Program Manager ..... Harry J. Kaufmann
Chief Engineer ..... Joseph A. Flaherty

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 5,683,275 | 3,008,538 |
| Radio Homes— " . | 979,113 | 509,675 |

Source: Field intensity measurements.

### *Representative*

Edward Petry & Co.

# W H B

"WHERE HEADLINERS BEGIN"

## KANSAS CITY—EST. 1922

MUTUAL

FREQUENCY: 860 Kc. POWER: 1000 Watts. OWNED BY: WHB Broadcasting Co. OPERATED BY: WHB Broadcasting Co. BUSINESS ADDRESS: Scarritt Bldg. PHONE: Harrison 1161. STUDIO ADDRESS: Scarritt Bldg. (Station maintains 9 remote studios through Kansas City.) TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, NAB Library, Titan.

### *Personnel*

President ..... Donald Dwight Davis
Station Manager ..... John T. Schilling

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 1,350,800 |
| Radio Homes— " ..... | 321,500 |
| Population—Secondary ..... | 1,570,000 |
| Radio Homes— " ..... | 322,700 |

Source: Mail response analysis.

# K W O C

## POPLAR BLUFF—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: A. L. McCarthy, C. A. Tedrick and J. H. Wolpers. OPERATED BY: Same. BUSINESS ADDRESS: 214 Poplar St. PHONE: 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Main St. TIME ON THE AIR: 7:00 A.M. to 7:00 P.M. NEWSPAPER AFFILIATION: Poplar Bluff American Republic. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

Station Manager ..... Bill Bates
Commercial Manager ..... P. H. Cunningham
Chief Announcer ..... Bob Mabry
Publicity Director ..... Bill Tedrick
Musical Director ..... Lola Sechrest
Chief Engineer ..... Don Lidenton



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### Coverage

| | |
|---|---|
| Population—Primary | 40,000 |
| Radio Homes— " | 32,000 |
| Population—Secondary | 105,000 |
| Radio Homes— " | 79,000 |

Source: Chamber of Commerce.

## KFEQ

"THE MIDWEST MARKET STATION"

### ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts. OWNED BY: KFEQ, Inc. OPERATED BY: KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 6-1314. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of St. Joseph. TIME ON THE AIR: 6:00 A.M. to Pacific Coast sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President-Treasurer ..... Barton Pitts
Secretary ..... Beverly Pitts
Nat'l Advertising Manager .. Glen G. Griswold
Program Director ..... Harry Packard
Promotion Manager ..... J. Ted Branson
Chief Engineer ..... J. Wesley Koch

### Coverage

| | |
|---|---|
| Population—Primary | 1,694,680 |
| Radio Homes— " | 292,270 |
| Population—Secondary | 3,013,880 |
| Radio Homes— " | 619,220 |

Source: Mail response analysis.

### Representative

Headley-Reed Co.

## KMOX

"THE VOICE OF ST. LOUIS"

### ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1090 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lemay Ferry and Baumgartner Rds. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; 7:29 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Associated Music.

### Personnel

General Manager ..... Merle S. Jones
Sales Manager ..... Kenneth W. Church
Program Director ..... Chester Renier
Sales Promotion Director .... J. Soulard Johnson
Public Affairs Dept. & Press Relations Director ..... Jurien Hoekstra
Chief Engineer ..... Graham Tevis

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 2,572,100 | 2,033,100 |
| Radio Homes— " .... | 519,640 | 434,390 |
| Population—Secondary .. | 5,899,900 | 2,586,600 |
| Radio Homes— " .. | 1,080,790 | 465,330 |

Source: Market Research Division of CBS; U. S. Census.

### Representative

Radio Sales

## KSD

### ST. LOUIS—EST. 1922

NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pulitzer Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 12th & Olive St. PHONE: Main 1111. STUDIO ADDRESS: Post-Dispatch Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Post-Dispatch. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

### Personnel

General Manager ..... George M. Burbach
Commercial and Sales Manager ..... Edward W. Hamlin
Chief Engineer ..... Robert L. Coe

### Representative

Free & Peters, Inc.

## KWK

### ST. LOUIS—EST. 1927

NBC (BLUE)—MBS—MISSOURI-ILLINOIS BROADCASTING SYSTEM

FREQUENCY: 1350 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale 3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President ..... R. T. Convey
Sales Manager ..... V. E. Carmichael
Studio Supervisor ..... Ray Dady
National Sales Manager ..... R. M. Sampson
Chief Announcer ..... Allan Anthony
Program Director ..... John Tinnea
Publicity Director ..... Louis C. Nelson
Production Manager ..... Dan Seyforth
Musical Director ..... Al Sarli
Continuity Chief ..... Claire Harrison
Chief Engineer ..... James Burke

### Coverage

| | |
|---|---|
| Population—Primary | 1,494,444 |
| Radio Homes— " | 431,108 |
| Population—Secondary | 954,812 |
| Radio Homes— " | 173,500 |

Source: Field intensity measurements.

### Representative

Paul H. Raymer Company



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# KXOK

ST. LOUIS—EST. 1939

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: Star-Times Bldg., 12th & Delmar. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Venice, Ill. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:30 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio.

### Personnel

General Manager.....R. V. Hamilton
Sales Manager.....Clarence G. Cosby
Program Director.....Blaine Cornwell
News Editor.....Bruce Barrington
Publicity Director.....Dave Frederick
Chief Engineer.....Art Rekart

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 2,319,950 |
| Radio Homes— " | 398,495 |

Source: Station survey.

### Representative

Weed & Co.

For Concentrated Coverage in the St. Louis Market, Use

WEW

Write for case histories which tell a story of outstanding results for clients in the

ST. LOUIS Market

# WEW

"THE STATION YOU'LL TUNE IN AGAIN"

ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

### Personnel

Faculty Director.....W. A. Burk, S.J.
General Manager.....A. S. Foster
Program Manager.....Arthur T. Jones
Publicity Director.....C. L. Kelliher
Musical Director.....Ralph Stein
Chief Engineer.....George Rueppel

### Representative

Furgason & Walker, Inc.

# WIL

"THE MOST WELCOME SPOT ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: Melbourne Hotel, 3601 Lindell Blvd. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M., daily except Saturday and Sunday; 7:00 A.M. to 3:00 A.M., Saturdays; 8:30 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, NAB Library, Langworth.

### Personnel

President and General Manager.....Lester A. Benson
Vice-President.....Clarence W. Benson
Program Director.....Neil Norman
Continuity Editor.....David Pasternak
Merchandising Director.....William Durney
Publicity Director.....Bart Slattery
Musical Director.....Allister Wylie
Chief Engineer.....Chal H. Stoup

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 1,385,840 | 1,347,527 |
| Radio Homes— " | 362,820 | 354,950 |

Source: Mail response analysis.

### Representative

Reynolds-Fitzgerald, Inc.

# KDRO

"KDRO, YOUR NEIGHBOR OF THE AIR IN SEDALIA, MISSOURI"

SEDALIA—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 Watts.



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OWNED BY: Albert S. and Robert A. Drohlich d/b as Drohlich Bros. OPERATED BY: Same. BUSINESS ADDRESS: 2100 West Broadway. STUDIO ADDRESS: 2100 West Broadway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

Station Manager.....Robert A. Drohlich
Promotion Manager.....Albert S. Drohlich
Program Director.....Randall Jessee
Commercial Manager.....A. W. Upchurch
Chief Engineer.....C. Laverne Omer

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 207,706 | 207,706 |
| Radio Homes— " .... | 46,100 | 46,100 |

Source: Mail response analysis.

## K G B X

### SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts. OWNED BY: Springfield Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, Davis & Schwegler.

### Personnel

President.....T. W. Duvall
General Manager.....Ralph D. Foster
Business Manager.....C. Arthur Johnson
Promotion Manager.....Carl S. Ward
Chief Engineer.....Fritz Bauer
National Sales Manager.....John E. Pearson
Local Sales Manager.....Gordon Wardell

### Coverage

| | |
|---|---|
| Population—Primary ..... | 499,673 |
| Radio Homes— " ..... | 73,900 |
| Population—Secondary ..... | 641,673 |
| Radio Homes— " ..... | 87,700 |

Source: Mail response analysis; Joint Committee; U. S. Census.

### Representative

Howard H. Wilson & Co.

## K W T O

"KEEP WATCHING THE OZARKS"

### SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts. OWNED BY: Ozarks Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler, NBC Thesaurus.

### Personnel

President and Station Manager.....Ralph D. Foster
Business Manager.....Arthur Johnson
Production Manager.....G. E. Wilson
Chief Announcer.....Russ Davis
National Sales Manager.....John E. Pearson
Local Sales Manager.....Gordon Wardell
Promotion Manager.....Carl S. Ward
Program Director.....Terry Moss
Chief Engineer.....Fritz Bauer

### Coverage

| | |
|---|---|
| Population—Primary ..... | 1,231,110 |
| Radio Homes— " ..... | 284,900 |
| Population—Secondary ..... | 3,945,251 |
| Radio Homes— " ..... | 541,900 |

Source: U. S. Census; Joint Committee.

### Representative

Howard H. Wilson & Co.

# MONTANA

**Population 539,000**

**Number of Families 142,000** — **Number of Radio Homes 114,600**

**Retail Sales $208,402,700** — **Auto Registrations 177,500**

## K G H L

### BILLINGS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Northwestern Auto Supply Co. OPERATED BY: Northwestern Auto Supply Co. BUSINESS ADDRESS: 5th and North Broadway. PHONE: 2222. STUDIO ADDRESS: 5th and North Broadway. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

### Personnel

President.....C. O. Campbell
Station Manager.....Ed Yocum
Chief Engineer.....Jeff Kiichli



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### Coverage

| | |
|---|---|
| Population—Primary | 444,000 |
| Radio Homes— " | 94,400 |
| Population—Secondary | 181,200 |
| Radio Homes— " | 45,000 |

Source: Mail response analysis.

### Representative

The Katz Agency

## K R B M

BOZEMAN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KRBM Broadcasters. OPERATED BY: KRBM Broadcasters. BUSINESS ADDRESS: Bozeman. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Bozeman. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.

### Personnel

Owner-General Manager.....A. J. Breitbach
Owners.....Arthur L. Roberts—R. B. McNab

### Representative

Furgason & Walker, Inc.

## K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET PACIFIC NORTHWEST COVERAGE GROUP

FREQUENCY: 1340 Kc. POWER: 5000 Watts. OWNED BY: KGIR, Inc. OPERATED BY: KGIR, Inc. BUSINESS ADDRESS: Butte. PHONE: 22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio, Titan, Lang-Worth, NAB.


**KGIR**

KPFA KRBM

Montana's Major Market

**60% of the population**

**90% of the payroll**

Available under single contract.

Box 1956 Butte, Mont.


### Personnel

Manager.....Ed. B. Craney
Sales Manager.....M. E. Dunn
Musical Director.....B. R. Sprague
Chief Engineer.....Jack Nicholas
Program Director.....Syd Lines

### Representative

Furgason & Walker, Inc.

## K F B B

"VOICE OF THE TREASURE STATE"

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor, Davis & Schwegler.

### Personnel

President.....F. A. Buttrey
Station Manager.....Jessie Jacobsen
Advertising Manager.....Joe Wilkins
Program Director.....John Alexander
Publicity Director.....Jack McNichol
Special Events Director.....Phil Allen
News Editor.....LeRoy Mattingly
Chief Engineer.....Wilbur Myhre

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 129,200 | 73,900 |
| Radio Homes— " | 26,260 | 14,260 |
| Population—Secondary | 121,000 | 179,400 |
| Radio Homes— " | 23,350 | 46,000 |

Source: CBS Listener Study.

### Representatives

Weed & Company
Walter Biddick Co. (Los Angeles & Seattle)

## K P F A

"CAPITAL CITY STATION"

HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME



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ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

### *Personnel*

President.....Barclay Craighead
Station Manager.....K. O. MacPherson

### *Representative*

Furgason & Walker, Inc.

## K G E Z

### KALISPELL—EST. 1927

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: United Press.

### *Personnel*

General Manager .....Donald C. Treloar

## K G V O

"THE GARDEN CITY STATION"

### MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Mosby's, Inc. OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 132 W. Front St. PHONE: 2155. STUDIO ADDRESS: 132 W. Front St. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

### *Personnel*

President and Station Manager....A. J. Mosby
Secretary-Treasurer.....Edna Mae Mosby
Commercial Manager.....Jack Burnett
Comptroller .....Harry Miller
Advertising Manager.....Nick Moriana
Artists Bureau Head.....Duane Bowler
Chief Announcer.....Alan Davis
Sales Manager.....Fred Elsethagen
Program and Publicity Director.....James Alden Barber
Musical Director.....Margaret Castle
Merchandising Manager.....Marion Dixon
Traffic Manager.....Loretta Matthiesen
Chief Engineer.....Tom Atherstone

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 135,200 |
| Radio Homes— " ..... | 34,430 |
| Population—Secondary ..... | 435,400 |
| Radio Homes— " ..... | 110,200 |

Source: Station survey.

### *Representative*

Burn-Smith Co.


# KGVO

## - A $50,000,000 MARKET

Covering the 5 great valleys of Western Montana, KGVO serves a population of 570,600 within its primary and secondary areas.

Retail sales in Missoula are $635 per capita—nearly three times the national average. A complete merchandising service will help you tap this rich empire of the Northwest.

A. J. MOSBY, PRESIDENT

**KGVO, MISSOULA, MONTANA, 5000 WATTS 1260 KC**
**AFFILIATE OF COLUMBIA BROADCASTING SYSTEM**




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# K G C X

## WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts. OWNED BY: E. E. Kresbach. OPERATED BY: E. E. Kresbach. BUSINESS ADDRESS: Main and 4th St. PHONE: 102. STUDIO ADDRESS: Main and 4th St. TRANSMITTER LOCATION: Wolf Point. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, World Broadcasting System.

### *Personnel*

President.....E. E. Kresbach
Station and Commercial Manager.....Milton J. Severson
Promotion Manager.....Adolph Jystad
Chief Engineer.....Harold Klempil

### *Coverage*

| | |
|---|---|
| Population—Primary | 109,500 |
| Radio Homes— " | 20,000 |
| Population—Secondary | 230,000 |
| Radio Homes— " | 43,000 |

Source: Field intensity measurements.

# NEBRASKA

Population 1,364,000

Number of Families 352,000 — Number of Radio Homes 284,100

Retail Sales $395,732,700 — Auto Registrations 410,280

# K O R N *

## FREMONT—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Nebraska Broadcasting Corp. OPERATED BY: Nebraska Broadcasting Corp. BUSINESS ADDRESS: 6th & Broad Sts. STUDIO ADDRESS: 6th & road Sts. TRANSMITTER LOCATION: East 16th St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

President-Manager.....Clark Standiford
Commercial Manager.....Randall Ryan
Program Director.....Larry Coke
Chief Engineer.....E. A. Blackburn

### *Coverage*

| | |
|---|---|
| Population—Primary | 134,000 |
| Population—Secondary | 375,000 |

Source: Station estimate.

* Station was licensed to operate under a construction permit at time of going to press.

# K M M J

"NEBRASKA'S FRIENDLY STATION"

## GRAND ISLAND—EST. 1925

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: 315½ North Locust St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Phillips, Nebr. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

President.....Don Searle
General Manager.....Ted Matthews

### *Coverage*

Station data being compiled; no information available at time of going to press because of move from Clay Center to Grand Island.

### *Representative*

Howard H. Wilson Co.

# K H A S *

## HASTINGS—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Nebraska Broadcasting Co. OPERATED BY: Nebraska Broadcasting Co. BUSINESS ADDRESS: Hastings. STUDIO ADDRESS: Hastings. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

# K G F W

"THE FRIENDLY MIDWAY STATION OF THE NATION"

## KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: Federal Annex. PHONE: 31551. STUDIO ADDRESS: South Central Ave. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

General Manager.....Lloyd C. Thomas
Commercial Manager.....Warren Binkley
Program Manager.....Fred Christensen
Chief Engineer.....Walter M. Ely



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### Coverage

| | |
|---|---|
| Population—Primary | 454,497 |
| Radio Homes— " | 87,140 |

Source: Mail response analysis.

## K F A B

"NEBRASKA'S MOST POWERFUL BROADCAST STATION"

**LINCOLN—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 770 Kc. POWER: 10,000 Watts. OWNED BY: KFAB Broadcasting Co. OPERATED BY: KFAB Broadcasting Co. BUSINESS ADDRESS: Hotel Lincoln. PHONE: 2-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 17th St. and Holdredge. TIME ON THE AIR: 4:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....Frank D. Throop
Vice-President.....Joe W. Seacrest
Vice-President.....C. L. Carper
Secretary-Assistant Treasurer.....Charles T. Stuart
Treasurer—Assistant Secretary.....Sarry B. Sidles
General Manager.....Don Searle
Station Manager.....W. Judson Woods
Sales Manager.....Frank Pellegrin
Local Sales Manager.....W. Judson Woods
Chief Announcer.....C. D. "Chuck" Miller
Publicity Director.....Bruce Wallace
Program Director.....Lowell "Jiggs" Miller
Chief Engineer.....Mark Bullock

### Coverage

| | |
|---|---|
| Population—Primary | 1,534,513 |
| Radio Homes— " | 311,230 |
| Population—Secondary | 1,810,960 |
| Radio Homes— " | 368,590 |

Source: U. S. Census; Joint Committee.

### Representative

The Katz Agency

## K F O R

"THE VOICE OF LINCOLN"

**LINCOLN—EST. 1924**

MUTUAL BROADCASTING SYSTEM
CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Cornbelt Broadcasting Corp. OPERATED BY: Cornbelt Broadcasting Corp. BUSINESS ADDRESS: Hotel Lincoln. PHONE: 2-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 4607 South 48th. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....Frank D. Throop
Vice-President.....Joe W. Seacrest
Vice-President.....C. L. Carper
Secretary-Assistant Treasurer.....Charles T. Stuart
Treasurer-Assistant Secretary.....Harry B. Sidles
General Manager.....Don Searle
Station Manager.....W. Judson Woods
Sales Manager.....Frank Pellegrin
Local Sales Manager.....W. Judson Woods
Chief Announcer.....C. D. "Chuck" Miller
Program & Musical Director.....John Hanssen
Publicity Director.....Angus Nicoll
Chief Engineer.....Mark Bullock

### Coverage

| | |
|---|---|
| Population—Primary | 270,990 |
| Radio Homes— " | 58,770 |
| Population—Secondary | 155,652 |
| Radio Homes— " | 44,530 |

Source: U. S. Census.

### Representative

The Katz Agency

## W J A G

"WITH JOY AND GLADNESS"

**NORFOLK—EST. 1922**

FREQUENCY: 1060 Kc. POWER: 1000 Watts. OWNED BY: Norfolk Daily News. OPERATED BY: Norfolk Daily News. BUSINESS AD-

1310 ON THE DIAL **KGFW BULLETIN** PHONE 31551

"THE MIDWAY STATION OF THE NATION"

OWNED AND OPERATED BY
CENTRAL NEBRASKA BROADCASTING CORPORATION
KEARNEY, NEBRASKA

RADIO DAILY, NEW YORK

57,900 FARM HOMES AND 18,430 CITY HOMES WITH RADIO SETS IN KGFW PRIMARY AREA ARE REJOICING OVER HEAVY WINTER SNOWS THAT INSURE MILLIONS OF DOLLARS IN 1940 CROPS. KGFW IS ONLY FULL TIME STATION SERVING THIS RICH AGRICULTURAL AREA, WITH 386,402 POPULATION. WILL GLADLY SUPPLY NATIONAL AND REGIONAL ADVERTISERS AND THEIR AGENCIES WITH FULL INFORMATION. WATCH KGFW AND ITS AREA.

LLOYD C. THOMAS
GENERAL MANAGER KGFW

KEARNEY, NEBRASKA
FEBRUARY 15, 1940



www.americanradiohistory.com

DRESS: 116 N. Fourth St. PHONE: 432. STUDIO ADDRESS: Hotel Norfolk. TRANSMITTER LOCATION: W. Koenigstein Ave. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 10:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Norfolk Daily News. NEWS SERVICE USED: Associated Press. TRANSCRIPTION SERVICE: Langworth.

### *Personnel*

President ..... Gene Huse
Station Manager ..... Art Thomas
Program Director ..... Russell Jensen
Chief Engineer ..... Frank Weidenbach

### *Coverage*

| | |
|---|---|
| Population—Primary | 291,595 |
| Radio Homes— " | 51,890 |
| Population—Secondary | 1,358,649 |
| Radio Homes— " | 283,750 |

Source: U. S. Census.

### *Representative*

Howard H. Wilson Co.

## K G N F

"WESTERN NEBRASKA'S DEPENDABLE DAYTIME STATION"

### NORTH PLATTE—EST. 1930

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCATION: 1521 W. 12th. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### *Personnel*

President and Station Manager ..... W. I. LeBarron
Secretary-Treasurer ..... LeBarron
Chief Engineer ..... J. B. Eaves

### *Coverage*

| | |
|---|---|
| Population—Primary | 468,800 |
| Radio Homes— " | 94,680 |

Source: Joint Committee: CBS survey.

## K O I L

### OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha National Bank Bldg. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight, daily except Saturday and Sunday; 6:30 A.M. to 12:30 P.M., Saturdays; 8:00 A.M. to midnight, Sundays. NEWSPAPER AFFILIATION: Lincoln Star, Nebraska State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President ..... Frank Throop
General Manager ..... Don Searle
Sales Manager ..... Frank Pellegrin
Program Director ..... Harold Hughes
Merchandising Manager ..... R. Bruce Wallace
Chief Engineer ..... Mark Bullock

### *Coverage*

| | |
|---|---|
| Population—Primary | 529,237 |
| Radio Homes— " | 122,400 |
| Population—Secondary | 422,726 |
| Radio Homes— " | 90,080 |

Source: U. S. Census; Joint Committee.

### *Representative*

The Katz Agency

## K O W H

### OMAHA—EST. 1922

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: World Publishing Co. OPERATED BY: Omaha World Herald. BUSINESS ADDRESS: 8th Floor, World-Herald Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press, Omaha World-Herald. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

### *Personnel*

Manager ..... Vernon H. "Bing" Smith
Assistant Manager ..... Frank E. Shoppen
Commercial Manager ..... Clem Young

### *Representative*

William G. Rambeau Co.

## W O W

"YOUR VOICE OF THE AIR"

### OMAHA—EST. 1923

NBC (Basic Red)
CORNBELT WIRELESS REBROADCASTING SERVICE

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE: WE 3400. STUDIO ADDRESS: Insurance Bldg. TRANSMITTER LOCATION: 56th and Kansas Ave. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus NAB Recorded Library, Langworth.

### *Personnel*

President ..... De E. Bradshaw
Personnel Director ..... William Ruess
Station Manager ..... John J. Gillin, Jr.
Program Manager & Chief Announcer ..... Harry Burke
Promotion Manager ..... Howard O. Peterson
Publicity Director ..... Bill Wiseman



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Director of News & Special Events .....Foster May
Chief Engineer.....Wm. J. Kotera

### *Coverage*

Population—Primary .....*4,003,800
Radio Homes— " ..... 816,690

* Based on mail return from counties in six states.

### *Representative*

John Blair & Company

•

## K G K Y

"THE VOICE OF AMERICA'S VALLEY OF THE NILE"

**SCOTTSBLUFF—EST. 1930**

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½ Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: South Broadway. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

### *Personnel*

President and Station Manager...L. L. Hilliard
Vice-President-Commercial Manager.....R. M. Stewart
Publicity Director-Chief Announcer .....Bill Walter
Chief Engineer.....Harlan Morrison

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 63,358 | 47,942 |
| Radio Homes— " .... | 12,208 | 10,087 |
| Population—Secondary .. | 109,867 | 51,490 |
| Radio Homes— " .. | 20,463 | 11,397 |

Source: U. S. Census; Department of Commerce.

# NEVADA

**Population 101,000**

Number of Families 30,000 — Number of Radio Homes 28,500
Retail Sales $48,325,200 — Auto Registrations 38,800

## K O H

"THE VOICE OF NEVADA"

**RENO—EST. 1930**

NATIONAL BROADCASTING SYSTEM
CALIFORNIA RADIO SYSTEM

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 440 N. Virginia. PHONE: 5106-7. STUDIO ABDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

### *Personnel*

Vice-President .....G. C. Hamilton
Business Manager.....Howard Lane
Station Manager.....Wallie D. Warren
Chief Announcer.....Merrill Inch
Chief Engineer.....Hewitt Kees

### *Representative*

Paul H. Raymer Company

# NEW HAMPSHIRE

**Population 510,000**

Number of Families 136,000 — Number of Radio Homes 124,400
Retail Sales $167,841,300 — Auto Registrations 126,400

## W L N H

"SERVING CENTRAL NEW HAMPSHIRE"

**LACONIA—EST. 1922**

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Northern Broadcasting Co. OPERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: Masonic Temple Bldg. PHONE: 501. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sanbornton, N. H. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News, United Press.



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### Personnel

President.....Malcolm Jenney
General Manager.....Earle Clement
Chief Announcer.....Sherwin Greenlaw
Chief Engineer.....William MacDonald

### Coverage

| | |
|---|---|
| Population—Primary | 107,347 |
| Radio Homes— " | 27,836 |

Source: Station survey.

### Representative

Weed & Company

•

## WKNE

"RADIO CAPITOL OF VERMONT & NEW HAMPSHIRE"

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Twin State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Keene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Harry C. Wilder
Station and Commercial Manager.....Herman Steinbruch

THE BIG NEWS OF 1940

*A New Station in the Heart of New England*

WKNE

KEENE

*New Hampshire*

•

*New Transmitter—Increased Coverage — An Ideal Test Market for New England*

•

COLUMBIA NETWORK

PAUL H. RAYMER CO., Nat'l Representatives

(Formerly WNBX—located in Springfield, Vermont)

Program and Publicity Director....Nick Carter
Chief Engineer.....Willis F. Moore

### Coverage

| | |
|---|---|
| Population—Primary | 348,900 |
| Radio Homes— " | 85,100 |
| Population—Secondary | 265,000 |
| Radio Homes— " | 65,600 |

Source: Field strength survey.

### Representative

Paul H. Raymer Co.

•

## WFEA

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: N. H. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 7:30 A.M. to Midnight; Sunday 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

### Personnel

President.....Mrs. Henry P. Rines
Manager.....C. G. H. Evans

### Coverage

| | |
|---|---|
| Population—Primary | 280,000 |
| Radio Homes— " | 62,300 |
| Population—Secondary | 198,700 |
| Radio Homes— " | 42,000 |

Source: Mail response analysis.

### Representative

Weed & Company

•

## WHEB

PORTSMOUTH—EST. 1932

GRANITE STATE NETWORK
(WHEB—WFEA—WLNH—WNBX)

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: Granite State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 39 Congress St. PHONE: 2670-1. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to one hour after local sunset; Sunday, no commercial schedule. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

### Personnel

President.....H. J. Wilson
General Manager.....H. C. Wilson

### Coverage

| | |
|---|---|
| Population—Primary | 1,779,430 |
| Radio Homes— " | 400,210 |
| Population—Secondary | 671,140 |
| Radio Homes— " | 125,280 |

Source: Station survey.



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# NEW JERSEY

Population 4,343,000

Number of Families 1,098,000 — Number of Radio Homes 1,022,500

Retail Sales $1,342,328,900 — Auto Registrations 1,023,226

## WCAP

"THE VOICE OF CITY OF ASBURY PARK"

### ASBURY PARK—EST. 1927

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broadcasting Co. BUSINESS ADDRESS: 4 Convention Hall. PHONE: 1911-2955. STUDIO ADDRESS: 8, 10, 12 Convention Hall. TRANSMITTER LOCATION: Whitesville, N. J. TIME ON THE AIR: Shares time with WCAM and WTNJ. NEWS SERVICE: local news. MAINTAINS ARTISTS' BUREAU.

#### *Personnel*

President.....George S. Ferguson
Station Manager.....V. N. Scholes
Commercial Manager.....D. Johanson
Technical Advisor.....Thomas F. Burley
Musical Director.....G. H. Scott
Chief Engineer.....Ernest G. Ruckle

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 491,486 | 491,486 |
| Radio Homes— " ..... | 98,750 | 98,750 |
| Population—Secondary .. | 4,100,976 | 4,100,976 |
| Radio Homes— " ..... | 1,385,700 | 1,385,700 |

Source: Station survey.

## WBAB *

### ATLANTIC CITY—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Press Union Publishing Co. OPERATED BY: Press Union Publishing Co. BUSINESS ADDRESS: Atlantic City. STUDIO ADDRESS: Atlantic City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSAPER AFFILIATION: Atlantic City Press, Atlantic City Union.

*Station was licensed to operate under a construction permit and reported that construction had not begun on transmiter at time of going to press.

## WSNJ

"SERVING SOUTH JERSEY AND DELAWARE FROM BRIDGETON"

### BRIDGETON—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

#### *Personnel*

President-Manager.....Howard S. Frazier
Commercial Manager.....Jack Plumley
Publicity Director.....Paul Alger
Chief Engineer .....Russel Ely

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 106,380 | 106,380 |
| Radio Homes— " ..... | 26,595 | 26,595 |
| Population—Secondary .. | 343,043 | ..... |

Source: Field intensity measurements; Joint Committee.

#### *Representative*

Cox & Tanz

## WCAM

### CAMDEN—EST. 1926

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Camden. OPERATED BY: Same. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: 10:30 to 11:30 A.M., Mondays, Wednesdays and Fridays; 2:00 to 5:00 P.M., Mondays through Fridays; 8:00 P.M. to 12:00 Midnight, Mondays; 9:00 P.M. to 12:00 Midnight, Fridays; 10:15 A.M.



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to 12:30 P.M. and 3:00 P.M. to 5:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station Manager.....Frederick Caperoon
Program Director and Chief Announcer.....Robert Horn
Musical Director.....E. Nelson Layman
Chief Engineer..... C. E. Onens

### Coverage

| | |
|---|---|
| Population—Primary | 2,696,919 |
| Radio Homes— " | 544,900 |
| Population—Secondary | 391,143 |
| Radio Homes— " | 82,400 |

Source: Station survey.

### Representative

Mack Radio Sales Co.

•

## WAAT

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts. OWNED BY: Bremer Broadcasting Corp. OPERATED BY: Bremer Broadcasting Corp. BUSINESS ADDRESS: 50 Journal Square. PHONE: Journal Square 0716-7-8 and Market 3-0383. NEW YORK OFFICE: RKO Bldg. PHONE: REctor 2-5878 and CIrcle 5-5780. STUDIO ADDRESS: 50 Journal Square. TRANSMITTER LOCATION: Labor Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.); 6:00 A.M. to 7:00 P.M. (E.D.S.T.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President and General Manager.....Paul H. LaStayo
Program Director.....Gabrielle Haas
Chief Announcer .....Maurice Hart
Sales Manager.....A. B. Schillin
Production Manager.....Louis Tappe
Publicity Director.....Jay Stanle
Musical Director .....Fabe Nicholson
Chief Engineer.....Anthony Castellani

### Coverage

| | |
|---|---|
| Population—Primary | 12,000,000 |
| Radio Homes— " | 3,800,000 |
| Population—Secondary | 2,000,000 |
| Radio Homes— " | 587,000 |

Source: Station survey.

### Representative

Burn-Smith Co.

•

## WHOM

"ON YOUR DIAL AT 1450"

JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St., New York City. PHONE: Journal Square 2-9595, PLaza 3-4204, New York. STUDIO ADDRESS: 2870 Hudson Blvd., Jersey City, N. J.; 29 W. 57th St., New York City. TRANSMITTER LOCATION: Jersey City, N. J. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Paul F. Harron
Station and Commercial Manager .....Joseph Lang
Program & Continuity Director.....West W. Willcox
Musical Director.....G. DeLuca
Office Manager.....Ida Mortenghi
Chief Engineer.....Allison Burnham

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 10,000,000 | 12,000,000 |
| Radio Homes— " | 3,700,000 | 6,000,000 |

Source: Station survey.

(See Page 455)


**WHAT MAKES A STATION A GOOD STATION?**

•

*GOOD* place on the dial (940 K.C.)
*GOOD* signal strength (received as well as any 50,000 watts)
*GOOD* market coverage (Metropolitan N. Y., Jersey City & Suburbs)
*GOOD* audience acceptance (just ask us to prove it)

*And Most Important of All*

*LOW* comparative cost (look at our rate card)

**WAAT**

JERSEY CITY




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# WHBI

## NEWARK—EST. 1922

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: May Radio Broadcasting Corp. OPERATED BY: May Radio Broadcasting Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newark. TIME ON THE AIR: Part time.

### *Personnel*

President-General Manager..James L. Shearer

# WOR

"ONE OF AMERICA'S GREAT STATIONS"

## NEWARK—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 50,000 Watts. OWNED BY: Bamberger Broadcasting Service. OPERATED BY: Same. BUSINESS ADDRESS: 131 Market St. PHONE: (Newark) Market 2-1212. (New York) PEnnsylvania 6-8383. STUDIO ADDRESS: 131 Market St., Newark and 1440 Broadway, N. Y. C. TRANSMITTER LOCATION: Carteret. TIME ON THE AIR: (daily) 6:16 A.M. to 2:00 A.M. (Sunday) 7:45 A.M. to 2:00 A.M. NEWS SERVICES: Transradio Press Service, General News Ticker (Sports). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; Complete facilities plus own recording equipment.

### *Personnel*

President.....Alfred J. McCosker
Vice president and general manager.....Theodore C. Streibert
Vice president in charge of sales.....Frank Braucher
Vice-President in Charge of Program Operations...Julius F. Seebach, Jr.
Director of public relations and special features.....G. W. Johnstone
Chief Engineer.....J. R. Poppele
Director WOR Artists Bureau..Nat Abramson
Director of Sales Promotion.....Joe Creamer
Musical Director.....Alfred Wallenstein
Sales Manager.....Eugene S. Thomas

### *Coverage*

| | |
|---|---|
| Population—Guaranteed ..... | *18,070,855 |
| Radio Homes— " ..... | *4,261,788 |

* Includes both primary and secondary areas.

Source: U. S. Census.

### *Representatives*

Paul A. Belaire, Boston, Mass.
Harold C. Higgins, Chicago, Ill.
Edward S. Townsend, San Francisco

# WBRB

"HOME TOWN STATION"

## RED BANK—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Monmouth Broadcasting Co. OPERATED BY: Monmouth Broadcasting Co. BUSINESS ADDRESS: 63 Broad St. PHONE: 980. STUDIO ADDRESS: 63 Broad St. TRANSMITTER LOCATION: 63 Broad St. TIME ON THE AIR: Divides time with WFAS and WGBB. NEWS SERVICE: Local and country news gathered.

### *Personnel*

President.....Thomas F. Burley, Jr.
Station Manager.....Lillian Mayhew
Commercial Manager.....V. N. Scholes
Chief Engineer.....Robert Johnson

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 359,417 | 359,417 |
| Radio Homes— " .... | 89,300 | 89,300 |

Source: U. S. Department of Commerce.

# WTNJ

## TRENTON—EST. 1923

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 150 East State St. PHONE: Trenton 8149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lincoln Highway. TIME ON THE AIR: 7:00 A.M. to 10:30 A.M. and 5:00 P.M. to 8:00 P.M.; Saturday, 7:00 A.M. to 10:30 A.M. and 4:00 P.M. to 8:00 P.M.; Sunday, 5:00 P.M. to 8:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION: NAB Library, Associated, Langworth.

### *Personnel*

Vice-President-General Manager....F. J. Wolff

# WAWZ

## ZAREPHATH—EST. 1931

FREQUENCY: 1350 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire Church. OPERATED BY: Same. BUSINESS ADDRESS: Zarephath. PHONE: Bound Brook 223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alma White College. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Monday, Wednesday, Thursday and Friday; 7:45 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Tuesday and Saturday; 6:00 A.M. to 9:00 A.M., 11:00 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M. and 7:00 P.M. to 8:30 P.M., Sunday. TRANSCRIPTION SERVICE: Makes own transcriptions.

### *Personnel*

President .....Bishop Alma White
Vice-President-Secretary-Co-Manager.....Arthur K. White
Vice-President-Co-Manager.....Ray B. White
Musical Director.....Kenneth Randolph
Chief Engineer .....N. L. Wilson

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 92,200 |
| Population—Secondary ..... | 504,484 |

Source: Field intensity measurements.



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# NEW MEXICO

Population 422,000

Number of Families 102,000 — Number of Radio Homes 62,300

Retail Sales $97,626,100 — Auto Registrations 118,327

## K G G M

"THE FRIENDLY VOICE OF NEW MEXICO"

ALBUQUERQUE—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kimo Theater Bldg. PHONE: 929-930. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Albuquerque. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President ..... N. M. Switzer
Vice-President ..... A. R. Hebenstreit
General Manager ..... Mike Hollander
Production Manager ..... Elmer Fondren
Merchandising Manager ..... C. E. Redman
Musical Director ..... Ken Gorsuch
Chief Engineer ..... Leonard Dodds

### *Coverage*

| | |
|---|---|
| Population—Primary | 207,540 |
| Radio Homes— " | 29,920 |
| Population—Secondary | 381,328 |
| Radio Homes— " | 59,910 |

Source: Mail response analysis.

### *Representative*

Howard H. Wilson Co.

## K O B

"THE VOICE OF NEW MEXICO"

ALBUQUERQUE—EST. 1920

NBC (RED AND BLUE SUP.)

FREQUENCY: 1180 Kc. POWER: 10,000 watts. OWNED BY: Albuquerque Broadcasting Co. OPERATED BY: Albuquerque Broadcasting Co. BUSINESS ADDRESS: 424 W. Gold Ave. PHONE: 1180. STUDIO ADDRESS: 424 W. Gold Ave. TRANSMITTER LOCATION: Alameda. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, MacGregor & Sollie.

### *Personnel*

Presldent ..... T. M. Pepperday
Manager ..... Frank Quinn
Chief Engineer ..... Geo. S. Johnson

### *Coverage*

| | |
|---|---|
| Population—Primary | 191,261 |
| Radio Homes— " | 28,770 |
| Population—Secondary | 545,495 |
| Radio Homes— " | 88,670 |

Source: Field intensity measurements and mail response analysis: U. S. Census: Joint Committee.

### REPRESENTATIVE

The Katz Agency

## K L A H

"THE CAVERN CITY STATION"

CARLSBAD—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Jack Hawkins and Barney Hubbs. OPERATED BY: Jack Hawkins and Barney Hubbs. BUSINESS ADDRESS: Crawford Hotel. PHONE: 244 STUDIO ADDRESS: Crawford Hotel. TRANSMITTER LOCATION: Carlsbad. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

Station Manager ..... Jack Hawkins
Commercial Manager ..... Lucille Nelson
Chief Announcer ..... Louis Pitchford
Chief Engineer ..... Harry Boehnemann

## K I C A

"THE BROADCASTING SERVICE OF EASTERN NEW MEXICO AND WEST TEXAS"

CLOVIS—EST. 1931

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Western Broadcasters, Inc. OPERATED BY: Western Broadcasters, Inc. BUSINESS ADDRESS: 412 Pile. PHONE: 3 & 4. STUDIO ADDRESS: 412 Pile. TRANSMITTER LOCATION: Hillcrest Park. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: Radio News Ass'n, NEA. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

### *Personnel*

President and Station Manager ..... Chas. C. Alsup
Continuity Director ..... Lyman Brown
Publicity Director ..... Doris Williams
Program Director ..... Karl William Schroeder
Musical Director ..... Mrs. J. E. Alsup
Chief Announcer ..... Olin Johnson
Chief Engineer ..... Paul Cochran

## K A W M

"IN THE LAND OF ENCHANTMENT"

GALLUP—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: A. W. Mills. OPERATED BY: A. W. Mills. BUSINESS AD-



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DRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M.

### *Personnel*

Station Manager ..... A. W. Mills
Commercial Manager ..... Don Mills

### *Representative*

Cox & Tanz

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## K W E W

"KWEW IN HOBBS, THE FRIENDLY GATE TO THE SUNSHINE STATE"

HOBBS—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Davis & Schwegler.

### *Personnel*

General Manager ..... W. E. Whitmore
Station Manager ..... Orland A. Foster

•

## K G F L

"THE VOICE OF THE PECOS VALLEY"

ROSWELL—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio, Davis & Schwegler.

### *Personnel*

Station Manager ..... W. E. Whitmore
Commercial Manager ..... Charles Teas
Production Manager ..... Ed Safford, Jr.
Chief Engineer ..... James Simpson

•

## K V S F

SANTE FE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: New Mexico Broadcasting Co. BUSINESS ADDRESS: 750 Cerrillos Road. PHONE: 1456. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:30 P.M. to 9:30 P.M.; Sunday, 10:00 A.M. to 3:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

Station Manager-Chief Engineer ... J. L. Martin
Chief Announcer ..... M. D. Marshall

# NEW YORK

Population 12,959,000

Number of Families 3,372,000 — Number of Radio Homes 3,132,300

Retail Sales $5,224,678,800 — Auto Registrations 2,642,994

## W A B Y

ALBANY—EST. 1934

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

### *Personnel*

General Manager ..... Harold E. Smith
Assistant Manager ..... Deuel Richardson
Sales Manager ..... Harry Goldman
Chief Engineer ..... James A. Corey

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 542,500 |
| Radio Homes— " ..... | 136,300 |
| Population—Secondary ..... | 112,400 |
| Radio Homes— " ..... | 35,000 |

Source: Mail response analysis.

### *Representative*

J. P. McKinney, Special Agent



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# WOKO

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4193. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth and NAB Library.

### Personnel

President.....Raymond M. Curtis
General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson

### Coverage

| | |
|---|---|
| Population—Primary | 621,000 |
| Radio Homes— " | 156,200 |
| Population—Secondary | 368,300 |
| Radio Homes— " | 93,200 |

Source: Mail response analysis.

### Representative

J. P. McKinney, Special Agent

# WMBO

"THE VOICE OF THE FINGER LAKES"

AUBURN—EST. 1926

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 433 Studio—431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....William O. Dapping
Station Manager.....Frederick L. Keesee
Commercial Manager.....F. L. Keesee
Publicity Director.....Dorothy Bolin
Chief Engineer.....Herbert House

### Coverage

| | |
|---|---|
| Population—Primary | 677,848 |
| Radio Homes— " | 167,890 |

Source: Station survey.

# WNBF

"WHY NOT BINGHAMTON FIRST"

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts.

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OWNED BY: Howitt-Wood Radio Co. OPERATED BY: Cecil D. Mastin, Mgr. BUSINESS ADDRESS: Arlington Hotel. PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

### *Personnel*

President .....John C. Clark
General Manager.....Cecil D. Mastin
Sales Manager .....Harry Trenner
Advertising Manager.....Virginia Howe
Service Director.....Leonard Whitelaw
Chief Announcer.....Durwood Finch
Musical Director .....Elizabeth Lamb
Chief Engineer .....Lester H. Gilbert

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 475,000 | 320,000 |
| Radio Homes— " .... | 119,000 | 78,000 |
| Population—Secondary .. | 428,000 | 581,000 |
| Radio Homes— " .. | 101,000 | 142,000 |

Source: Station survey.

### *Representative*

John Blair & Company

## WARD

"THE INDEPENDENT METROPOLITAN STATION"

### BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 427 Fulton St. PHONE: Triangle 5-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Greenpoint, Brooklyn. TIME ON THE AIR: Shares time (actual, 29½ hours). MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

### *Personnel*

Station Manager .....Aaron Kronenberg
Program Director.....Franklin H. Small
Artists Bureau Head.....Samuel H. Cohen
Publicity Director.....Dick Weaver
Musical Director.....Samuel Medoff
Chief Engineer.....Abraham Haas

### *Representative*

Crown Advertising Inc.

## WBBC

"BROOKLYN'S OWN STATION"

### BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: TRiangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avenue X & East 70th. TIME ON THE AIR: Shares time with WARD, WLTH and WVFW.

### *Personnel*

General Manager and Chief Engineer .....Peter Testan
Commercial Manager.....Arnold J. Jaffe

## WBBR

### BROOKLYN—EST. 1934

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. PHONE: MAin 4-9735. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staten Island. PHONE: HOneywood 1379. TIME ON THE AIR: Shares time.

### *Personnel*

Manager.....Andrew K. Wagner
Musical Director.....Carl Klein
Dramatic Director.....Max Freschel

## WCNW

"THIS IS THE TRI-STATE BROADCASTING SYSTEM"

### BROOKLYN—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: INgersoll 2-1500. STUDIO ADDRESS: 846 Flatbush Ave. and 101 Park Ave., New York City. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: Shares day and evening with WWRL. TRANSCRIPTION SERVICE: Davis & Schwegler.

### *Personnel*

Owner-Chief Engineer.....Arthur Faske
General Manager.....A. R. Steinberg
Commercial Manager.....Ben Levin
Program Director.....Roger Wayne
Publicity Director.....Wellington Wright
Musical Director .....Roger Wayne
Chief Operator.....M. Goldberg

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 12,000,000 | 4,000,000 |
| Radio Homes— " .... | 3,000,000 | 2,000,000 |

### *Representative*

William R. Stewart

## WVFW

"VOICE OF THE VETERANS OF FOREIGN WARS"

### BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: Paramount Broadcasting Corp. OPERATED BY: Paramount Broadcasting Corp. BUSINESS ADDRESS: One Nevins St. PHONE: TRi 5-0313 TRi 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: Flatbush. TIME ON THE AIR: Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Davis & Schwegler.



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### Personnel

President.....Harold J. Burke
Managing Director.....Salvatore D'Angelo
Chief Announcer.....Frank Daniels
Musical Director.....Lillian Delson
Chief Engineer.....Hermann Florex

### Coverage

Station claims coverage of the Metropolitan Area.

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## WBEN

### BUFFALO—EST. 1930

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: Martinsville. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press (also services of affiliated newspaper). TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler, Langworth.

### Personnel

President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
Station Manager.....Edgar H. Twamley
Commercial Manager.....Clifford M. Taylor
Chief Announcer.....George Torge
Publicity Directors.....Joe Betzer, Joe Haeffner
Musical Director.....Robert Armstrong
Chief Engineer.....Ralph J. Kingsley

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,890,780 | 1,043,630 |
| Radio Homes— " .... | 451,640 | 243,600 |
| Population—Secondary .. | 909,430 | 1,032,340 |
| Radio Homes— " .. | 219,480 | 251,370 |

Source: Statistical Department of National Broadcasting Co.

### Representative

Edward Petry & Co., Inc.

•

## WBNY

### BUFFALO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 154 East Eagle St. TIME ON THE AIR: 7:00 A.M. to 8:30 A.M., 10:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

NBC RED NETWORK

WHEN YOU
*tell*
THE WBEN
AUDIENCE, YOU
*sell*
ALL BUFFALO

•

NEW YORK STATE'S
SECOND MARKET

NEWS COMES FIRST
at
WBNY

•

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

•

WBNY
Owned and Operated by
ROY L. ALBERTSON
485 Main Street Buffalo, N. Y.



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### Personnel

Owner and General Manager.....Roy L. Albertson
Program Director.....Robert A. Sherry
Chief Engineer.....Thomas L. Vines

### Coverage

Population—Primary ..... 1,023,200
Radio Homes— " ..... 241,900
Source: Field intensity measurements.

## WEBR

"BUFFALO'S FRIENDLY STATION"

### BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: WEBR, Inc. OPERATED BY: Buffalo Evening News. BUSINESS ADDRESS: Broadcasting House, 23 W. North St. PHONE: Lincoln 7133. STUDIO ADDRESS: 23 W. North St. TRANSMITTER LOCATION: Larkin Terminal Bldg. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
Station Director.....C. Robert Thompson
Sales Manager.....William Doerr, Jr.
Program Director.....Kay Burkhardt
Continuity Editor.....Roy Black, Jr.
Chief Announcer.....Peter Krug
Production Manager.....Albert Zink
Chief Engineer.....Ralph Kingsley

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 908,266 | 908,266 |
| Radio Homes— " .... | 213,600 | 213,600 |

Source: Field intensity measurements.

### Representative

Weed & Co.

## WGR

### BUFFALO—EST. 1922

MUTUAL-COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buffalo Broadcasting Corp. OPERATED BP: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Bldg. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawanda. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Inc., Associated Music.

### Personnel

Executive Vice-President.....I. R. Lounsberry
Advertising Manager.....A. F. Busch
Program Director.....H. C. Rice
Sales Manager.....Lewis H. Avery
Publicity Director.....A. F. Busch
Chief Engineer.....Karl B. Hoffman

### Coverage

Population—Primary ..... 1,282,000
Radio Homes— " ..... 303,100
Population—Secondary ..... 1,542,600
Radio Homes— " ..... 367,500
Source: Mail response analysis.

### Representative

Free & Peters, Inc.

## WKBW

### BUFFALO—EST. 1925

MUTUAL—COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Building. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawanda. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music.

### Personnel

Executive Vice-President.....I. R. Lounsberry
Program Director.....Herbert C. Rice
Sales Manager.....Lewis H. Avery
Publicity Director.....A. F. Busch
Chief Engineer.....Karl B. Hoffman

### Coverage

Population—Primary ..... 1,110,600
Radio Homes— " ..... 258,900
Source: Field intensity survey.

### Representative

Free & Peters, Inc.

## WSVS

"BUFFALO'S EDUCATIONAL STATION"

### BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts. OWNED BY: Board of Education. OPERATED BY: Seneca Vocational High School. BUSINESS ADDRESS: 666 E. Delavan Ave. PHONE: Filmore 7190. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00 P.M. to 3:00 P.M.

### Personnel

Principal.....Elmer S. Pierce
Station Manager .....Lowell C. Kitchin
Chief Engineer.....Walter Bieda

## WCAD

"VOICE OF THE NORTH COUNTRY"

### CANTON—EST. 1924

FREQUENCY: 1220 Kc. POWER: 500 watts. OWNED BY: St. Lawrence University. OPERATED BY: St. Lawrence University. BUSINESS ADDRESS: Canton. PHONE: 276. STUDIO



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ADDRESS: Canton. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:30 to 1:30—3:00 to 4:00 (daily except Sunday). NEWS SERVICE: Christian Science Monitor.

### Personnel

President.....Dr. Laurens H. Seelye
Chairman of Committee on Radio.....R. C. Ellsworth
Station Manager.....H. K. Bergman
Chief Announcer.....Jack Emmanuel
Musical Director.....H. Wellington Stewart
Chief Engineer.....Dr. Ward C. Priest
Radio Workshop Director.....Ruth Willard

## WENY

### ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Elmira Star-Gazette Inc. OPERATED BY: Same. BUSINESS ADDRESS: Mark Twain Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmira. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M., daily; 9:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATION: Elmira Star-Gazette, Sunday Telegraph, Elmira Advertiser. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Director.....Dale L. Taylor
Commercial Manager.....Joseph M. Cleary
Program Director.....George R. Clapp
Chief Engineer.....Perry Esten

### Coverage

| | |
|---|---|
| Population—Primary ..... | 150,000 |
| Radio Homes— " ..... | 40,595 |

Source: Station survey.

### Representative

J. P. McKinney, Special Agent

## WESG

### ELMIRA—EST. (1921 as WEAI) 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts. OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially). BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forrest Home, N. Y. TIME ON THE AIR: 7:30 A.M. to sundown (New Orleans). NEWSPAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett). United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....Dale L. Taylor
Commercial Manager.....Ernest Oliver
Program Director.....Hal Wagner
Publicity Director.....Glenn Williams
Musical Director.....Harry Springer

### Coverage

| | |
|---|---|
| Population—Primary ..... | 472,100 |
| Radio Homes— " ..... | 110,000 |
| Population—Secondary ..... | 2,714,200 |
| Radio Homes— " ..... | 651,280 |

Source: CBS Listener and Dealer Survey.

### Representative

J. P. McKinney, Special Agent

## WGBB

"LONG ISLAND'S BROADCAST STATION"

### FREEPORT—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 Dodell St. TIME ON THE AIR: Shares time with WBRB, WFAS. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Owner and General Manager...H. H. Carman
Chief Announcer .....J. Dudley
Publicity Director .....A. Cheesman
Chief Engineer.....George Graham

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 400,000 | 200,000 |
| Population—Secondary .. | 200,000 | 100,000 |

Source: County Census.

## WJTN

"YOUR FRIEND AND NEIGHBOR"

### JAMESTOWN—EST. 1936

NATIONAL BROADCASTING CO. (BLUE)
NEW YORK BROADCASTING SYSTEM, INC.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 5-151-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jones and Gifford Ave. TIME ON THE AIR: (daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

### Personnel

President.....Col. H. C. Wilder
Vice-President.....Fred R. Ripley
Treasurer.....N. L. Kidd
Secretary-Manager .....Charles Denny
Station Manager.....Bosil F. Blizzard
Sales Manager.....Simon Goldman
Program Director.....G. T. Callison
Chief Engineer.....Harold J. Kratzert

### Coverage

| | |
|---|---|
| Population—Primary ..... | 250,000 |
| Radio Homes— " ..... | 62,000 |
| Population—Secondary ..... | 380,000 |
| Radio Homes— " ..... | 84,500 |

Source: Field intensity measurements.

### Representative

Paul H. Raymer Company



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# WKNY

## KINGSTON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Kingston Broadcasting Corp. OPERATED BY: Kingston Broadcasting Corp. BUSINESS ADDRESS: Governor Clinton Hotel. STUDIO ADDRESS: Governor Clinton Hotel. TRANSMITTER LOCATION: Yarmouth St. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President.....John R. McKenna
General Manager.....Leon Bernard
Program Director.....Ezra McIntosh

•

# WGNY

"MID-HUDSON VALLEY'S OWN HOME STATION"

## NEWBURGH—EST. 1933

FREQUENCY: 1220 Kc. POWER: 250 Watts. OWNED BY: WGNY Broadcasting Co. OPERATED BY: WGNY Broadcasting Co. BUSINESS ADDRESS: 161 Broadway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cochecton Turnpike. TIME ON THE AIR: Daytime Schedule. NEWSPAPER AFFILIATION: Newburgh Courier. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

### *Personnel*

President.....Merritt C. Speidel
Secretary.....Harry S. Bunker
Treasurer & Director.....Edward A. Chappell
Business Manager.....Dale Loughlin
Station & Commercial Manager.....W. E. Dunkelbarger
Program Director.....Janet Lumb
Chief Engineer.....Patrick Simpson

### *Coverage**

| | |
|---|---|
| Population—Primary | 563,335 |
| Radio Homes— " | 84,100 |

* Information based on 100 watts power; station now operates on 250 watts on 1220 kilocycles.


*"The Home Station of the Mid-Hudson Valley"*

The Only 250 Watt Station Between New York and Albany

**WGNY**

1220 on the Dial

♦

The Oldest and Only Local Station in the Mid-Hudson Valley on a Clear Regional Channel

♦

*Complete and Modern Studios Located in Newburgh and Poughkeepsie.*

*Newspaper Affiliation*


•

# WABC

"THE KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM"

## NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 860 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 485 Madison Ave. STUDIO ADDRESS: 485 Madison Ave. and 799 Seventh Ave. TRANSMITTER LOCATION: Wayne Township, N. J. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.; Saturday, 6:30 to 2:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated (Transcriptions to 9:00 A.M. only).

### *Personnel*

Sales Manager.....Arthur Hull Hayes
Sales Promotion Manager....Edwin Reynolds
Program Director.....George Allen
Sales Representative.....Jerome B. Harrison
Sales Representative.....Robert C. Mayo
Sales Representative....Beverly M. Middleton

(For additional personnel see listing of Columbia Broadcasting System, Inc., under networks.)

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 14,501,900 | 13,228,400 |
| Radio Homes— " | 3,415,530 | 3,161,480 |
| Population—Secondary | 18,531,600 | 24,568,100 |
| Radio Homes— " | 4,111,120 | 5,286,460 |

Source: Market Research Division of the Columbia Broadcasting System.

### *Representative*

Radio Sales

•

# WBIL*

## NEW YORK—EST. 1937

* Call letters eliminated early in 1940 and time taken over by WOV.



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# *back in 1939*

## FIRST...

*in national spot advertising among all independent stations in America's greatest market!*

## ...WHY?

CALL BRY. 9-7800 FOR THE ANSWER

# WHN

NEW YORK

AFFILIATED WITH LOEW'S THEATRES & M-G-M

CHICAGO OFFICE
360 N. MICHIGAN AVE.
TEL. RANDOLPH 5254

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# WBNX

"THE STATION THAT SPEAKS YOUR LANGUAGE"

## NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161st St. PHONE: MElrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 9:00 A.M. to 6:00 P.M. and 7:30 P.M. to 12:00 midnight; Sunday, 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3:00 P.M., 4:30 P.M. to 7:00 P.M. and 8:30 P.M. to 12:00 Midnight. NEWS SERVICE: International News Service.

### *Personnel*

President.....A. L. Haskell
Vice-President-General Manager.W. C. Alcorn
Secretary & Commercial Manager.W. I. Moore
Production Manager.....Edw. Ervin
Program Director.....Frank Johnson
Musical Director.....Fred Mendelsohn
Consult. Engineer.....H. L. Wilson

### *Coverage*

Population—Primary ..... 9,583,087
Source: Field intensity measurements.

•

# WEAF

## NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: CIrcle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellmore, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. NEWS SERVICE: Associated Press, United Press, International News Service.

### *Personnel*

Will Be Found Under NETWORKS

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 14,886,600 | 13,939,100 |
| Radio Homes— " | 3,532,600 | 3,321,800 |
| Population—Secondary | 12,595,600 | 17,649,200 |
| Radio Homes— " | 796,100 | 1,117,100 |

Source: NBC Circulation Studies; Joint Committee.

•

# WEVD

## NEW YORK—EST. 1927

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Debs Memorial Radio Fund. OPERATED BY: Same. BUSINESS ADDRESS: 117 W. 46th St. PHONE: Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: 7:00 A.M. to 10:00 A.M., 12:00 noon to 6:00 P.M. and 8:00 P.M. to 4:00 A.M.; No schedule Monday night.

### *Personnel*

Chairman of Board.....Adolph Held
Managing Director.....Henry Greenfield
Chief Announcer.....Gene King
Program Director.....George Field
Musical Director.....Nicholas Saslavsky
Chief Engineer.....Charles Brown

### *Coverage*

Population—Primary .....11,738,710
Radio Homes— " ..... 2,754,834
Population—Secondary ..... 4,815,860
Radio Homes— " ..... 1,067,780
Source: Station survey.

•

# WHN

"DIAL 1010"

## NEW YORK—EST. 1922

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRyant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: 20th Ave. & 31st St., Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

### *Personnel*

President.....Nicholas Schenck
Director.....Herbert L. Pettey
Sales Director.....Bert Lebhar, Jr.
Station Manager.....Frank Roehrenbeck
Artists Bureau.....Leo Cohen
Program Manager.....Fred Raphael
Production Department.....Maurice Barrett
Comptroller.....Jacques Van Straten
Chief Announcer.....Russell Clancy
Publicity Department.....Al Simon
Musical Director.....Don Albert
Chief Engineer.....Paul Fuelling

### *Coverage*

Population—Primary .....11,500,000
Radio Homes— " ..... 2,917,512
Population—Secondary ..... 2,250,000
Radio Homes— " ..... 909,988
Source: Department of Commerce.

### *Representative*

Chicago Office: 360 N. Michigan Ave.



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# *Now the fact is* PROVED

# WNEW *is* 1st

AMONG NEW YORK
NON-NETWORK STATIONS

**FIRST in audience listening**

(Hooper-Holmes Survey of New York listening) WNEW has twice the listening audience of its nearest competitor. WNEW captures as much as 33.4% of the audience against 18.8% by any other local station.

**FIRST in station publicity**

No other New York station of any size has had as many spreads in national magazines in 1939: 3 page spread in LIFE, 2 page spread in PIC, 2 page article in COLLIER'S, 2 articles in TIME. All praise WNEW.

**FIRST in classified billings**

Based on the survey of NATIONAL RADIO RECORDS —the only complete study of billings among New York Stations—WNEW took first place in billings by sponsor classification...a testimonial to WNEW's ability to move products *fast.*

**FIRST in program ideas**

(Serving New York and New Jersey 24 hours a day) Milkman's Matinee is the only successful all-night program in the Eastern U.S. "Make Believe Ballroom" is the *best known* and *most salesworthy* dance recording show in the United States.

*Put it* 1st *on your New York schedule for banner sales in* 1940

# WNEW

NEW YORK 1250 *on the dial*

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY ★ 1250 KILOCYCLES ★ 1000 WATTS BY NIGHT

*New York Office:* 501 MADISON AVENUE



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# WINS

"W-I-N-S, WINS, NEW YORK"

## NEW YORK—EST. 1924

COLONIAL—YANKEE

FREQUENCY: 1180 Kc. POWER: 1000 Watts. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 110 East 58th St. PHONE: EL-5-6100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 6:30 A.M. to 2 hours after local sunset, E.S.T. NEWSPAPER AFFILIATIONS: New York Journal American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated and Langlois & Wentworth.

### *Personnel*

Station Manager.....Carl Calman
Program Director.....Hazel Bower
Publicity Director.....B. S. Bercovici
Musical Director.....Louis Katzman
Production Manager.....Robert Cotton
Chief Engineer.....Paul Von Kunits

### *Coverage*

Population—Primary ..... 9,166,520
Radio Homes— " ..... 2,857,000
Source: Station Survey.

### *Representatives*

International Radio Sales

•

# WJZ

## NEW YORK—EST. 1921

KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press, International News Service.

### *Personnel*

Will Be Found Under NETWORKS

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 18,229,300 | 16,941,800 |
| Radio Homes— " ..... | 4,260,400 | 3,967,600 |
| Population—Secondary .. | 8,857,600 | 15,908,400 |
| Radio Homes— " ..... | 854,800 | 1,173,000 |

Source: NBC Circulation Studies; Joint Committee.

•

# WLTH

"THE RADIO THEATRE OF THE AIR"

## NEW YORK—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: The Voice of Brooklyn, Inc. OPERATED BY: The Voice of Brooklyn, Inc. BUSINESS ADDRESS: 105 Second Ave., N. Y. C. PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: 302 Green St., Greenpoint, N. Y. TIME ON THE AIR: Quarter Schedule. (Shares time with WARD, WBBC, WVFW). TRANSCRIPTION SERVICE: Lang-Worth.

### *Personnel*

President and General Manager.....Samuel J. Gellard
Chief Announcer.....Norman H. Warembud
Chief Engineer.....John Temple

### *Coverage**

Population—Primary ..... 6,930,446
Radio Homes— " ..... 1,663,000
*Station claims complete coverage of Jewish population.
Source: U. S. Census; Brooklyn Edison Market Survey; Joint Committee.

•

# WMCA

"FIRST ON YOUR DIAL, NEW YORK"

## NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Knickerbocker Broadcasting Co. OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: College Point, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

President.....Donald Flamm
Executive Vice-President-General Manager, Don S. Shaw
Vice President-Counsel....William Weisman
Secretary-Assistant to President, Sidney Flamm
Director of National Sales.....Charles Stark
Artists' Bureau and Program Manager, Ed Scheuing
Publicity Director.....Leon Goldstein
Musical Director.....Lee Grant
Chief Engineer.....Frank Marx

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 11,500,000 | 11,500,000 |
| Radio Homes— " ..... | 3,000,000 | 3,000,000 |

Source: Field intensity measurements.

### *Representative*

Chicago Branch Office
J. M. Ward

•

# WNEW

"SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY"

## NEW YORK—EST. 1934

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: Wodaam Corp. BUSI-



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## Tested Shows

| | |
|---|---|
| 60 Min. (Daily Partic.) | Italo-American Revue |
| 30 Min. (Daily Partic.) | La Famiglia Italiana |
| 6 — 15 Min. Weekly | Album of Love |
| 5 — 15 Min. Weekly | The Veiled Lady |
| 3 — 15 Min. Weekly | Sports by Spadaro |
| 2 — 15 Min. Weekly | Here's Your Answer |
| 1 — 60 Min. Weekly | Untold Glories of Italy |

STATISTICS show that the Italo-American Market in the New York-Metropolitan District has a *greater* Population, *more* Radio Homes and *bigger* Retail Sales than many KEY cities in the different sections of the country.

That is why such progressive Advertisers as Oxydol, Old Gold, Pillsbury Flour, Ivory Soap, Family Finance, Camay, etc., etc., are using WOV, in *addition* to their English programs in New York. The *low cost per sale results* they enjoy convinces them of the *need* for such *specialized* advertising.

With any of the *tested* shows listed above, you, too, can capitalize on our *definite buying influence* with 1,500,000 Italo-Americans who spend over a Billion Dollars annually!

GREATER NEW YORK BROADCASTING CORPORATION • NEW YORK CITY

WOV



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NESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION 277½ Paterson Plank Rd., Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 12:00 Midnight to 7:00 A.M.; 10:00 A.M. to 12:30 P.M.; and 6:30 P.M. to 9:00 P.M. (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. NEWS SERVICE: Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

### *Personnel*

Station Manager ..... Bernice Judis
Sales Manager ..... Herman Bess
National Sales Manager ..... Walter Duncan
Artist Bureau Head ..... Bernice Judis
Sales Promotion Manager ..... Halsey V. Barrett
Special Events and Publicity Director, Richard K. Bard
Continuity Editor ..... Doris Smith
Production Head ..... William McGrath
Chief Announcer ..... John Jaeger
Chief Engineer ..... M. J. Weiner
Musical Director ..... Merle Pitt

### *Coverage*

Population—Primary ..... 9,004,800
Radio Homes— " ..... 2,814,000
Population—Secondary ..... 947,200
Radio Homes— " ..... 296,000

### *Representative*

John Blair & Co.

## WNYC

"NEW YORK CITY'S OWN STATION"

### NEW YORK—EST. 1924

FREQUENCY: 810 Kc. POWER: 1000 watts. OWNED BY: City of New York. OPERATED BY: Municipal Broadcasting System. BUSINESS ADDRESS: Municipal Bldg. PHONE: WOrth 2-5600. STUDIO ADDRESS: Municipal Bldg. TRANSMITTER LOCATION: Greenpoint, Bklyn. TIME ON THE AIR: 7:00 A.M. to sunset (Minn., Minn.). NEWS SERVICE: International News Service, Associated Press.

### *Personnel*

Director ..... M. S. Novik
Chief Announcer ..... T. H. Cowan
Program Director ..... Seymour N. Siegel
Publicity Director ..... Richard Pack
Musical Director ..... Herman Neuman
Chief Engineer ..... Isaac Brimberg

## WOR

(See Newark, N. J.)

## WHOM

(See Jersey City, N. J.)

## WOV

"1100, THE SPOT FOR SALES"

### NEW YORK—EST. 1928

FREQUENCY: 1100 Kc. POWER: 5000 watts. OWNED BY: Greater New York Broadcasting Corp. OPERATED BY: Greater New York Broadcasting Corp. BUSINESS ADDRESS: 132 W. 43rd St. PHONE: BRyant 9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: Full time license. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

General Manager ..... Hyla Kiczales
Program Director ..... John C. Schramm
Sales Manager ..... Ralph Nardella
Artist Bureau Director ..... Syd Leipzig
Promotion Director ..... Adrian J. Flanter
Musical Director ..... Julio Occhiboi
Chief Engineer ..... Robert E. Study

### *Coverage*

Population—Primary ..... 1,557,725*
Radio Homes— " ..... 300,000

*Station is exclusively an Italian-language outlet and figures include only foreign-language statistics.

THE
*LITTLE STATION*
*with the*
*BIG AUDIENCES!*

2,000,000 Jews
1,250,000 Italians
650,000 Germans
450,000 Poles

ALL WANTING TO
Listen to Their
Mother-Tongue
Programs on

WHOM

COVERS THE NEW YORK
METROPOLITAN AREA

Let's Show You *How* to
Increase Your Sales!



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IN LITTLE OLD NEW YORK RADIO EXECUTIVES READ RADIO DAILY FIRST THING EVERY MORNING

# WQXR

"NEW YORK'S HIGH-FIDELITY STATION"

## NEW YORK—EST. 1934

FREQUENCY: 1550 Kc. POWER: 1000 watts. (C.P. for 5000 watts). OWNED BY: Interstate Broadcasting Co., Inc. OPERATED BY: Interstate Broadcasting Co., Inc. BUSINESS ADDRESS: 730 5th Ave. PHONE: COlumbus 5-6366. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: 3104 Northern Blvd., Long Island City. TIME ON THE AIR: Full Time License (81 hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President.....John V. L. Hogan
Station Manager.....Elliott M. Sanger
Sales Manager. . .....Robert M. Scholle
Publicity Director.....Dorothea Beckman
Musical Director.....Eddy Brown
Chief Engineer.....Russell Valentine

### *Coverage*

Population—Primary .....10,000,000
Radio Homes— " ..... 2,693,460
Source: Station survey.

### *Representative*

International Radio Sales

•

# WHLD *

## NIAGARA FALLS—EST. 1939

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Niagara Falls Gazette Publishing Co. OPERATED BY: Niagara Falls Gazette Publishing Co. BUSINESS ADDRESS: Niagara Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northeast of Niagara Falls, N. Y. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Niagara Falls Gazette.

### *Personnel*

General Manager.....Earl C. Hull

### *Representative*

Headley-Reed Co.

* WHLD is licensed to operate under a construction permit and at time of going to press was under construction with probable completion date set for April 1, 1940.

•

# WSLB *

## OGDENSBURG—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: St. Lawrence Broadcasting Corp. OPERATED BY: St. Lawrence Broadcasting Co. BUSINESS ADDRESS: Ogdensburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press.



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### Personnel

President.....Joseph R. Brandy
Vice-President.....John D. VanKennen
Secretary-Treasurer.....Harold J. Frank

### Representative

Connaughton & Byrne
250 Park Ave., New York, N. Y.

*Station was licensed to operate under a construction permit at time of going to press.

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# WHDL

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

## OLEAN—EST. Tupper Lake, 1928; Olean, 1934

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WHDL, Inc. OPERATED BY: WHDL, Inc. BUSINESS ADDRESS: Main Office—601-619 Exchange National Bank Bldg. Branch office—Citizens Nat'l Bank Bldg., Bradford, Pa. PHONE: Bradford 6000; Olean 3300, and 7597. STUDIO ADDRESS: Exchange National Bank Bldg.; Citizens Nat'l Bank Bldg. Bradford: St. Bonaventure College, Allegany, N. Y.; Alfred University, Alfred. TRANSMITTER LOCATION: Allegany. TIME ON THE AIR: Full daytime (EST). NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated, NBC Thesaurus.

### Personnel

President.....E. B. Fitzpatrick
Station Manager.....Thomas L. Brown
Sales Manager.....Everett Thompson
Program Director.....Charles Sebastian
Artists Bureau Head.....Albert De Luca
Musical Director.....J. Walter Connell
Chief Engineer.....Warren E. McDowell

### Coverage

| | |
|---|---|
| Population—Primary | 69,398 |
| Radio Homes— " | 16,900 |
| Population—Secondary | 105,671 |
| Radio Homes— " | 26,200 |

Source: Field signal measurements; Joint Committee.

### Representative

J. P. McKinney, Special Agent

•

# WMFF

"THE NORTH COUNTRY'S OWN STATION"

## PLATTSBURG—EST. 1935

NBC—BLUE

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Plattsburg Broadcasting Corp. OPERATED BY: Plattsburg Broadcasting Corp. BUSINESS ADDRESS: Hotel Cumberland. PHONE: 1600. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight; Sunday, 9:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....E. H. Bragg
Vice-President.....L. E. Bragg
Secretary-Treasurer.....George F. Bissell
Assistant Secretary.....B. W. Bissell
Station and Commercial Manager, George F. Bissell
Publicity Director-Artists' Bureau Head, Dale Jackson
Musical Director-Chief Announcer....Don Hart
Chief Engineer.....Jack Nazak

### Coverage

| | |
|---|---|
| Population—Primary | 147,000 |
| Radio Homes— " | 31,800 |
| Population—Secondary | 194,500 |
| Radio Homes— " | 44,700 |

Source: Mail response analysis.

### Representative

George P. Hollingbery Co.

•

# WKIP *

## POUGHKEEPSIE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Poughkeepsie Broadcasting Corp. OPERATED BY: Poughkeepsie Broadcasting Corp. BUSINESS ADDRESS: Poughkeepsie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Through stock ownership.

### Personnel

President-Treasurer.....Richard E. Coon
Vice-President .....James Townsend
Secretary .....John B. Grubb

*Station was licensed to operate under a construction permit and at time of going to press construction plans were being made.



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# WHAM LEADS

## WHERE LEADERSHIP MEANS SALES

Western New York is a rich area. Its rolling farm lands produce profitable crops for better than average farm families. Smoke pours from the stacks of its industries the year 'round, creating bulging payrolls for its workers. Well housed, well fed, driving good cars, with ample to spend on luxuries, Western New Yorkers are happy folks—always in a buying frame of mind as they sit down before their radios.

## HERE WHAM IS 1st IN COVERAGE

50,000 watts—clear channel—full time—means dial domination in all of WHAM's primary area 896,010 radio homes.

## 1st IN VALUE

WHAM gives complete one station coverage at approximately one third the cost of the 6 or 8 stations necessary for localized coverage of the same area.

## 1st IN LISTENERSHIP

NBC Blue and Red Networks' outstanding features—seven of Radio Daily's top ten (the eight coming April 3rd)—plus programs high in local interest—all add up to program leadership that creates listener loyalty.

# WHAM
ROCHESTER N.Y.

National Representatives:
George P. Hollingbery Co

50,000 Watts . . .
Clear Channel . . .
Full Time . . . NBC
Blue and Red Networks

*"The Stromberg-Carlson Station"*



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# WHAM

"WHAM, THE STROMBERG CARLSON STATION"

## ROCHESTER—EST. 1926

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000 watts. OWNED BY: Stromberg Carlson Telephone Mfg. Co. OPERATED BY: Stromberg Carlson Telephone Mfg. Co. BUSINESS ADDRESS: Sagamore Hotel. STUDIO ADDRESS: Sagamore Hotel. TRANSMITTER LOCATION: Victor, N. Y. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President.....Wesley M. Angle
Vice-President.....Edward A. Hanover
Station Manager.....William Fay
Assistant Manager.....Jack Lee
Commercial Manager.....J. W. Kennedy, Jr.
Publicity Director.....Arthur Kelly
Program Director.....Chas. Siverson
Technical Supervisor.....John J. Long, Jr.

### *Coverage*

Population—Primary ..... 3,607,424
Radio Homes— " ..... 896,010
Source: U. S. Census; Joint Committee.

### *Representative*

George P. Hollingbery Co.

•

# WSAY

"ROCHESTER'S FRIENDLY STATION"

## ROCHESTER—EST. 1936

CBS—MBS—NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS ADDRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press and local news.

### *Personnel*

Owner & General Manager..Gordon P. Brown
Commercial Manager.....M. Nusbaum
Sales Manager.....W. Thornburg
Chief Announcer.....John Boothby
Program Director.....Harold Kolb
Chief Engineer.....Gordon P. Brown

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 528,000 | 656,550 |
| Radio Homes— " ..... | 128,700 | 167,500 |
| Population—Secondary .. | 823,000 | 1,110,100 |
| Radio Homes— " ..... | 193,220 | 265,460 |

Source: Mail response analysis and field intensity survey.


# WSAY

ROCHESTER'S FRIENDLY STATION

*Basic Mutual Broadcasting System*

*Basic New York State Broadcasting System*

WSAY is doing an outstanding job for leading national advertisers in this — the third greatest market of the Nation's Greatest State!

Feature programs include the 1940 play-by-play broadcasts of the Rochester Baseball Club, sponsored by Atlantic Refining Company; Amoco broadcasts of Edwin C. Hill (CBS); Make-Believe Ballroom programs of National Biscuit Company; News and Sports broadcasts of Bond Clothes and Network programs including Wheeling Steelmakers, Lucky Strike, Bayuk Phillies, Carnation Milk, and Ovaltine.

•

WSAY Gets Results

*Get on the bandwagon!*

•

For further details write or wire collect to National Sales Manager, WSAY, Rochester.

1210 K.C. — Full Time — 250 Watts




www.americanradiohistory.com

# WNBZ

"VOICE OF THE ADIRONDACKS"

## SARANAC LAKE—EST. 1937

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: Upstate Broadcasting Corp. OPERATED BY: Upstate Broadcasting Corp. BUSINESS ADDRESS: 70 Broadway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

General Manager . . . . . W. H. Carpenter

### *Representative*

George P. Hollingbery Co.

•

# WHEC

"STATION OF THE STARS"

## ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WHEC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 40 Franklin St. PHONE: Stone 1320-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Read Blvd., Cold Water, N. Y. TIME ON THE AIR: 6:45 A.M. to 12:30 A.M., daily except Saturdays; 6:45 A.M. to 1:00 A.M., Saturdays; 8:30 A.M. to 12:30 A.M., Sundays. NEWSPAPER AFFILIATION: Gannett Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

### *Personnel*

Vice-President . . . . . Clarence Wheeler
Treasurer-General Manager . . Gunnar O. Wiig
Commercial Manager . . . . . L. C. Wheeler
Chief Engineer . . . . . Maurice H. Clarke

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . . | 533,000 | 533,000 |
| Radio Homes— " . . . . | 132,350 | 132,350 |
| Population—Secondary . . | 810,812 | . . . . . |
| Radio Homes— " . . . . | 210,361 | . . . . . |

Source: CBS Listening and Dealer Study.

### *Representative*

Paul H. Raymer Company

•

# WGY

"MOST INVITED GUEST IN THE GREAT NORTHEAST"

## SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co.


# WFBL is the Preferred Station

*in Syracuse and Central New York*

## HERE'S WHY:

1. **Full Basic Columbia Network Programs** — and that means more of the better types of programs of all kinds.
2. **Favorite of Syracuse Listeners** — WFBL not only carries more network programs, but more short wave broadcasts, more national and local special features.
3. **5000-Watt Coverage** — WFBL is recognized among national advertisers as the high-coverage station in one of the best markets of the country.
4. **Complete Equipment** — WFBL uses the finest and most modern equipment, including a MOBILE transmitter.

These same reasons explain why WFBL carries more national and local advertising, why WFBL advertisers are ahead in results per dollar spent, why WFBL advertisers renew year after year.

For full details about WFBL . . . and the results obtained by WFBL advertisers, write

5000 watts daytime
1000 watts nighttime

**ONONDAGA RADIO BROADCASTING CORP.**
*Syracuse, New York*
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
*National Representatives, Free & Peters, Inc.*




www.americanradiohistory.com

OPERATED BY: Same. BUSINESS ADDRESS: 1 River Road. PHONE: 4-2211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Schenectady. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M. (daily). 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President .....Charles Wilson
Station Manager.....Kolin Hager
Program Manager.....A. O. Coggeshall
Sales Promotion Director.....A. MacDonald
Publicity Director.....W. T. Meenam
Chief Engineer.....W. J. Purcell

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,987,400 | 2,571,200 |
| Radio Homes— " ..... | 488,000 | 600,300 |
| Population—Secondary .. | 2,453,100 | 2,273,600 |
| Radio Homes— " ..... | 551,300 | 532,900 |

Source: NBC Statistical Department.

### *Representative*

National Broadcasting Co., Inc.

## WFBL

"YOUR FAVORITE STATION"

**SYRACUSE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Collamer, N. Y. TIME ON THE AIR: Full time license. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

General Manager.....S. Woodworth
Vice-President.....Robert G. Soule
Manager.....Charles F. Phillips

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 841,700 |
| Radio Homes— " ..... | 205,800 |
| Population—Secondary ..... | 2,501,600 |
| Radio Homes— " ..... | 579,600 |

Source: Field intensity measurement and mail response analysis.

### *Representative*

Free & Peters, Inc.

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# WSYR

"THE VOICE OF CENTRAL NEW YORK"

## SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

FREQUENCY: 570 Kc. POWER: 1000 watts. OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—STUDIO ADDRESS: 223 Harrison Street. TRANSMITTER LOCATION: Valley Drive. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated.

### Personnel

President.... Harry C. Wilder
Vice-President.... Fred R. Ripley
Program Director ... Lansing B. Lindquist
Artists' Bureau Head.. Fred Jeske
Chief Announcer. Bill Rothrum
Service Director.. Arnold Schoen
Musical Director. Victor Miller
Chief Engineer. Armand Belle Isle

### Coverage

| | |
|---|---|
| Population—Primary .... | 878,263 |
| Radio Homes— " ... | 220,550 |
| Population—Secondary | 470,015 |
| Radio Homes— " ... | 121,340 |

Source: Station survey.

### Representative

Paul H. Raymer Company

•

# WSYU *

## SYRACUSE

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Operates on WSYR Time.

* Operated by WSYR for exclusive use of Syracuse University.

RADIO DAILY
READERS
ARE
EVERYWHERE

# WOLF *

## SYRACUSE—EST. 1940

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Civic Broadcasting Corp. OPERATED BY: Civic Broadcasting Corp. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Syracuse. TRANSMITTER LOCATION: Van Tenssalaer & Kirkpatrick Sts. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

### Personnel

President-Manager.... T. S. Marshall

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 300,000 | 245,000 |
| Radio Homes— " ..... | 60,000 | 50,000 |

Source: Field intensity measurements: U. S. Census; Joint Committee.

*Station was licensed to operate under a construction permit at time of going to press and was expected to start actual operations on February 15, 1940.

•

# WHAZ

"LOCATED AT THE OLDEST SCHOOL OF ENGINEERING AND SCIENCE IN AMERICA"

## TROY—EST. 1922

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Rensselaer Polytechnic Institute. OPERATED BY: Rensselaer Polytechnic Institute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

### Personnel

President.... Dr. W. O. Hotchkiss
Station Manager.... W. J. Williams
Commercial Manager.. Miss M. Bounds
Chief Announcer.... R. W. Schmelzer
Sales Manager... W. C. Stoker
Musical Director.... A. Olin Niles
Chief Engineer.... H. D. Harris

•

# WTRY *

## TROY—EST. 1939

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 92 Fourth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

### Personnel

Manager.... Fred R. Ripley
Commercial Manager.... Edward S. Robinson

*Station was licensed to operate under a C. P. but construction has been delayed pending the outcome of litigation before the Federal Court in the District of Columbia.



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# WIBX

"THE VOICE OF THE MOHAWK VALLEY"

## UTICA—EST. 1924

COLUMBIA BROADCASTING SYSTEM
NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: WIBX, Inc. OPERATED BY: Same. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 2-2101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Schuyler St. TIME ON THE AIR: (daily) 6:55 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Davis & Schwegler.

### *Personnel*

President.....Scott H. Bowen
Business Manager.....E. K. Johnson
Public Relations.....Michael R. Hanna
Merchandising Manager.....Nathan W. Cook
Musical Director.....Walter Griswold
Chief Engineer.....Hubert M. Hathaway

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 270,600 | 270,600 |
| Radio Homes— " ..... | 63,090 | 63,090 |
| Population—Secondary .. | 571,700 | 571,700 |
| Radio Homes— " ..... | 138,710 | 138,710 |

Source: CBS Listener and Dealer Survey.

### *Representative*

John Blair & Co.

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# WFAS

"WESTCHESTER'S OWN STATION"

## WHITE PLAINS—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Westchester Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Roger Smith Hotel. PHONE: White Plains 6400. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part time schedule. NEWS SERVICE: County Publishers, Inc. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President.....J. Noel Macy
V-P-Managing Director.....Frank A. Seitz
Treasurer .....William Fanning
Secretary.....Harold F. Lippold
Chief Engineer .....Harry C. Laubenstein

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 480,000 | 480,000 |
| Radio Homes— " ..... | 122,000 | 122,000 |

Source: Field intensity survey.

### *Representative*

Headley-Reed Co.

# WWRL

"THE VOICE OF QUEENS COUNTY"

## WOODSIDE—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: L. I. Broadcasting Corp. OPERATED BY: L. I. Broadcasting Corp. BUSINESS ADDRESS: 41-30 58th St. PHONE: NEwtown 9-3300-I. STUDIO ADDRESS: 41-30 58th St. TRANSMITTER LOCATION: Woodside. TIME ON THE AIR: Part time schedule. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, Davis & Schwegler.

### *Personnel*

President and General Manager .....W. H. Reuman
Promotion Manager.....Emil Dorer
Commercial Manager.....Frank R. Clarke
Program Director.....Lou Cole
Office Manager.....Edith Dick
Special Events.....Dud Connolly
Production Manager and Musical Director, Adolph Goebel

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 7,500,000 | 3,000,000 |

Source: Chamber of Commerce.


# Westchester

Goes to a local listening post for intimate neighborhood news and entertainment. That's when families of wealth and distinction let down their hair.

That's the time to radiocast your sales message over

# WFAS

Roger Smith Hotel, White Plains, N. Y.

*Representatives*
**HEADLEY-REED CO.**




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# *3 out of every 4 are on for more...*

**75% of all *current* WBT advertisers were WBT advertisers *a year ago.***

WBT wears well! How else can we explain this record: three out of every four program sponsors who were on WBT a year ago are *still using WBT advertising today*. And here's a point that rounds out the picture of WBT's overwhelming popularity among Southern advertisers: more and more *new* clients are speaking their pieces over WBT —Columbia's 50,000 watts in the Carolina's!

WBT wins friends because it influences people . . close to a million and a quarter radio listeners in 65 Carolina counties. WBT offers the only *one*-station coverage of all this four-hundred-million-dollar market—the "Blue Chip" market of the South. If you want thousands of friends with millions to spend, we suggest a WBT program.

**WBT** 50,000 WATTS · CHARLOTTE, N. C.

Owned and operated by Columbia Broadcasting System.
Represented by Radio Sales: New York · Chicago · Detroit
St. Louis · Charlotte, N. C. · Los Angeles · San Francisco



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# NORTH CAROLINA

Population 3,492,000

Number of Families 736,000 — Number of Radio Homes 408,600

Retail Sales $509,540,900 — Auto Registrations 540,000

## WISE

"WISDOM IN SERVICE ENDURES"

### ASHEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Harold H. Thoms. OPERATED BY: Harold H. Thoms. BUSINESS ADDRESS: Langren Hotel. STUDIO ADDRESS: Langren Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17½ hours daily. NEWSPAPER AFFILIATION: Asheville Advertiser. NEWS SERVICES: International News Service, Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

#### Personnel

Owner-Manager.....Harold H. Thoms

#### Coverage

| | |
|---|---|
| Population—Primary | 75,000 |
| Radio Homes— " | 20,000 |
| Population—Secondary | 100,000 |
| Radio Homes— " | 25,000 |

Source: Station survey.

## WWNC

### ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Asheville Citizen-Times Co., Inc. OPERATED BY: Asheville Citizen-Times Co., Inc. BUSINESS ADDRESS: 14 O'Henry Ave. (Citizens Times Bldg.). PHONE: 5500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Flatiron Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

#### Personnel

Executive Director.....Don S. Elias
Commercial Manager.....John E. Thayer
Program and Production Director, Robert B. Bingham
Assistant Program Director.....Steve Douglas
Musical Director.....John Eversman
Continuity Director.....Ralph Gram
Chief Engineer.....Cecil Hoskins

#### Coverage

| | |
|---|---|
| Population—Primary | 191,000 |
| Radio Homes— " | 27,100 |
| Population—Secondary | 595,600 |
| Radio Homes— " | 105,000 |

Source: Field intensity measurement.

#### Representative

The Branham Co.

## WBT

"VOICE OF THE FRIENDLY CAROLINAS"

### CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1080 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-7107. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: Nations Ford Road. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M. (daily); 9:00 A.M. to 2:00 A.M. (Sunday). NEWS SERVICE: United Press.

#### Personnel

President.....Wm. S. Paley
Station Manager.....A. E. Joscelyn
Sales Manager.....Royal E. Penny
Sales Promotion Manager....Arthur L. Forrest
Artists' Bureau.....CBS, N. Y.
Program Director.....C. H. Crutchfield
Publicity Director.....William Winter
Musical Director.....John McAllister
Chief Engineer.....J. J. Beloungy

#### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 2,698,100 | 971,400 |
| Radio Homes— " | 289,700 | 107,750 |
| Population—Secondary | 5,334,700 | 7,901,200 |
| Radio Homes— " | 599,230 | 968,640 |

Source: CBS Research Division.

#### Representative

Radio Sales

## WSOC

### CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WSOC, Inc. OPERATED BY: Radio Station WSOC, Inc. BUSINESS ADDRESS: Mecklenburg Hotel. PHONE: 7139, 7130, 6655. STUDIO ADDRESS: Mecklenburg Hotel. TRANSMITTER LOCATION: Mecklenburg Hotel. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 9:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

#### Personnel

President and Station Manager....E. J. Gluck
Commercial Manager.....W. C. Irwin
Chief Engineer.....L. L. Caudle



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### Coverage

| | |
|---|---|
| Population—Primary | 233,490 |
| Radio Homes— " | 54,300 |
| Population—Secondary | 421,701 |
| Radio Homes— " | 98,070 |

Source: Joint Committee.

### Representative

Headley-Reed Co.

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## W D N C

### DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: 138 East Chapel Hill St. STUDIO ADDRESS: 138 East Chapel Hill St. TRANSMITTER LOCATION: Cole Road. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Herald-Sun papers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

| | |
|---|---|
| President | C. C. Council |
| General Manager | J. F. Jarman, Jr. |
| Commercial Manager | C. J. Woodhouse |
| Chief Engineer | R. A. Dalton |

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 197,000 | 150,000 |
| Radio Homes— " | 30,840 | 29,000 |
| Population—Secondary | 247,900 | 176,000 |
| Radio Homes— " | 36,000 | 30,100 |

Source: Field intensity measurements.

### Representative

The Katz Agency

•

## W C N C

### ELIZABETH CITY—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. OPERATED BY: Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. BUSINESS ADDRESS: Colonial Ave. STUDIO ADDRESS: Colonial Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

| | |
|---|---|
| President-Manager | T. W. Aydlett |
| Vice-President | John Dawson |
| Secretary-Treasurer | Julian Aydlett |

### Coverage

| | |
|---|---|
| Population—Primary | 488,379 |
| Radio Homes— " | 155,250 |

Source: Station survey.

## W F N C *

### FAYETTEVILLE—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: W. C. Ewing and Harry Layman. OPERATED BY: Cumberland Broadcasting Co. BUSINESS ADDRESS: Fayetteville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

### Personnel

Co-Owners . . . W. C. Ewing and Harry Layman

* Station licensed to operate under a C. P. and no further information available at the time of going to press.

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## W G N C

### GASTONIA—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: F. C. Todd. OPERATED BY: F. C. Todd. BUSINESS ADDRESS: National Bank of Commerce Bldg. STUDIO ADDRESS: National Bank of Commerce Bldg. TRANSMITTER LOCATION: Gastonia. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

| | |
|---|---|
| Owner | F. C. Todd |
| Manager | Pat McSwain |
| Program Director | W. Grady Newman |

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 200,000 | 150,000 |
| Radio Homes— " | 50,000 | 38,000 |
| Population—Secondary | 125,000 | 80,000 |
| Radio Homes— " | 30,000 | 20,000 |

Source: Joint Committee.

### Representative

Headley-Reed Co.

•

## W G B R

### GOLDSBORO—EST. 1939

CAROLINA NETWORK (SPECIAL)

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Eastern Carolina Broadcasting Co. OPERATED BY: Eastern Carolina Broadcasting Co. BUSINESS ADDRESS: P. O. Box 372. STUDIO ADDRESS: Goldsboro. TRANSMITTER LOCATION: Raleigh Highway. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

| | |
|---|---|
| Station Director | A. T. Hawkins |
| Secretary-Treasurer | V. G. Herring |
| Commercial Manager | R. L. Zealy |
| Chief Engineer | H. H. Vance |

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 300,000 | 50,000 |
| Radio Homes— " | 40,000 | 6,500 |

Source: Joint Committee.



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# WBIG

"WHERE BUSINESS IS GOOD"

## GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS: O. Henry Hotel. TRANSMITTER LOCATION: Guilford Battleground Blvd. TIME ON THE AIR: 6:30 A.M. to 12 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service, Davis & Schwegler.

### *Personnel*

Station and Commercial Manager ..... Edney Ridge
Program Director ..... Faye Kenyon
Publicity Director .. Virginia Wilson McKinney
Chief Engineer ..... Earl Allison

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 956,000 | 587,900 |
| Radio Homes— " ..... | 112,300 | 97,200 |
| Population—Secondary .. | 2,110,000 | 1,644,000 |
| Radio Homes— " ..... | 250,000 | 156,200 |

Source: Field strength survey and mail response analysis; U. S. Census.

### *Representative*

George P. Hollingbery Co.

# WGTC *

## GREENVILLE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: J. J. White. OPERATED BY: Greenville Broadcasting Co.

# WHKY *

## HICKORY—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Catawba Valley Broadcasting Co. OPERATED BY: Catawba Valley Broadcasting Co.

* Stations were licensed to operate under a construction permit at time of going to press.

# WMFR

## HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Radio Station WMFR, Inc. OPERATED BY: Radio Station WMFR, Inc. BUSINESS ADDRESS: 156½ S. Main St. PHONE: 4593. STUDIO ADDRESS: 156½ S. Main St. TRANSMITTER LOCATION: 156½ S. Main St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.


ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA

George P. Hollingbery Co.
*Nat'l Reps.*

ASK
EDNEY RIDGE
WBIG, GREENSBORO, N. C.
FOR
"COLD FACTS"!

5000 Watts, Day 1000 Watts, Night



SERVING NORTH CAROLINA'S RICHEST AREA!

VIRGIN?

Sure, virgin territory for far-sighted advertisers. 20-mile radius embraces ¼-million population, annual industrial payroll forty million, retail sales sixty million.

Carolinas' most successful non-network local.

WMFR

1200 KC—250 W
HIGH POINT, N. C.
"THE INDUSTRIAL CITY"




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MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth, Davis & Schwegler.

### Personnel

President and Station Manager.....Wayne M. Nelson

## WFTC

### KINSTON—EST. 1936

CAROLINA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Jonas Weiland. OPERATED BY: Jonas Weiland. BUSINESS ADDRESS: 210 East King St. PHONE: 1200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

### Personnel

President.....Jonas Weiland
Manager.....Rodney Prescott
Chief Engineer.....Harry Layman

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary . | 74,340 | 48,810 |
| Radio Homes— " .... | 5,800 | ..... |
| Population—Secondary . | 25,530 | ..... |
| Radio Homes— " ..... | 2,930 | ..... |

### Representative

Burn-Smith Co.

## WPTF

### RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY

FREQUENCY: 680 Kc. POWER: 5000 Watts. OWNED BY: WPTF Radio Co. OPERATED BY: WPTF Radio Co. BUSINESS ADDRESS: 324 Fayetteville. PHONE: 3007-8-9. STUDIO ADDRESS: 324 Fayetteville. TRANSMITTER LOCATION: Cary, N. C. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

### Personnel

President.....J. R. Weatherspoon
General Manager.....Richard H. Mason
Sales Manager.....John H. Field, Jr.
Program Director.....Graham B. Poyner
Publicity Director.....B. W. Huffington
Technical Supervisor.....Henry Hulick

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,337,350 | 802,410 |
| Radio Homes— " ..... | 161,760 | 97,056 |
| Population—Secondary . | 1,937,705 | 1,162,623 |
| Radio Homes— " .. | 86,873 | 51,123 |

Source: Field intensity measurements and mail response analysis.

### Representative

Free & Peters, Inc.


KINSTON, N. C.

"The World's Foremost Tobacco Center"

Where 20,000 tobacco farmers auction their product and spend their money.

The WFTC signal covers the fourteen counties whose farmers sell and spend in Kinston.

WFTC

1200 K.C. 250 W.

Representatives

Burn-Smith Company, Inc.



WPTF

Raleigh, North Carolina

A "MUST" IN THE SOUTH

Serving the South's greatest market between Washington, D. C. and Atlanta, WPTF includes a population of 745,000 within the 0.5 MV/M Contour line.

1938 Retail Sales of $117,568,000 prove the richness of this great market within the half millivolt line—WPTF's home grounds.

WPTF 5000 WATTS RALEIGH, N. C.

NBC Red and Blue




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# WRAL

## RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 121 S. Salisbury St. STUDIO ADDRESS: 121 S. Salisbury St. TRANSMITTER LOCATION: Davie St. Extension. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

### *Personnel*

President-Director of Station..E. Johnston Neal
Vice-President-Treasurer.....A. J. Fletcher

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 200,000 |
| Radio Homes— " ..... | 50,000 |
| Population—Secondary ..... | 225,000 |
| Radio Homes— " ..... | 54,000 |

Source: Station survey.

# WEED

"THE VOICE OF EASTERN CAROLINA"

## ROCKY MOUNT—EST. 1933

CAROLINA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Box 391. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

### *Personnel*

Owner-Manager.....W. Avera Wynne
Assistant Manager in
Charge of Sales.....B. W. Frank
Program-Production Manager, Thomas Snowden
Chief Engineer.....I. G. Murphrey

# WSTP

"WE SERVE THE PIEDMONT"

## SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Yadkin Hotel. PHONE: 2121. STUDIO ADDRESS: Yadkin Hotel. TRANSMITTER LOCATION: Statesville Highway at Grant Creek. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, Associated Music Publishers.

### *Personnel*

Manager .....John W. Shultz
Chief Engineer.....James R. Yost

### *Representative*

Sears & Ayer, Inc.

# WMFD

## WILMINGTON—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. (C. P. 250 watts, d.; 100 watts, n.). OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: 320 N. Front St. PHONE: 3. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: 320 N. Front St. TIME ON THE AIR: 7:30 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President-General Manager.....R. A. Dunlea
Assistant Manager.....Julia M. Johnston
Advertising Manager....Arthur G. Montaigne

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 50,000 |
| Radio Homes— " ..... | 10,000 |
| Population—Secondary ..... | 65,000 |
| Radio Homes— " ..... | 13,000 |

Source: Station survey.

### *Representative*

Burn-Smith Co.

# WGTM

"WORLD'S GREATEST TOBACCO MARKET"

## WILSON—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: WGTM, Inc. OPERATED BY:

WGTM

WILSON, N. C.

♦

250 Watts • Full Time



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WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on U. S. Highway 301. TIME ON THE AIR: Unlimited. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Davis & Schwekler, Associated Recorded Program Service.

### Personnel

President and General Manager.....H. W. Wilson
Vice-President.....George C. McDonald
Commercial Manager . .Allen Wanamaker
Program Director . . ..Billy Steadman
Chief Engineer.. . . .Jack Hudson
Assistant Engineer.... .....Bill Malone

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary . | 50,000 | 50,000 |
| Radio Homes— " . . . . | 8,000 | 8,000 |
| Population—Secondary . | 150,000 | 50,000 |
| Radio Homes— " . . . . . | 22,000 | 8,000 |

Source: U. S. Census; station survey.

### Representative

Cox & Tanz

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# WAIR

"IN WINSTON-SALEM IT'S WAIR"

## WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 250 Watts. OWNED BY: C. G. Hill, George D. Walker, and S H. Walker. OPERATED BY: C. G Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager.....George D. Walker
Commercial Manager.....C. G. Hill

### Coverage

| | |
|---|---|
| Radio Homes—Primary . . . . | 111,610 |
| Radio Homes—Secondary . . . . . | 275,270 |

Source: Mail response analysis.

### Representative

Sears & Ayer

•

# WSJS

## WINSTON-SALEM—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS: 416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: Liberia St. TIME ON THE AIR: 6:00 A.M. to midnight (daily); 8:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated, Davis & Schwegler, NAB Library, Lang-Worth.

### Personnel

Station Manager. . .....N. L. O'Neil
Chief Announcer . . .John Miller
Sales Manager. .Harold Essex
Musical Director . . .Bob Van Camp

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . | 199,940 | 199,940 |
| Radio Homes— " . . . . . | 33,470 | 33,470 |
| Population—Secondary . | 194,220 | 194,220 |
| Radio Homes— " . . . . | 27,630 | 27,630 |

Source: Field intensity measurements.

# NORTH DAKOTA

Population 706,000

Number of Families 156,000 — Number of Radio Homes 119,600

Retail Sales $165,228,800 — Auto Registrations 175,361

# KFYR

"THE REGIONAL STATION WITH CLEARED CHANNEL COVERAGE"

## BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 19. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Menoken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Associated Press; Bismarck Tribune. TRANSCRIPTION SERVICE: Associated.

### Personnel

President and General Manager..P. J. Meyer
Station and Commercial Manager.....F. E. Fitzsimonds
Program and Musical Director...W. R. Griffin
Chief Engineer..... .....Ivar Nelson



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### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,600,453 | 1,600,453 |
| Radio Homes— " .... | 305,563 | 305,563 |
| Population—Secondary .. | 985,156 | 985,156 |
| Radio Homes— " .... | 199,734 | 199,734 |

Source: Joint Committee.

### Representative

John Blair & Co.

•

## K D L R

"DEVILS LAKE RADIO VOICE"

### DEVILS LAKE—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME ON THE AIR: 6:30 A.M. to 8:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

### Personnel

President and General Manager....Bert Wick
Program Director.....Hildur Marie Wick
Chief Engineer.....Richard Moritz

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 89,509 | 89,509 |
| Radio Homes— " .... | 11,900 | 11,900 |

Source: Mail response survey.

### Representative

Cox and Tanz, Inc.

•

## W D A Y

"OLDEST BROADCASTING STATION IN THE NORTHWEST"

### FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY

FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 5357. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President and General Manager.E. C. Reineke
Commercial Manager.....B. J. Lavin
Production Manager.....David Henley
Chief Announcer and
Artists' Bureau Head.....Ken Kennedy
Publicity Director.....Bill Dean
Chief Engineer.....Julius Hetland

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 806,833 | 760,678 |
| Radio Homes— " ..... | 149,510 | 140,000 |
| Population—Secondary .. | 487,885 | 381,905 |
| Radio Homes— " ..... | 89,130 | 70,790 |

Source: Mail response analysis.

### Representative

Free and Peters, Inc.

•

## K F J M

### GRAND FORKS

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: University of N. D. OPERATED BY: University of N. D. BUSINESS ADDRESS: 1st Nat'l Bank Bldg. PHONE: 1200. STUDIO ADDRESS: 1st Nat'l Bank Bldg. TRANSMITTER LOCATION: University of N. D. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

Station Manager.....Dalton Le Masurier
Sales Manager.....E. O. Hanson

### Coverage

| | |
|---|---|
| Population—Primary ..... | 274,000 |
| Radio Homes — ".... | 60,200 |
| Population—Secondary .... | 201,700 |
| Radio Homes— " ..... | 43,700 |

Source: Mail response analysis.

•

## K R M C

"SO FAR AHEAD WE'RE LONESOME"

### JAMESTOWN—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Roberts-MacNab Co. OPERATED BY: Roberts-MacNab Co. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....R. B. MacNab
Station Manager.....Lloyd R. Amon
Program Director.....Verna Bekken

### Coverage

| | |
|---|---|
| Population—Primary ..... | 150,000 |
| Radio Homes— " ..... | 22,191 |
| Population—Secondary ..... | 225,000 |
| Radio Homes— " ..... | 36,445 |

Source: Station survey.

### Representative

Cox & Tanz



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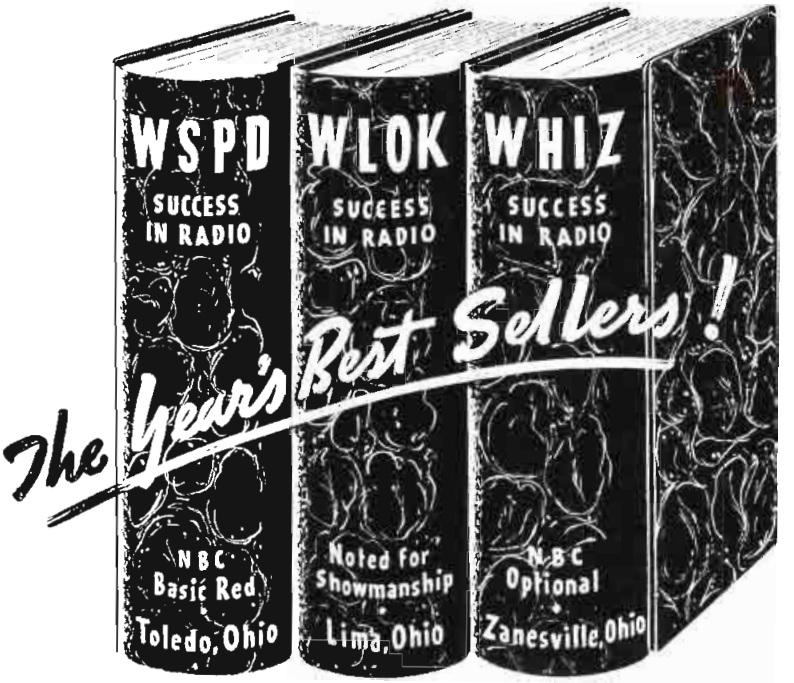


## THREE VOLUMES DEDICATED TO *YOU*

We could write pages and pages about Radio Stations WSPD, WLOK and WHIZ — endless chapters relating the successes of these wide-awake, MERCHANDISING stations in selling Ohio's richest markets. But perhaps here it suffices to say that they SELL BEST BECAUSE THEY TELL BEST the story of your product. An inquiry from you will bring an immediate reply telling the story of any or all of these stations.

Operated by the Fort Industry Company
Toledo, Ohio



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# K G C U

"VOICE OF THE WEST"

## MANDAN—EST. 1925

FREQUENCY: 1240 Kc. POWER: 250 Watts. OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: 205 First St., N.W. STUDIO ADDRESS: Kennelly Furniture Co. Bldg., Mandan; Prince Hotel, Bismarck. TRANSMITTER LOCATION: between Bismarck and Mandan on Memorial Highway No. 10. TIME ON THE AIR: 9:00 A.M. to 9:30 P.M.; Sunday, 11:00 A.M. to 6:00 P.M. NEWS SERVICE: Radio News Association, Associated Press TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President.....H. C. Schulte
Secretary.....Charles Toman, Jr.
Manager.....J. K. Kennelly
Chief Engineer-Assistant Manager.....James Gilfoy
Program Director.....Arne Anzjon

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 107,583 |
| Radio Homes— " ..... | 33,350 |
| Population—Secondary ..... | 145,606 |
| Radio Homes— " ..... | 18,940 |

Source: Station survey.

# K L P M

"VOICE OF MAGIC CITY"

## MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: John B. Cooley. OPERATED BY: Same. BUSINESS ADDRESS: Fair Block. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System.

### *Personnel*

President.....John B. Cooley
Station Manager.....Richard J. Schmidt
Commercial Manager.....E. H. Cooley
Promotion Manager.....Leslie Maurin

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 277,285 |
| Radio Homes— " ..... | 26,896 |
| Population—Secondary ..... | 189,197 |
| Radio Homes— " ..... | 36,402 |

Source: Station survey.

### *Representative*

Transamerican Broadcasting & Television Corp.

# K O V C

"THE RADIO VOICE OF VALLEY CITY"

## VALLEY CITY—EST. 1936

DAKOTA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Rudolph Hotel. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press.

### *Personnel*

General Manager.....Dalton LeMasurier
Station and Commercial Manager, William L. Wallace
Program Director.....Robert E. Ingstad
Chief Engineer.....Bey Green

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 229,476 | 81,265 |
| Radio Homes— " ..... | 41,870 | 14,330 |
| Population—Secondary .. | 58,265 | 22,616 |
| Radio Homes— " ..... | 12,930 | 6,376 |

Source: U. S. Census.

# OHIO

**Population 6,733,000**

**Number of Families 1,777,000** — **Number of Radio Homes 1,641,500**

**Retail Sales $2,152,635,100** — **Auto Registrations 1,940,000**

# W A K R *

## AKRON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 1000 watts. OWNED BY: Summit Radio Corp. OPERATED BY: Summit Radio Corp. BUSINESS ADDRESS: Akron. STUDIO ADDRESS: Akron. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press.

# W A D C

## AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Sim-



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mons. OPERATED BY: Same. BUSINESS ADDRESS: Box 830. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Talmadge, Ohio; Beacon Journal Bldg., Akron; Cleveland. TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Library.

### *Personnel*

Station and Commercial Manager, Allen T. Simmons
Artists' Bureau Head . . . . . H. L. Hageman
Production Manager . . . . . R. B. Wilson
Chief Engineer . . . . . John Aitkenhead

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . . . | 2,626,000 | 1,886,000 |
| Radio Homes— " . . . . . | 590,644 | 424,277 |

Source: Field intensity measurements.

### *Representative*

George P. Hollingbery Co.

•

## WJW

"WJW ADVERTISING DOESN'T COST; IT PAYS"

### AKRON—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: WJW, Inc. OPERATED BY: WJW, Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS: 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President . . . . . John F. Weimer
General Manager . . . . . Edythe Fern Melrose

### *Coverage*

| | |
|---|---|
| Population—Primary . . . . | 658,000 |
| Radio Homes— " . . . | 168,000 |
| Population—Secondary | 1,485,000 |
| Radio Homes— " . . . . . | 380,000 |

Source: Station survey.

### *Representative*

Headley-Reed Co.

•

## WICA

"WELCOMING, INDUSTRY, COMMERCE, AND AGRICULTURE"

### ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 500 watts. OWNED BY: C. A. Rowley. OPERATED BY: WICA, Inc. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: 221 Center St. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press.


# IN AKRON
## THEY'VE TURNED TO → wjw

### Department Stores

(Every Department Store in the City uses WJW!)

The M. O'Neill Company
The A. Polsky Company
The C. H. Yeager Company
The Akron Dry Goods Company
Federman's Department Store
The Hower Company

### Automobile Dealers

More Automobile Dealers using WJW than any Akron Station.

DODGE- Dodge Dealers Association (Programs)
HUDSON—Lloyd Oliver Motor Co. (Programs)
PONTIAC - Shaffer Sales and Service (Announcements)
CHEVROLET—City Chevrolet (Programs Announcements)
PLYMOUTH- Conart Motor Company (Announcements)
FORD - Ford Dealers (Programs), Market Motors (Programs)

We have the LISTENERS, TOO! A New York Agency wired us:— "Make survey this week during 6:00 P.M. Newscast. Wire us result. Contract pending." We engaged a well-known outfit to make this survey. Their report sent to agency showed:

| | |
|---|---|
| WJW . . . . . | 43.3% |
| Other Akron Station . . . . . | 38.3% |
| Cleveland Station . . . . . | 15.1% |
| Others . . . . . | 3.3% |

We got the contract. . . for ADVERTISERS **AND** LISTENERS have turned to WJW in AKRON.

**EDYTHE FERN MELROSE**
**General Manager**
Representatives- Headley-Reed Company




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TRANSCRIPTION SERVICE: Standard Radio. Associated. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....C. A. Rowley
Manager.....R. B. Rowley
Commercial Manager.....R. C. Marvin
Program Director.....Walter W. Walgrath
Publicity Director.....T. F. Sigman
Chief Engineer.....George Gautney

### Coverage

| | |
|---|---|
| Population—Primary | 250,000 |
| Radio Homes— " | 80,000 |
| Population—Secondary | 1,000,000 |
| Radio Homes— " | 200,000 |

Source: Field strength and mail response survey.

### Representative

Interstate Advertising Agency

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## WHBC

### CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 550 S. Market Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles northwest of city. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Canton Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System. MAINTAINS ARTISTS BUREAU.

### Personnel

General Manager.....Felix Hinkle
Commercial Manager.....Bill Kirkendale
Program Director.....Truesdale Mayers
Chief Engineer.....Kenneth Sliker

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 1,079,223 | 1,079,223 |
| Radio Homes— " | 257,000 | 257,000 |

Source: U. S. Census; Joint Committee; Department of Commerce.

•

## WCKY

"POWERFUL AS ANY RADIO STATION IN THE UNITED STATES"

### CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 50,000 watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: Gibson Hotel, Cincinnati. PHONE: Cherry 6565. STUDIO ADDRESS: Hotel Gibson. TRANSMITTER LOCATION: Near Crescent Springs, Ky. TIME ON THE AIR: (Daily) 5:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President and General Manager..L. B. Wilson
Sales Director.....E. C. Krautters
Promotion Manager.....Bev Dean
Production Manager.....Mendel Jones
Sales Promotion Manager...George H. Moore
Traffic Manager.....O. J. Fuller
Merchandising Director.....Thomas Mitchell
Publicity Director-Continuity Editor.....Elmer Dressman
Chief Engineer.....C. H. Topmiller
Assistant Chief Engineer....Arthur H. Gillette

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 2,212,275 | 2,212,275 |
| Radio Homes— " | 557,920 | 557,920 |

Source: Field intensity measurements.

### Representative

Free & Peters, Inc.

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## WCPO

"CINCINNATI NEWS STATION"

### CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7-8-9. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated.

### Personnel

President.....Jack Howard
Vice President.....J. C. Hanrahan
General Manager.....M. C. Watters
Commercial Manager.....John P. Smith
Program Director.....Andre Carlon
Artists' Bureau Head.....Andre Carlon
Chief Announcer.....Paul Hodges
Publicity Director.....A. Stephan
Musical Director.....Jesse Walker
Chief Engineer.....Glen Davis

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 940,000 | 940,000 |
| Radio Homes— " | 202,800 | 202,800 |
| Population—Secondary | 1,500,000 | 1,500,000 |
| Radio Homes— " | 296,000 | 296,000 |

Source: Field intensity measurements; U. S. Census.



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# WKRC

"FIRST ON YOUR DIAL"
"TIMES STAR STATION"

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.: 1000 Watts, n. OWNED BY: Cincinnati Times Star Co. OPERATED BY: Cincinnati Times Star Co. BUSINESS ADDRESS: Hotel Alms, Victory Parkway and Wm. H. Taft Rd. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays; NEWSPAPER AFFILIATION: Cincinnati Times Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

General Manager.....Hulbert Taft, Jr.
Sales Manager.....H. E. Fast
Program Director.....Ruth Lyons
Publicity and Special Events Director.....Margaret Maloney
Sales Promotion Director.....Harold Coulter
Chief Engineer.....John Tiffany

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,127,600 | 990,300 |
| Radio Homes— " ..... | 247,730 | 222,770 |
| Population—Secondary | 4,648,400 | 1,517,600 |
| Radio Homes— " ... | 950,000 | 312,310 |

Source: Field intensity measurements and mail response analysis.

### Representative

Weed & Co.

# WLW

"THE NATION'S STATION"

CINCINNATI—EST. 1922

NBC (RED & BLUE)—MUTUAL

FREQUENCY: 700 Kc. POWER: 50,000 Watts. OWNED BY: The Crosley Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS' BUREAU.

### Personnel

President .....Powel Crosley, Jr.
Vice-President-General Manager James D. Shouse
Sales Manager.....R. E. Dunville
Business Manager.....E. K. Bauer
Sales Service Manager....Richard A. Garner
Promotion Manager.....William Oldham
Program Director—
Artists' Bureau Head.....George Biggar

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**IN CINCINNATI**

survey showed WLW has 51.8% of the average weekly listening audience. In the other 24 cities WLW's percent of the average weekly audience is as follows:

| | |
|---|---|
| Charleston, W. Va. | 36.8% |
| Columbus, O. | 39.6% |
| Dayton, O. | 49.9% |
| Fort Wayne, Ind. | 34.7% |
| Indianapolis, Ind. | 33.8% |
| Kokomo, Ind. | 53.3% |
| Lexington, Ky. | 47.3% |
| Lima, O. | 53.0% |
| Louisville, Ky. | 11.3% |
| Muncie, Ind. | 62.4% |
| Newark, O. | 69.2% |
| Springfield, O. | 63.9% |
| Anderson, Ind. | 70.8% |
| Huntington, W. Va | 50.2% |
| Ironton O., and Ashland, Ky. | 54.1% |
| Marion, Ind. | 55.0% |
| Marion, O. | 48.8% |
| Portsmouth, O. | 47.6% |
| Zanesville, O. | 45.2% |
| Terre Haute, Ind. | 31.7% |
| Richmond, Ind. | 73.4% |
| Bloomington, Ind. | 51.1% |
| Mansfield, O. | 54.2% |
| Lancaster, O. | 56.4% |

# 25 Cities TURN SPOTLIGHT ON WLW

SPOTLIGHTED by 25 cities recently investigated is the remarkable dominance of WLW. These 25 cities in WLW's primary area were the subject of the greatest coincidental survey ever undertaken for an independent station. In the revealing light of this comprehensive study, 41.9% stands out as WLW's average weekly share of the listening audience in these cities.

10,000 times is the magnifying power of the huge new lens in the Mt. Palomar (Calif.) Observatory—small compared to the way WLW magnifies one selling message millions of times. Through WLW you can mirror the spotlight on YOUR product in all these 25 cities and to the millions of small town and rural consumers whose membership in the WLW audience has been repeatedly demonstrated.

**WLW** THE NATION'S *most "Merchandise-Able"* STATION

**REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION—NEW YORK—CHICAGO**



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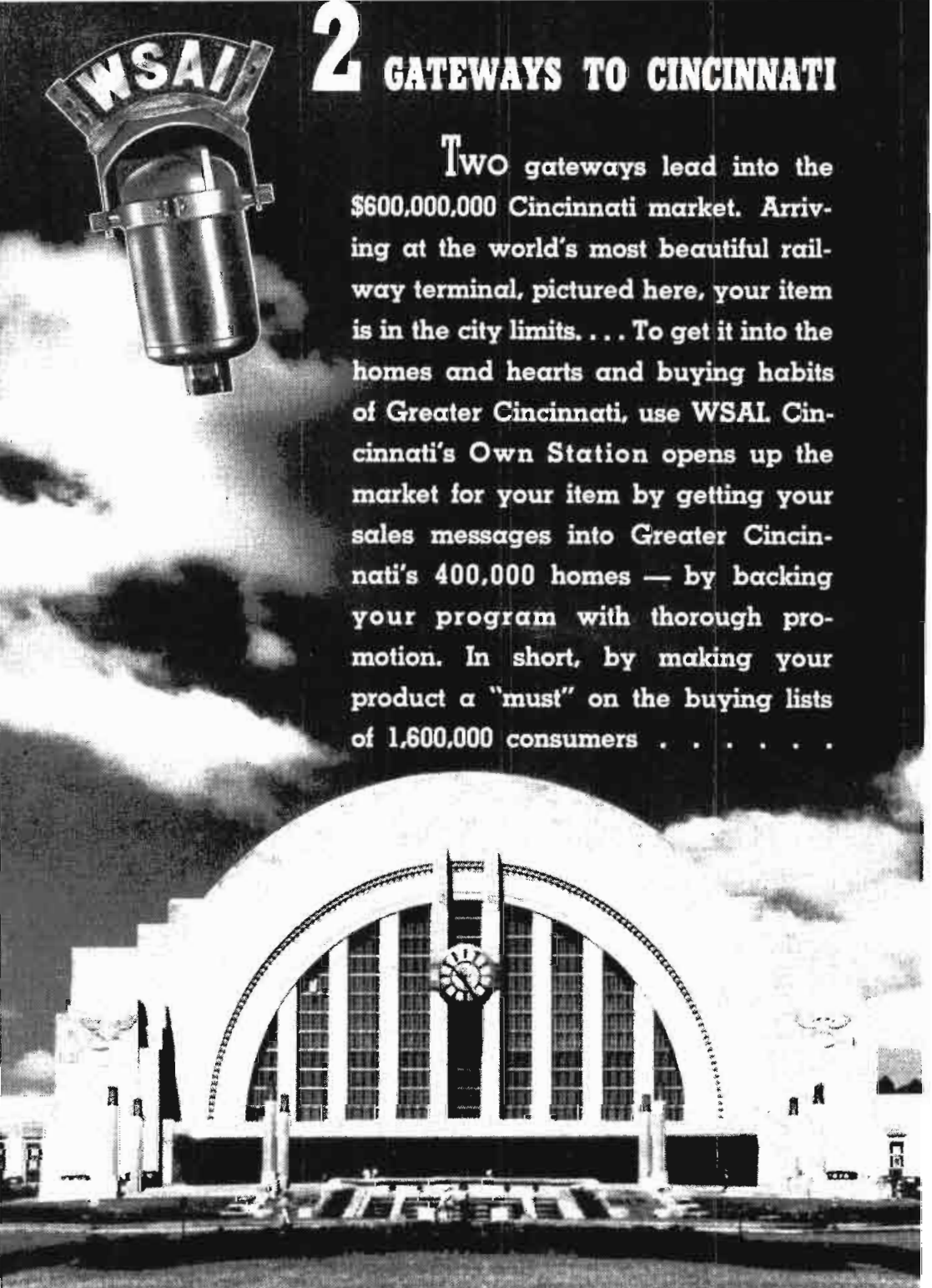


# 2 GATEWAYS TO CINCINNATI

Two gateways lead into the $600,000,000 Cincinnati market. Arriving at the world's most beautiful railway terminal, pictured here, your item is in the city limits. . . . To get it into the homes and hearts and buying habits of Greater Cincinnati, use WSAI. Cincinnati's Own Station opens up the market for your item by getting your sales messages into Greater Cincinnati's 400,000 homes — by backing your program with thorough promotion. In short, by making your product a "must" on the buying lists of 1,600,000 consumers . . . . . .

## WSAI . . . Cincinnati's Own Station

REPRESENTED BY INTERNATIONAL RADIO SALES • NEW YORK • CHICAGO • LOS ANGELES

www.OldCardioStore.com

Chief Announcer .....Peter Grant
News Editor.....J. N. Bailey
Publicity Director...Cecil Carmichael
Musical Directors...William Stoess, Josef Cherniavsky
Chief Engineer .....R. J. Rockwell

### Coverage

Data unavailable at time of going to press.

### Representative

Transamerican Broadcasting and Television Corp.

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# WSAI

"CINCINNATI'S OWN STATION"

## CINCINNATI—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts. OWNED BY: Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Mt. Healthy, Ohio. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (daily); 8:00 A.M. to 2:00 A.M. (Sunday). NEWS SERVICES: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

### Personnel

President .....Powel Crosley, Jr.
Vice-President.....James D. Shouse
General Manager.....Dewey H. Long
Sales Manager.....Arch Grinald
Artists' Bureau Head.....George Biggar
Chief Announcer .....Peter Grant
News Editor.....J. N. Bailey
Program Director.....Clair Shadwell
Musical Directors.....William Stoess, Josef Cherniavsky
Chief Engineer .....R. J. Rockwell

### Coverage

Station was in the process of changing both site and number of broadcasting towers at time of going to press and new estimates were unavailable.

### Representative

International Radio Sales

•

# WCLE

## CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts. OWNED BY: United Broadcasting Co. OPERATED BY: United Broadcasting Co. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 6:45 A.M. to local sunset. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

### Personnel

President.....John S. McCarrens
Vice-President and Station Manager.....H. K. Carpenter
Sales Manager.....K. K. Hackathorn
Program Director.....Russell Richmond
Merchandising and Advertising Manager.....Robert Greenberg
Continuity Director.....Leslie Biebl
Production Manager.....Norman Drysdale
Chief Announcer.....Alan Jenkins
Publicity Director.....Milton Hill
Musical Supervisor.....Louis Rich
Musical Director.....Willard Pott
Chief Engineer.....E. L. Gove

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 2,290,135 |
| Radio Homes— " | 749,531 |

Source: U. S. Census; Joint Committee.

### Representative

Radio Advertising Corp.

•

# WGAR

"CLEVELAND'S FRIENDLY STATION"

## CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WGAR Broadcasting Co. OPERATED BY: WGAR Broadcasting Co. BUSINESS ADDRESS: Hotel Statler. PHONE: Prospect 0200. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: 1000 Harvard Ave., Cuyahoga Heights. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Library, NAB Library, Davis & Schwegler.

### Personnel

President.....George A. Richards
Vice President-General Manager..John F. Patt
Assistant Manager in Charge of Sales.....Eugene Carr
Local Sales Manager.....Harry Camp
Editorial Director.....Ellis VanderPyl
Public Relations Director....Maurice Condon
Program Director.....Carl George
Production Manager.....David Baylor
Chief Announcer.....Wayne Mack
Artists' Bureau Head.....Worth Kramer
Musical Director.....Walberg Brown
Chief Engineer.....R. Morris Pierce

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 2,221,256 | 1,676,774 |
| Radio Homes— " | 539,988 | 409,103 |

Source: Field intensity measurements.

### Representative

Edward Petry & Co.



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# WTAM

*CLEVELAND*

# HAS THE PROGRAMS

## 10 Out of 16 Leaders in Radio Daily's Third Annual Poll of Writers–Critics

| | |
|---|---|
| *Entertainers* | *Dance Bands* |
| JACK BENNY | GUY LOMBARDO |
| *Programs* | *Serials* |
| JELL-O PROGRAM | ONE MAN'S FAMILY |
| *Female Vocalist—Popular* | *Female Vocalist—Classical* |
| CONNIE BOSWELL | MARGARET SPEAKS |
| *Male Vocalist—Popular* | *Mole Vocalist—Classical* |
| BING CROSBY | NELSON EDDY |
| *Sports Commentators* | *Favorite Comedian* |
| BILL STERN | JACK BENNY |

## 8 Out of the First 10 Entertainers
## 7 Out of the First 10 Programs

| *ENTERTAINERS* | | *PROGRAMS* | |
|---|---|---|---|
| 1st • Jack Benny | WTAM | 1st • Jell-O Program | WTAM |
| 2nd • Edgar Bergen | WTAM | 2nd • Chase & Sanborn Program | WTAM |
| 3rd • Fred Allen | WTAM | 3rd • Kraft Music Hall | WTAM |
| 4th • Bing Crosby | WTAM | 4th • Information Please | |
| 5th • Bob Hope | WTAM | 5th • Fred Allen Show | WTAM |
| 6th • Kay Kyser | WTAM | 6th • Bob Hope Program | WTAM |
| 7th • Fibber Mc Gee & Molly | WTAM | 7th • Lux Radio Theatre | |
| 8th • Orson Welles | | 8th • Ford Sunday Evening Hour | |
| 9th • Alec Templeton | WTAM | 9th • Kay Kyser's College | WTAM |
| 10th • Kate Smith | | 10th • Good News of 1940 | WTAM |

*These results are just one more explanation why WTAM usually has as many listeners as all other Cleveland stations put together.*

VERNON H. PRIBBLE, MANAGER

*RED NETWORK • CLEAR CHANNEL • 1070 KC • 50,000 WATTS*

THE NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE



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# WHK

"CLEVELAND'S PIONEER STATION"

## CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: United Broadcasting Co. OPERATED BY: United Broadcasting Co. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

### Personnel

President.....John S. McCarrens
Vice President and Station Manager.....H. K. Carpenter
Sales Manager.....K. K. Hackathorn
Program Director.....Russell Richmond
Merchandising and Advertising Manager.....Robert Greenberg
Continuity Director.....Leslie Biebl
Production Manager.....Norman Drysdale
Chief Announcer.....Alan Jenkins
Publicity Director.....Milton Hill
Musical Supervisor.....Louis Rich
Musical Director.....Willard Pott
Chief Engineer.....E. L. Gove

### Coverage

| | Daytime |
|---|---|
| Radio Homes—Primary ..... | 672,123 |

Source: Joint Committee.

### Representative

Radio Advertising Corp.

•

# WTAM

## CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE: Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Lenox R. Lohr
Station Manager.....Vernon H. Pribble
Sales Manager.....Howard A. Barton
Publicity Director.....Bob Dailey
Program Director.....Hal Metzger
Musical Director.....Walter Logan
Chief Engineer.....S. E. Leonard

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 5,344,000 | 4,628,000 |
| Radio Homes— " ..... | 1,253,600 | 1,103,100 |
| Population—Secondary . | 6,758,800 | 9,702,600 |
| Radio Homes— " ..... | 1,527,200 | 2,217,200 |

Source: NBC Statistical Department; Joint Committee: U. S. Census.

### Representative

National Broadcasting Co., Inc.

•

# WBNS

## COLUMBUS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-7. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

### Personnel

President.....Robert H. Wolfe
Station Manager.....Richard A. Borel
Sales and Commercial Manager.....W. I. Orr
Program Director.....Jack Price
Chief Announcer.....Irwin A. Johnson
Publicity Director.....Jerome R. Reeves
Musical Director.....Lowell Riley
Chief Engineer.....Lester H. Nafzger

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,126,194 | 451,000 |
| Radio Homes— " ..... | 255,440 | 113,000 |
| Population—Secondary . | 2,297,200 | 713,000 |
| Radio Homes— " ..... | 498,890 | 160,990 |

Source: Field intensity measurements.

### Representative

John Blair & Company

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# WCOL

## COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....K. B. Johnston
Station Manager.....Neal Smith
Production Manager.....Wallace Beavers
Sales Manager.....Jack Kelly
Program Director.....Ed Bronson
Chief Engineer.....Ernest Lowe



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### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 390,000 | 390,000 |
| Radio Homes— " | 98,500 | 98,500 |

Source: U. S. Census.

### Representative

Weed & Co.

## WHKC

"THE VOICE OF OHIO"

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: United Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 22 E. Gay St. PHONE: Adams 1101. STUDIO ADDRESS: 22 East Gay St. TRANSMITTER LOCATION: Sharon Road. TIME ON THE AIR: 6:30 A.M. to sundown Los Angeles Time. NEWSPAPER AFFILIATION: Station is owned by the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

### Personnel

General Manager ..Carl M. Everson
Assistant Manager ....B. A. Manring
Sales Manager.... .Harry H. Hoessly
Production Manager ...Robert S. French
Chief Engineer.....J. E. Anderson

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 1,845,822 | 1,845,822 |
| Radio Homes— " | 390,500 | 390,500 |

Source: U. S. Census.

### Representative

Radio Advertising Corp.

## WOSU

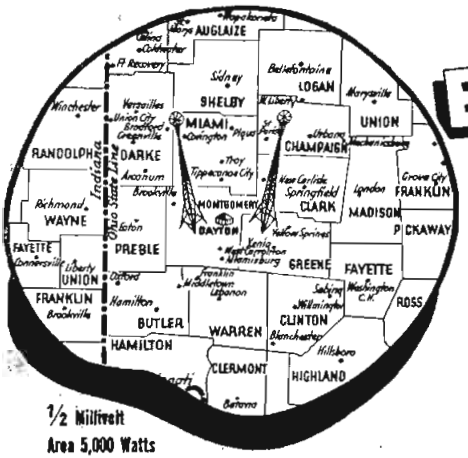
COLUMBUS—EST. 1922

MBS (Sustaining only)

FREQUENCY: 570 Kc. POWER: 1000 watts. OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Communications Laboratory. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: University Golf Course. TIME ON THE AIR: 40 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Acting President of Ohio State University.. William McPherson
Station Director..... .....R. C. Higgy
Production Supervisor ..C. W. Pettegren
Program Supervisor. .....W. F. Heimlich
Technical Supervisor....A. L. Hammerschmidt


½ Millivolt
Area 5,000 Watts
Retail Sales 1935, $661,023,000

BASIC MEMBER CBS
OWNED AND OPERATED BY
THE DAYTON DAILY NEWS
DAYTON, OHIO

BRIGHT SPOT
*Any Year . . . Any Time*

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

WHIO




www.americanradiohistory.com

# WHIO

"TEST STATION OF THE NATION"
"ALWAYS A GOOD SHOW ON WHIO"

## DAYTON—EST. 1935

(CBS-BASIC)

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 45 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 45 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

Manager.....James Le Gate
Commercial Manager.....D. A. Brown
Production Manager.....Arch Robb
Program Director.....Lester Spencer
Chief Engineer.....Ernest L. Adams

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 167,100 | 128,300 |
| Radio Homes— " ..... | 141,170 | 113,430 |
| Population—Secondary .. | 1,165,800 | 549,700 |
| Radio Homes— " ..... | 1,028,940 | 490,550 |

Source: CBS Listeners and Dealers Survey.

### *Representative*

George P. Hollingbery Co.

•

# WING

## DAYTON—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Loew Theatre Bldg., 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Xenia Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

General Manager.....Ronald B. Woodyard
Sales Manager.....Jack Thornquest
Production and Program Manager, Walter Patterson
Musical Director.....Charles Reeder
Chief Engineer.....Paul Braden

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 573,800 | 369,500 |
| Radio Homes— " ..... | 146,260 | 92,170 |
| Population—Secondary .. | 412,346 | 219,345 |

Source: Station survey.

### *Representative*

International Radio Sales

# WLOK

## LIMA—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Fort Industry Co. OPERATED BY: Herbert Lee Blye. BUSINESS ADDRESS: Lima Trust Bldg. PHONE: Main 1316. STUDIO ADDRESS: Lima Trust Bldg. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

Managing Director-Commercial Manager.....Don Ioset
Program Director.....Howard Donahoe
Chief Engineer.....Russell Shettler

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 291,118 |
| Radio Homes— " ..... | 76,877 |

Source: Signal strength and mail response survey.

•

# WMAN

## MANSFIELD—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts OWNED BY: Richland, Inc. OPERATED BY: Richland, Inc. BUSINESS ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. STUDIO ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. TRANSMITTER LOCATION: Longview and North Main St. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. except Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President.....George Satterlee
Vice-President.....Clyde Kessel
Secretary-Treasurer.....John Weimer
Managing Director.....Marie W. Vandegrift
Musical Director.....Earl Black
Program Director.....Gwen Fields
News Editor.....Chester Cook

•

# WPAY

"THE VOICE OF SOUTHERN OHIO"

## PORTSMOUTH—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillocothe St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sunday, 9:30 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: Portsmouth Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President.....Chester B. Thompson
General Manager.....Ralph H. Patt, Jr.
Program Director.....Robert Horn
Chief Engineer.....Maurice Myers



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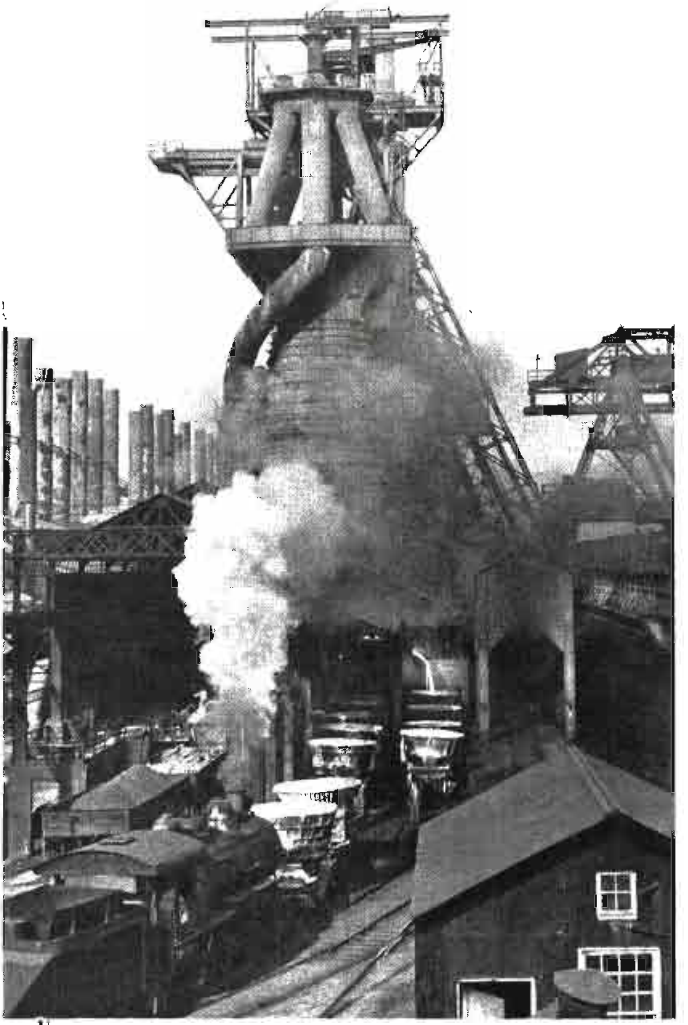
# Business Is Good in Youngstown



Cover this rich market (31st in the United States in point of wages paid in 1937) with

**W F M J**

The Station All Youngstown Listens To

**WFMJ • Youngstown, Ohio**

National Representatives: Headley-Reed Co.
Graybar Building, New York City

New York • Chicago • Detroit • Atlanta



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### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 164,000 | 118,000 |
| Radio Homes— " ..... | 34,700 | 25,300 |
| Population—Secondary .. | 301,000 | 215,000 |
| Radio Homes— " ..... | 60,600 | 45,200 |

Source: U. S. Census; Joint Committee.

### Representative

Cox and Tanz

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## WSPD

"THE VOICE OF TOLEDO"

### TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: Commodore Perry Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 3, Perrysburg, Ohio. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegler.

### Personnel

President.....George B. Storer
Vice-President-Station Manager, J. Harold Ryan
Commercial Manager.....E. Y. Flanigan
Program Director.....Russell Gohring
Publicity Director.....Merrill N. Pheatt
Chief Engineer.....William Stringfellow

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,203,574 | 900,000 |
| Radio Homes— " ..... | 302,590 | 225,000 |
| Population—Secondary .. | 4,000,000 | 2,100,000 |
| Radio Homes— " ..... | 1,000,000 | 525,000 |

Source: Station survey.

### Representative

The Katz Agency

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## WTOL

"TOLEDO'S FRIENDLY STATION"

### TOLEDO—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Community Broadcasting Co. OPERATED BY: Community Broadcasting Co. BUSINESS ADDRESS: Penthouse, Bell Bldg. PHONE: Adams 3291-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Toledo. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M., daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

### Personnel

President .....Frazier Reams
Executive Vice-President.....Arch Shawd
Program Director.....Larry Payne
Chief Engineer.....Frank Ridgeway

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 700,000 | 700,000 |
| Radio Homes— " ..... | 179,000 | 179,000 |
| Population—Secondary .. | 1,250,000 | 1,250,000 |
| Radio Homes— " ..... | 336,000 | 336,000 |

Source: Mail Response analysis.

•

## WFMJ

### YOUNGSTOWN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: William F. Maag, Jr. OPERATED BY: Same. BUSINESS ADDRESS: 101 West Boardman St. STUDIO ADDRESS: 101 West Boardman St. TRANSMITTER LOCATION: 101 West Boardman St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

### Personnel

Manager.....William F. Maag, Jr.
Program Director.....Edward J. Lord
Advertising Manager....Leonard E. Nasman
Chief Engineer.....Frank Dieringer

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 813,150 | 813,150 |
| Radio Homes— " ..... | 187,505 | 187,505 |

Source: Field strength measurements; U. S. Department of Commerce.

### Representative

Headley-Reed Co.

•

## WKBN

### YOUNGSTOWN—EST. 1926

CBS

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 No. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

### Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
Station Director.....J. L. Bowden
National Sales Manager.....C. Alden Baker
Local Sales Manager.....Walter Link
Publicity and Musical Director...G. Davidson
Production Manager.....Wayne Johnson
Chief Engineer.....B. T. Wilkins

### Coverage

| | |
|---|---|
| Population—Primary ..... | 542,000 |
| Radio Homes— " ..... | 101,500 |
| Population—Secondary ..... | 1,124,200 |
| Radio Homes— " ..... | 219,500 |

Source: Field strength survey.



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# WHIZ

## ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 watts. (C.P. 250 watts). OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 48-52 North Fifth St., Lind Arcade. PHONE: 5044. STUDIO ADDRESS: 48-52 North Fifth St., Lind Arcade. TRANSMITTER LOCATION: Newark Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

### *Personnel*

Managing Director.....Stanton P. Kettler
Program Director and Assistant Manager, Allen L. Haid
Chief Engineer.....Wm. Hunt

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 150,000 | 65,000 |
| Population—Secondary . | 230,000 | 100,000 |

Source: U. S. Census.

### *Representative*

John Blair & Co.

# OKLAHOMA

Population 2,548,000

Number of Families 619,000 — Number of Radio Homes 454,300

Retail Sales $478,272,300 — Auto Registrations 553,062

# KADA

"GATEWAY TO OKLAHOMA'S VACATION LAND"

## ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Dr. C. C. Morris. OPERATED BY: Dr. C. C. Morris. BUSINESS ADDRESS: Highway No. 48, north of Ada. PHONE: 1212. STUDIO ADDRESS: Highway No. 48, north of Ada. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press.

### *Personnel*

Owner.....Dr. C. C. Morris
Station and Commercial Manager.....John M. Whitney
Chief Announcer and Publicity Director.....Russell Miller
Chief Engineer.....Leiland Seay

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . | 225,000 | 150,000 |
| Radio Homes— " .... | 48,000 | 27,000 |

Source: U. S. Census.

### *Representative*

Arthur H. Hagg & Associates

# KVSO

"VOICE OF SOUTHERN OKLAHOMA"

## ARDMORE—EST. 1935

FREQUENCY: 1210 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Ardmoreite Pub. Co. OPERATED BY: Ardmoreite Pub. Co. BUSINESS ADDRESS: 114-18 N. Washington. PHONE: 3030. STUDIO ADDRESS: Chickasaw and N. W. Blvd. TIME ON THE AIR: 7:00 A.M. to 11:00 P. M. NEWSPAPER AFFILIATION: Daily Ardmoreite. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

General Manager.....Albert Riesen
Station Manager.....James Griffith
Commercial Manager.....T. E. "Pat" Perrin
Chief Announcer.....Paul Duncan
Musical Director.....Dolly Dutton
Chief Engineer.....Paul Ross

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . | 202,413 | 110,184 |
| Radio Homes— " .... | 31,668 | 18,243 |
| Population—Secondary . | 221,559 | 135,721 |
| Radio Homes— " .... | 33,533 | 19,286 |

Source: U. S. Census; Joint Committee.

# KASA

## ELK CITY—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: E. M. Woody. OPERATED BY: E. M. Woody. BUSINESS ADDRESS: Casa Grande Hotel. PHONE: 730. STUDIO ADDRESS: Elk City. TRANSMITTER LOCATION: Casa Grande Hotel. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

### *Personnel*

President.....E. M. Woody
Station Manager.....F. E. Mayhew
Chief Engineer.....Geo. Patterson



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# KCRC

"THE VOICE OF THE WHEAT BELT"

## ENID—EST. 1928

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1360 Kc. POWER: 250 Watts. OWNED BY: Enid Radiophone Co. OPERATED BY: Enid Radiophone Co. BUSINESS ADDRESS: Willow & Kennedy Sts. PHONE: 447-8. STUDIO ADDRESS: Willow & Kennedy Sts. TRANSMITTER LOCATION: Willow & Kennedy Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Enid Morning News, Enid Daily Eagle. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President.....M. C. Garber
Station Manager.....Milton B. Garber
Advertising Manager.....James S. Stuart
Artists' Bureau Head.....Keith Painton
Sales Manager.....H. P. Hale
Publicity Director.....Glen Williams
Musical Director.....Mabel Waken
Chief Engineer.....A. B. Clopton

### *Coverage*

| | |
|---|---|
| Population—Primary | 270,700 |
| Radio Homes— " | 44,700 |
| Population—Secondary | 761,700 |
| Radio Homes— " | 134,000 |

Source: Station survey.

### *Representative*

Burn-Smith Co.

•

# KBIX

## MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Oklahoma Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Barnes Bldg. PHONE: 302. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Phoenix-Times Democrat, Muskogee Daily. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

Vice-President.....Tam Bixby, Jr.
Commercial Manager.....Franklin Rough
Chief Engineer.....Lester Harlow

### *Coverage*

| | |
|---|---|
| Population—Primary | 371,000 |
| Radio Homes— " | 53,000 |

Source: Mail response analysis.

### *Representative*

The Branham Co.

# WNAD

"THE VOICE OF SOONERLAND"

## NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: University of Oklahoma. OPERATED BY: University of Oklahoma (extension division). BUSINESS ADDRESS: University of Oklahoma. PHONE: 900 — Stations, 123 and 124. STUDIO ADDRESS: University of Oklahoma. TRANSMITTER LOCATION: University of Oklahoma. TIME ON THE AIR: Monday—3:00 to 3:30 P.M.; Tuesday and Thursday—2:00 to 3:00 P.M., 7:15 to 9:15 P.M.; Wednesday—2:00 to 3:00 P.M., 8:15 to 9:15 P.M. NEWS SERVICE Local Campus news through courtesy of the "Oklahoma Daily," Christian Science Monitor.

### *Personnel*

Station Director.....Homer Heck
Director of Production.....H. H. Leake
Chief Engineer.....Clyde Farrar

•

# KOCY

## OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts, OWNED BY: Plaza Court Broadcasting Co. OPERATED BY: Plaza Court Broadcasting Co. BUSINESS ADDRESS: Plaza Court. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oklahoma City. TIME ON THE AIR: 17 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated, C. P. MacGregor.

### *Personnel*

Manager.....M. H. Bonnebrake
Commercial Manager.....Sam D. Jones
Production Manager.....Marvin Krause

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 352,507 | 352,507 |
| Radio Homes— " | 72,511 | |

Source: Field strength survey.

•

# KOMA

## OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
OKLAHOMA METROPOLITAN LINE

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: KOMA, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Biltmore Hotel. PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore Hotel. TRANSMITTER LOCATION: 7½ miles N. E. of Oklahoma City on Highway No. 66. TIME ON THE AIR: 6:00 A.M. to Midnight (daily); 8:00 A.M. to midnight (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.



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### *Personnel*

President . . . . . J. T. Griffin
Station Manager . . . . . Neal Barrett
Commercial Manager . . . . . Jack Howell
Director of Promotion . . . . . Bill Anderson
Program Director . . . . Wilbur Lukenbill
Accountant . . . . . Marie Green
Musical Director . . . . . Paul Christenson
Chief Engineer . . . . . M. W. Thomas

### *Coverage*

| | |
|---|---|
| Population—Primary | 1,407,200 |
| Radio Homes— " | 254,730 |
| Population—Secondary | 938,400 |
| Radio Homes— " | 170,470 |

Source: CBS Research Department.

### *Representative*

Free & Peters, Inc.

•

## KTOK

OKLAHOMA CITY—EST. 1927

NBC-BLUE
MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Oklahoma Broadcasting Co., Inc. OPERATED BY: Harold V. Hough. BUSINESS ADDRESS: 1800 W. Main. PHONE: 3-8352-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library, Lang-Worth.

### *Personnel*

President . . . . . Harold V. Hough
Station Manager . . . . . Kenyon M. Douglass
Commercial Manager . . . . . Tom Johnson
Program Director . . . . . Harold Shreve
Publicity Director . . . . . Paul Buenning
Chief Engineer . . . . . Bernard Tullius

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 561,010 | 561,010 |
| Radio Homes— " | 114,200 | 114,200 |

Source: Joint Committee.

### *Representative*

Burn-Smith Co.

•

## WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oklahoma Pub. Co. OPERATED BY: WKY Radiophone Co. BUSINESS ADDRESS: Skirvin Tower. PHONE: 3-4306—5-4406. STUDIO ADDRESS: Skirvin Tower. TRANSMITTER LOCATION:

"the oil capital of the World"

KVOO

Tulsa

**KVOO has the pass-key to the southwest's great Oil Bowl, for within 75 miles of Tulsa lie 40% of Oklahoma's population and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively, and, in addition, has primary coverage counties in Kansas, Missouri and Arkansas.**

25,000 WATTS — BOTH N. B. C. NETWORKS — EDWARD PETRY, Inc., Rep.



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Nine miles out on highway No. 66. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Daily Oklahoman, Oklahoma City Times. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Supplementary Library. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President.....E. K. Gaylord
Secretary-Treasurer.....Edgar T. Bell
Station Manager.....Gayle V. Grubb
Commercial Manager.....R. E. Chapman
Special Events Director-Chief Announcer, John C. Shafer
Musical Director.....Allan Clark
Chief Engineer.....Herman Lovell

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,624,799 | 942,547 |
| Radio Homes— " ..... | 243,578 | 146,401 |
| Population—Secondary .. | 169,902 | |
| Radio Homes— " ..... | 21,500 | |

Source: Field strength survey; mail response analysis; U. S. Census; Joint Committee.

### *Representative*

The Katz Agency

•

## K H B G

"SERVING EASTERN OKLAHOMA"

### OKMULGEE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Okmulgee Broadcasting Corp. OPERATED BY: Okmulgee Broadcasting Corp. BUSINESS ADDRESS: Parkinson Hotel. PHONE: 3646. STUDIO ADDRESS: Parkinson Hotel. TRANSMITTER LOCATION: 20th and S. Okmulgee Sts. TIME ON THE AIR: Unlimited license. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

President-Manager.....Pat Buford
Secretary-Treasurer and Commercial Manager .....Lucille Buford
Chief Engineer.....A. F. Schultz

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 158,000 |
| Radio Homes— " ..... | 33,200 |
| Population—Secondary ..... | 409,500 |
| Radio Homes— " ..... | 82,000 |

Source: Station survey.

•

## W B B Z

"THE VOICE OF NORTHERN OKLAHOMA"

### PONCA CITY—EST. 1928

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Estate of C. L. Carrell. OPERATED BY: Adelaide Lillian Carrell, Executrix. BUSINESS ADDRESS: 615 West Grand Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ponca City. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

Managing Director .....A. L. Carrell
Commercial Manager.....Frank J. Lynch
Program Director .....Ted Compton
Promotion and Publicity Manager, W. L. Stevens

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 420,000 |
| Radio Homes— " ..... | 65,400 |

Source: Station survey.

### *Representative*

Joseph Hershey McGillvra

•

## K G F F

### SHAWNEE—EST. 1927

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KGFF Broadcasting Co., Inc. OPERATED BY: KGFF Broadcasting Co., Inc. BUSINESS ADDRESS: Aldridge Hotel. PHONE: 4390. STUDIO ADDRESS: Aldridge Hotel. TRANSMITTER LOCATION: Shawnee Country Club. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. NEWS SERVICE: Associated Press.

### *Personnel*

President.....Oscar Stauffer
Secretary-Treasurer and General Manager, Joseph W. Lee
Commercial Manager.....Weldon Stamps
Chief Announcer.....Frank Jackson
Publicity Director.....Maxine Eddy
Chief Engineer.....John Molloy

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 437,563 | 179,931 |
| Radio Homes— " ..... | 89,250 | 34,040 |

Source: Joint Committee; U. S. Census; field intensity measurements.

### *Representative*

Arthur H. Hagg & Associates

•

## K O M E

### TULSA—EST. 1938

MUTUAL BROADCASTING SYSTEM—OKLAHOMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Oil Capital Sales Corp. OPERATED BY: Oil Capital Sales Corp. BUSINESS ADDRESS: Radio Bldg., 910 S. Boston. PHONE: 3-4121. STUDIO ADDRESS: Radio Bldg.; Beryhill Bldg., Sapulpa. PHONE: 462. TRANSMITTER LOCATION: 3904 S. Newport, Tulsa. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.



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# 5000 WATTS FULL TIME

## BUSINESS IS UP IN THIS RICH MARKET!

. . . Home building in Tulsa doubled —best since 1929—leads Oklahoma and the southwest — $500,000 expansion started at Textile Mills . . . Two new $100,000 apartment buildings started . . . $1,600,000 expansion completed, Mid-Continent Refinery starts another $2,500,000 expansion.

**YES, BUSINESS IS GOOD IN THE KTUL AREA!**

Remember also

Within a 75 mile radius of KTUL lies 28% of Oklahoma's area, 43% of Oklahoma's buying power plus 44% of Oklahoma's actual retail sales!

# KTUL In Tulsa • CBS •

FREE AND PETERS—REPRESENTATIVES



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### *Personnel*

President .....Harry Schwartz
General Manager.....Jack Neil
Commercial Manager.....Harold Grimes
Program Director.....R. H. Latting
Chief Engineer.....James F. Manship

### *Representative*

Allied Representation Co.

•

## KTUL

"YOUR FRIENDLY COLUMBIA STATION"

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 5000 watts. OWNED BY: J. T. Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: National Bank of Tulsa Bldg. PHONE: 4-8188. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route No. 8, Tulsa. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### *Personnel*

President.....J. T. Griffin
Vice President-General Manager.....Wm. C. Gillespie
Commercial Manager.....Lawson Taylor
Program Director.....Vivian Sandler
Continuity Chief.....Ray Sollars
Promotion & Publicity Director.....John Esau
Chief Engineer.....Nathan Wilcox

### *Coverage**

| | |
|---|---|
| Population—Primary | 682,600† |
| Radio Homes— " | 138,424† |
| Population—Secondary | 1,321,374‡ |
| Radio Homes— " | 284,760‡ |

*No evening figures available; station has been granted power increase.

†Within .5 Millivolt area.

‡Regular listening area.

Source: Field intensity measurements; Department of Commerce; mail response analysis.

### *Representative*

Free & Peters, Inc.

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## KVOO

"THE MOST POWERFUL STATION BETWEEN ST. LOUIS, DALLAS AND DENVER"

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1140 Kc. POWER: 25,000 Watts. OWNED BY: Southwestern Sales Corp. OPERATED BY: Southwestern Sales Corp. BUSINESS ADDRESS: Philtower Bldg. PHONE: 2-2254. STUDIO ADDRESS: Philtower Bldg. TRANSMITTER LOCATION: 11 miles east of Tulsa, Highway 66. TIME ON THE AIR: Unlimited Schedule. NEWS SERVICES: International News Service, United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President .....P. Q. Proctor
Vice President-General Manager.....William B. Way
Commercial Manager.....Willard Egolf
Program Director.....Norvell Slater
Continuity Editor.....James Randolph
News Editor .....Ken Miller
Publicity Director.....Allan Page
Chief Announcer.....Eddie Coontz
Artists' Bureau Manager....Herald Goodman
Chief Engineer.....L. W. Stinson

### *Coverage*

| | |
|---|---|
| Population—Primary | 2,184,058 |
| Radio Homes— " | 418,890 |
| Population—Secondary | 2,191,598 |
| Radio Homes— " | 437,780 |

Source: Joint Committee.

### *Representative*

Edward Petry & Company

(See Page 488)

# OREGON

**Population 1,027,000**

**Number of Families 299,000** — **Number of Radio Homes 285,400**

**Retail Sales $369,436,100** — **Auto Registrations 367,432**

## KAST

"THE VOICE OF COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Astoria Broadcasting Co. OPERATED BY: Astoria Broadcasting Co. BUSINESS ADDRESS: 1006 Taylor Ave. PHONE: 95. STUDIO ADDRESS: 1006 Taylor Ave. TRANSMITTER LOCATION: 1006 Taylor Ave. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: Astorian-Budget. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

### *Personnel*

President.....M. R. Chessman
Station Manager.....James C. Wallace
Commercial Manager.....Frank E. Marrion
Musical Director.....Sylvia Chandler
Chief Engineer.....Lawrence King



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### Coverage

| | |
|---|---|
| Population—Primary | 60,000 |
| Radio Homes— " | 15,000 |

Source: Station survey.

### Representatives

Cox & Tanz and Walter Biddick

## KBKR

BAKER—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker Loan & Trust Co. Bldg. STUDIO ADDRESS: Baker Loan & Trust Co. Bldg. TRANSMITTER LOCATION: East "H" St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 9:00 A.M. to 9:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

Owner ..... Louis P. Thornton
Resident Manager ..... Ellwood W. Lippincott
Sales Manager ..... Fred H. Pelger
Program Director ..... Herbert H. Haley
Chief Engineer ..... Robert B. Sutton

## KBND

"THE VOICE OF CENTRAL OREGON"

BEND—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Bend Bulletin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: 1121 Wall St. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station Manager ..... Frank H. Loggan
Commercial Manager ..... Chet Wheeler
Chief Technician ..... Gene Lovejoy

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 20,000 | 20,000 |
| Radio Homes— " | 4,300 | 4,300 |
| Population—Secondary | 15,000 | 15,000 |
| Radio Homes— " | 3,000 | 3,000 |

Source: U. S. Census: Joint Committee.

## KOAC

CORVALLIS—EST. 1922

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Oregon State Agricultural College. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M.

### Personnel

Director ..... Luke L. Roberts
Chief Engineer ..... Grant S. Feikert

## KORE

"VOICE OF THE WILLAMETE VALLEY"

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: Route 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

Owner ..... Frank L. Hill
Station Manager ..... Glenn McCormick
Chief Engineer ..... Harold Gander

### Coverage

| | |
|---|---|
| Population—Primary | 95,748 |
| Radio Homes— " | 20,100 |
| Population—Secondary | 39,220 |
| Radio Homes— " | 6,239 |

Source: Station survey.

### Representative

John Blair & Co.

## KUIN

GRANTS PASS—EST. 1939

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Southern Oregon Broadcasting Co. OPERATED BY: Southern Oregon Broadcasting Co. BUSINESS ADDRESS: P. O. Box 43. STUDIO ADDRESS: Grants Pass. TRANSMITTER LOCATION: Redwood Highway. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Grants Pass Courier. TRANSCRIPTION SERVICES: World Program Service, C. P. MacGregor.

### Personnel

Manager ..... John G. Bauriedel

### Representative

John Blair & Co.

## KFJI

KLAMATH FALLS—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KFJI Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System.

### Personnel

President ..... J. A. Kincaid
Station & Commercial Manager .. Geo. Kincaid
Chief Engineer ..... Joe Carroll

### Representative

Cox & Tanz



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# KLBM

"THE VOICE OF EASTERN OREGON"

## LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay. BUSINESS ADDRESS: Sacajawea Inn. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager.....H. M. Finlay

### Representative

Cox & Tanz

•

# KOOS

"THE VOICE OF SOUTHWESTERN OREGON"

## MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATION: Coos Bay Times. NEWS SERVICE: United Press.

### Personnel

President.....Sheldon F. Sackett
General Manager.....Ben E. Stone
Commercial Manager.....A. Thomas Morris
Program Director.....Roger Spaugh
Chief Engineer.....Paul Spargo

### Coverage

| | |
|---|---|
| Population—Primary ..... | 49,200 |
| Radio Homes— " ..... | 12,700 |
| Population—Secondary ..... | 114,000 |
| Radio Homes— " ..... | 30,900 |

Source: Station survey.

### Representative

Walter Biddick (Pacific Coast)

•

# KMED

## MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.
(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Commercial Manager.....L. P. Bishop
Sales Manager.....A. A. Adler
Program Director.....Gladys La Marr
Chief Engineer.....D. H. Rees

•

# KALE

## PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sylvan Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, and Associated Recorded Program Service.

### Personnel

President.....C. Roy Hunt
Vice-President.....S. R. Winch
Secretary-Treasurer.....C. W. Myers
Station Manager.....Ted Kooreman
Sales Manager.....Charles Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager.....Ted W. Cooke
Publicity Director.....Lester Halpin
Chief Engineer.....Louis Bookwalter

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 600,000 | 600,000 |
| Radio Homes— " ..... | 141,000 | 141,000 |
| Population—Secondary .. | 200,000 | 200,000 |
| Radio Homes— " ..... | 45,000 | 47,000 |

Source: Mail response analysis.

### Representative

Free & Peters, Inc.

•

# KBPS

## PORTLAND—EST. 1923

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: EA 8131-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 1:00—3:00 to 5:00 P.M. (each school day).

### Personnel

Station Manager.....William Allingham
Agent.....R. T. Stephens
Program Director.....Hazel Kenyon
Chief Engineer.....Fred Miller

### Coverage

| | |
|---|---|
| Population—Primary ..... | 350,000 |

Source: U. S. Census.



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# KEX

## PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE FREQUENCY: 1180 Kc. POWER: 5000 Watts. OWNED BY: Oregonian Pub. Co. (Lessee). OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: The Oregonian Bldg., 6th and Alder Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

| | |
|---|---|
| Station Manager | W. Carey Jennings |
| Sales Manager | Paul H. Connet |
| Traffic Manager | Ralph Greer |
| Program Director | H. Q. Cox |
| Continuity Director | Barney Miller |
| Chief Engineer | Harold Singleton |

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 799,383 | 815,200 |
| Radio Homes— " | 195,210 | 199,743 |
| Population—Secondary | 297,952 | 562,325 |
| Radio Homes— " | 72,260 | 137,320 |

Source: Joint Committee: NBC Circulation figures.

### *Representative*

Edward Petry & Co., Inc.

# KGW

## PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oregonian Pub. Co. OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: The Oregonian Bldg., 6th & Alder Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

| | |
|---|---|
| Station Manager | W. Carey Jennings |
| Sales Manager | Paul H. Connet |
| Traffic Manager | Ralph Greer |
| Program Director | H. Q. Cox |
| Continuity Director | Barney Miller |
| Chief Engineer | Harold Singleton |

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 922,565 | 724,569 |
| Radio Homes— " | 225,290 | 176,940 |
| Population—Secondary | 269,248 | 356,717 |
| Radio Homes— " | 65,750 | 87,110 |

Source: Joint Committee: NBC Circulation figures.

### *Representative*

Edward Petry & Co., Inc.

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READS
RADIO DAILY
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# KOIN

## PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 watts. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program Library, Lang-Worth Public Domain.

### *Personnel*

President.....C. W. Myers
Station Manager.....C. Roy Hunt
Sales and Promotion Manager....C. E. Couche
Artists' Bureau Head.....Johnnie Walker
Director of Public Relations.....Art Kirkham
Director of Public Affairs.....Stanly Church
Director of Commercial Relations, Harry Buckendahl
Musical Director.....Joseph Sampietro
Technical Director.....Louis Bookwalter

### *Coverage*

| | |
|---|---|
| Population—Primary | 828,600 |
| Radio Homes— " | 234,100 |
| Population—Secondary | 1,656,000 |
| Radio Homes— " | 454,000 |

Source: Station survey.

### *Representative*

Free & Peters, Inc.
World Broadcasting System

•

# KWJJ

## PORTLAND—EST. 1927

FREQUENCY: 1040 Kc. POWER: 500 Watts. OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc. BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park, Portland, Ore. TIME ON THE AIR: 6:00 A.M. to local sunset—9:00 P.M. to 3:00 A.M. NEWS SERVICE: United Press.

### *Personnel*

President.....Wilbur J. Jerman
Secretary-Treasurer & General Manager.....John C. Egan
Commercial Manager.....L. D. Henderson
Chief Engineer.....W. J. Jerman

### *Representative*

Cox & Tanz

•

# KXL

## PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg. PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Lang-Worth, Standard Radio.

### *Personnel*

President and General Manager.....T. W. Symons, Jr.
Chief Engineer.....Ralph Mifflin

### *Coverage*

| | |
|---|---|
| Population—Primary | 438,500 |
| Radio Homes— " | 123,900 |

Source: Station estimate.

### *Representative*

Furgason & Walker, Inc.

•

# KRNR

"VOICE OF UMPQUA VALLEY"

## ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Umpqua. PHONE: No. 4. STUDIO ADDRESS: Hotel Umpqua. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWSPAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non-commercial).

### *Personnel*

General Manager.....M. H. Pengra

### *Representative*

John Blair & Co.

•

# KSLM

## SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 633 N. Front St. PHONE: 6131. STUDIO ADDRESS: 633 N. Front St. TRANSMITTER LOCATION: 633 N. Front St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

President-General Manager.....H. B. Read
Station Manager.....Earl Hoadrick
Artists' Bureau Head.....Dwight Hoxie
Chief Announcer.....Goodwin Lein
Publicity Director.....Clarice Kolbe
Musical Director.....Herbert Johnston
Chief Engineer.....Les Vaught



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# PENNSYLVANIA

Population 10,176,000

Number of Families 2,452,000 — Number of Radio Homes 2,206,400

Retail Sales $2,740,001,000 — Auto Registrations 2,067,321

## W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)
QUAKER NETWORK—PENNSYLVANIA NETWORK

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: Lehigh Valley Broadcasting Co. OPERATED BY: Lehigh Valley Broadcasting Co. BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511-6736. STUDIO ADDRESS: 39 N. 10th St. TRANSMITTER LOCATION: North 7th St. Highway. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATIONS: Chronicle and News, Allentown Morning Call. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

### Personnel

General Manager.....B. Bryan Musselman
Chief Engineer.....Wm. A. McCutcheon

### Coverage

| | |
|---|---|
| Population—Primary ..... | 363,000 |
| Radio Homes— " ..... | 82,500 |
| Population—Secondary ..... | 5,000,000 |
| Radio Homes— " ..... | 1,100,000 |

Source: Mail response analysis.

### Representative

Furgason & Walker, Inc.

•

## W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER 100 Watts OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: 1320 Eleventh Ave. PHONE: 6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 a.m. to 9:00 p.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Managing Director.....Roy Thompson
Chief Engineer .....James E. Moffat

Note: Commercial department is directed by the Managing Director.

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 108,300* | 108,300* |
| Radio Homes— " .... | 106,870 | 106,870 |
| Population—Secondary .. | 450,000 | 450,000 |

* Families.

Source: Station survey; Chamber of Commerce.

### Representative

Cox & Tanz

•

## W E S T

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m.. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

### Personnel

Station & Commercial
Manager .....Elwood C. Anderson
Program Manager.....Wilbert Markle
Publicity Director.....Pauline Davis

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 644,620 | 472,263 |
| Radio Homes— " .... | 144,543 | 106,377 |

Source: U.S. Census; Joint Committee; Field Intensity measurements and mail response analysis.

### Representative

Paul H. Raymer Co.

•

## W L E U

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Commerce Bldg., 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE



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AIR: (Daily) 7:00 a.m. to 12:00 midnight; (Sunday) 10:15 a.m. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

General Manager . . V. Hamilton Weir
Chief Announcer . . . James O'Shea
Program Director . . James Hamilton
Musical Director . . Anthony Conti
Chief Engineer . . . . . Harold Roess

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . . . | 400,000 | 250,000 |
| Radio Homes— " . . | 100,000 | 62,500 |

Source: Station survey.

•

## (CALL LETTERS UNASSIGNED)*

### ERIE—EST. 1940

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Presque Isle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Erie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Erie. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.


*- in Erie it's*

**WLEU**

*NBC BLUE*

Covering Erie and the rich industrial and agricultural area of

Northwestern Pennsylvania
Eastern Ohio
Western New York

*For complete data write*

V. HAMILTON-WEIR

P. O. Box 95 Erie, Pa.


## WIBG

"PHILADELPHIA'S SUBURBAN STATION"

### GLENSIDE—EST. 1925

FREQUENCY: 970 Kc. POWER: 100 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Corner Mt. Carmel Ave. & Easton Rd. PHONE: Ogontz 3100 & Majestic 2675. STUDIO ADDRESS: Same. SALES OFFICE: 428 Perry Bldg., Philadelphia, Pa. PHONE: Rittenhouse 9182. TRANSMITTER LOCATION: Chentenham Township, Montgomery County, Pa. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press.

### *Personnel*

President . . . . . Paul F. Harron
Vice-President-Manager . . . . . Edward D. Clery
Secretary-Treasurer . . . . . Katharine A. Harron
Program Director . . . . . Douglas Arthur
Publicity Director . . . . Rupe Werling
Chief Engineer . . . . . John H. Henninger

### *Coverage*

| | |
|---|---|
| Population—Primary . | 3,000,000 |
| Radio Homes— " . . | 691,000 |
| Population—Secondary | 4,000,000 |
| Radio Homes— " | 1,000,000 |

Source: Station survey.

•

## WHJB

### GREENSBURG—EST. 1933

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

### *Personnel*

President . . . . . H. J. Brennen
Commercial Manager . . R. M. Thompson
Chief Announcer . . . . Howard Lewis
Station Manager . . . . . Roy H. Verret
Chief Engineer . . . . . Walter McCoy

### *Coverage*

| | |
|---|---|
| Population—Primary . . . . . | 4,494,652 |
| Radio Homes— " . . . . . | 992,110 |

Source: U. S. Census; Joint Committee.

### *Representative*

William G. Rambeau Co.

•

## WSAJ

"THE EDUCATIONAL VOICE OF WESTERN PENNSYLVANIA"

### GROVE CITY—EST. 1922

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS:



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Hall of Science. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 4:30 p.m. to 5:30 p.m., Sundays; 7:15 p.m. to 8:45 p.m., Tuesdays and Thursdays.

### *Personnel*

Acting Director-Chief Engineer..H. W. Harmon
Program Director.....Rea G. Walters

### *Coverage**

Population—Primary ..... 25,000
Population—Secondary ..... 200,000

* Primary area consists of 10-mile area around Grove City; secondary area, 25-mile radius.

Source: Station survey.

•

# WHP

## HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: Paxtang, Pa. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

### *Personnel*

Station Manager.....A. K. Redmond
Production Director.....E. K. Smith
Sales Director.....C. L. Bailey
Chief Engineer.....R. S. Duncan

•

# WKBO

## HARRISBURG—EST. 1927

NBC—MBS—MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Keystone Broadcasting Corp. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

Station Manager.....C. G. Moss
Commercial Manager.....Geo. C. Smith

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 726,871 | 311,977 |
| Radio Homes— " .... | 145,633 | 66,261 |

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

### *Representative*

Paul H. Raymer Co.

# WAZL

"VOICE OF THE ANTHRACITE COAL REGION"

## HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Hazleton Broadcasting Service, Inc. OPERATED BY: Hazleton Broadcasting Service, Inc. BUSINESS ADDRESS: Hazleton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: Hazelton National Bank Bldg. TRANSMITTER LOCATION: Hazelton National Bank Bldg. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

### *Personnel*

Station & Commercial Mgr.....V. C. Diehm
Program Manager.....Thomas Tito
Publicity Director.....Kathryn Kohler

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 567,890 | 373,639 |
| Radio Homes— " .... | 116,813 | 71,015 |

Source: U. S. Census; Joint Committee; Field


# WJAC

JOHNSTOWN, PENNA.

★

providing the only full coverage of the large Johnstown trading area

★

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NBC RED




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# Live in KYW's
# primary area than in

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## ST. LOUIS
## ROCHESTER
## FT. WORTH

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WESTINGHOUSE

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NATIONAL BROADCASTING COMPANY



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intensity measurements and mail response analysis.

### Representative

Paul H. Raymer Company

•

## WJAC

### JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 24-361. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

### Personnel

President.....Walter W. Krebs
Treasurer.....L. W. Barnes
Secretary-Station Manager.....J. C. Tully
Chief Engineer.....Nevin Straub

### Coverage

| | |
|---|---|
| Population—Primary ..... | 211,000 |
| Radio Homes— " ..... | 40,800 |
| Population—Secondary ..... | 258,400 |
| Radio Homes— " ..... | 51,400 |

Source: Field intensity measurements.

(See Page 499)

•

## WGAL

### LANCASTER—EST. 1922

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

### Personnel

Station and Commercial Manager.....Walter Miller
Program Manager.....Ernest Stanziola
Publicity Director.....Ruth Hergenrother

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 462,144 | 153,229 |
| Radio Homes— " .... | 108,329 | 35,425 |

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

### Representative

Paul H. Raymer Company

•

## WKST

"VOICE OF WESTERN PENNSYLVANIA"

### NEW CASTLE—EST. 1938

QUAKER STATE NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 watts. OWNED BY: WKST, Inc. OPERATED BY: WKST, Inc., BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5050-5051. STUDIO ADDRESS: Cathedral Bldg.; Ellwood Furniture Co., Ellwood City. PHONE: 77; Library Bldg., Westminster College, New Wilmington. PHONE: 100. TRANSMITTER LOCATION: Old Pittsburgh and Savannah Center Roads. TIME ON THE AIR: 7:00 a.m. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

President & General Manager.....S. W. Townsend
Vice-President & Commercial Manager.....H. S. Kirk
Treasurer.....S. W. Townsend
Secretary & Station Manager.....A. W. Graham
Continuity Director.....J. Leonard Taylor
Chief Announcer.....Carl Bates

### Coverage

| | |
|---|---|
| Population—Primary ..... | 922,791 |
| Population—Secondary ..... | 3,391,018 |

Source: U. S. Census: field intensity measurements.

### Representative

Burn-Smith Co.

•

## KYW

### PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 1020 Kc. POWER: 10,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: 1619 Walnut St. PHONE: Locust 3760. STUDIO ADDRESS: Same.



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*In Philadelphia*

# 7 OUT OF 10* HOMES

## REGULARLY LISTEN TO WCAU

## ...33.9%* MORE

## THAN THE NEXT BEST STATION

★

## WHEN YOU THINK OF PHILADELPHIA

## THINK OF WCAU

PHILADELPHIA'S ONLY 50,000 WATT STATION

*Based on a survey published in —"Make Hay While The Sun Rises". Copy sent on request.



www.americanradiohistory.com

TRANSMITTER LOCATION: RFD No. 4, Norristown. TIME ON THE AIR: 5:59 a.m. to 1:00 a.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....George H. Bucher
Station Manager.....Leslie Joy
Program Manager.....James P. Begley
Sales Prom.-Advertising Manager L. B. Beeuwkes
Sales Manager.....Griffith B. Thompson
Publicity Director.....J. A. Aull
Plant Manager.....E. H. Gager
Auditor-Personnel Manager.....J. F. M. Proulx

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 4,354,600 | 4,196,300 |
| Radio Homes— " | 978,300 | 950,000 |
| Population—Secondary | 2,060,300 | 4,220,200 |
| Radio Homes— " | 126,200 | 221,200 |

Source: NBC Statistical Department.

### Representative

National Broadcasting Co.

•

# W C A U

## PHILADELPHIA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50,000 watts. OWNED BY: WCAU Broadcasting Co. OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: 1622 Chestnut St. PHONE: Locust 7700. STUDIO ADDRESS: WCAU Bldg. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 5:55 a.m. to 2:05 a.m.; Sunday, 9:30 a.m. to 2:05 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and Station Manager.....Dr. Leon Levy
Commercial Manager.....Jack Hammond
Director of Programs.....Stan Lee Broza
Publicity Director.....Kenneth W. Stowman
Musical Director.....Robert Golden
Chief Engineer.....John Leitch

### Coverage

| | |
|---|---|
| Population—Primary | 6,500,000 |
| Radio Homes— " | 1,400,000 |
| Population—Secondary | 3,500,000 |
| Radio Homes— " | 650,000 |

Source: Station's personal interview survey.

### Representatives

Robert A. Street, 485 Madison Ave., N. Y.
Bertha Bannon (Boston)
Virgil Reiter Co. (Chicago)
Paul H. Raymer Co. (San Francisco & Los Angeles)

•

# W D A S

## PHILADELPHIA—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WDAS Broadcasting Sta., Inc. OPERATED BY: WDAS Broadcasting Sta., Inc. BUSINESS ADDRESS: 1211 Chestnut St. PHONE: Locust 7400—Race 7474. STUDIO ADDRESS: 1211 Chestnut St. TRANSMITTER LOCATION: Woodside Park. TIME ON THE AIR: 7:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth & Wentworth.

### Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Secretary-Treasurer & Commercial Manager.....A. W. Dannenbaum, Jr.
Program Director.....Harold Davis
Publicity Director.....Jerry Stone
Musical Director.....Joseph Schribeman

### Coverage*

| | Daytime |
|---|---|
| Population—Primary | 2,294,303 |
| Radio Homes— " | 552,256 |
| Population—Secondary | 3,201,627 |
| Radio Homes— " | 764,582 |

* Station has no figures available for evening but estimates coverage is greater for evening.

Source: Field intensity survey; U. S. Census; Joint Committee.

•

# W H A T

## PHILADELPHIA—EST. 1930

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Independence Broadcasting Co., Inc. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Philadelphia, 39th & Chestnut Sts. PHONE: Lombard 2390-1—Main 2000. STUDIO ADDRESS: Public Ledger Bldg., 7th & Chestnut Sts. TRANSMITTER LOCATION: Hotel Philadelphian. TIME ON THE AIR: Shares time—(45 hours weekly). TRANSCRIPTION SERVICE: NAB Library.

### Personnel

President.....John B. Knox
Manager.....Milton Laughlin
Program Director.....Sam Serota



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# THE CONFIDENCE OF THE COMMUNITY

# WFIL

"PHILADELPHIA'S STATION"

29% more local advertising in 1939! . . . More than any other local network station!

Philadelphia business men know that civic minded, showmanly WFIL has LOCAL ACCEPTANCE. Follow their lead. For your national spot campaign, tell Philadelphia through WFIL . . . and . . . you'll sell!

## 560 on your dial

## PHILADELPHIA, PA.

**NBC Blue . . . Mutual Networks**

**Nat'l Representatives**
**EDW. PETRY CO.**



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# WFIL

"PENNSYLVANIA'S STATION—WFIL IN PHILADELPHIA"

## PHILADELPHIA—EST. 1934

NATIONAL BROADCASTING CO. (BLUE)
MUTUAL—QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts. OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd & Schuylkill River. TIME ON THE AIR: 6:30 a.m. to 2:00 a.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Miller Tape Service, C. P. MacGregor.

### *Personnel*

President.....Samuel R. Rosenbaum
General Manager.....Roger Clipp
Assistant General Manager.....Fred Dodge
Sales Manager.....John Earle Surrick
Publicity Director.....Joseph T. Connolly
Program Director.....James Allen
Musical Director.....Anthony Candelori
Acting Chief Engineer.....Arnold Nygren

### *Coverage*

| | |
|---|---|
| Population—Primary | 3,906,514 |
| Radio Homes— " | 944,160 |
| Population—Secondary | *5,576,177 |
| Radio Homes— " | *1,336,760 |

* Including Primary Area.

Source: Field strength survey; mail response analysis.

### *Representative*

Edward Petry & Co.

•

# WIP

## PHILADELPHIA—EST. 1922

INTERCITY

FREQUENCY: 610 Kc. POWER: 5000 watts. OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: 2108 Spring Garden St. TIME ON THE AIR: 24 hours, daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

President & Station Manager.....Benedict Gimbel, Jr.
V-P in Charge of Sales.....Edward A. Davies
Program Director.....Murray Arnold
Technical Supervisor.....Clifford C. Harris

### *Coverage*

| | |
|---|---|
| Population—Primary | 3,661,899 |
| Radio Homes— " | *1,282,897 |
| Population—Secondary | 3,272,681 |

* Includes both primary and secondary areas

Source: U. S. Census; field intensity measurements.

### *Representative*

Radio Advertising Corp.
(See Page 508)

•

# WPEN

"PHILADELPHIA'S OWN STATION"

## PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOV, New York)

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Wm. Penn Broadcasting Co. OPERATED BY: Wm. Penn Broadcasting Co. BUSINESS ADDRESS: 22nd and Walnut Sts. PHONE: Rittenhouse 4140. STUDIO ADDRESS: 22nd and Walnut Sts. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

General Manager.....Arthur Simon
Program Director.....Thomas B. Smith
Publicity Director.....Lillian Slater
Musical Director.....Joseph Fransoza
Chief Engineer.....Charles Burtis

### *Coverage*

No exact figures available at time of going to press.

### *Representative*

WOV, New York City
(See Page 506)

•

# WTEL

## PHILADELPHIA—EST. 1925

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Foulkrod Radio Engineering Co. OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 4312-14 N. Broad St. PHONE: Gladstone 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

### *Personnel*

President.....Doug. Hibbs
General Manager.....Henry N. Cocker

•

# KDKA

"THE ONLY MASTER KEY TO THE MASTER MARKET"

## PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 980 Kc. POWER: 50,000 watts. OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. PROGRAMMED BY: National Broadcasting Co. BUSINESS ADDRESS: Grant Bldg. PHONE: Grant 4200. STUDIO ADDRESS: Grant Bldg. TRANSMITTER LOCATION: Allison Park, Hampton Township, Pa. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.



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# SALES
## *in a nutshell!*

THE kernel of every Advertising campaign is Sales! That's why more and more National Advertisers, in *addition* to their English shows, are also using our ITALIAN, JEWISH and POLISH programs. They know that specialized Advertising in these *important* foreign language markets bears fruit —"Sales in a Nutshell!"

**WPEN** PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA



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### Personnel

President.....G. H. Bucher
General Manager.....S. D. Gregory
Artists Bureau Head.....E. J. Calahan
Sales Manager.....W. E. Jackson
Publicity Director.....James Luntzel
Program Manager.....Derby Sproul
Promotion Manager.....W. B. McGill
Auditor.....D. F. Dickson
Musical Director.....Maurice Spitalny
Plant Manager.....J. E. Baudino

### Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 5,803,900 | 5,435,800 |
| Radio Homes— " | 1,233,800 | 1,146,000 |
| Population—Secondary | 3,997,500 | 17,866,900 |
| Radio Homes— " | 880,600 | 2,925,300 |

* Based on previous transmitter location.
Source: NBC Statistical Department.

### Representative

National Broadcasting Co.

## KQV

### PITTSBURGH—EST. 1919

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts. OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road. TIME ON THE AIR: 7:00 a.m. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, Davis & Schwegler.

### Personnel

President.....H. J. Brennen
Vice-President.....H. K. Brennen
Secretary.....H. N. Stehman
Station Manager.....John J. Laux
Commercial & Advertising Manager.....R. M. Thompson, Sr.
Chief Announcer.....J. Herbert Angell
Publicity Director.....Joe Vilella
Chief Engineer.....Walter W. McCoy

### Coverage

| | |
|---|---|
| Population—Primary | 2,582,669 |
| Radio Homes— " | 582,218 |
| Population—Secondary | 1,120,550 |
| Radio Homes— " | 262,265 |

Source: Field intensity survey; Joint Committee.

### Representative

William G. Rambeau Co.

## WCAE

### PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1220 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WCAE, Inc. OPERATED BY: WCAE, Inc. BUSINESS ADDRESS: Hotel William Penn. PHONE: Atlantic 6900. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Agnew Road, Baldwin Township. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Pittsburgh Sun - Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President-General Manager.....Leonard Kapner
Sales Manager.....Lester Lindow
Publicity Director.....James F. Murray
Musical Director.....Earl Truxell
Chief Engineer.....James Schultz
Program Manager.....R. Clifton Daniel

### Coverage

| | |
|---|---|
| Population—Primary | 2,280,481 |
| Radio Homes— " | 597,700 |
| Population—Secondary | 2,016,195 |
| Radio Homes— " | 262,856 |

Source: U. S. Census; Joint Committee.

### Representative

International Radio Sales

## WJAS

### PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1475 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

### Personnel

President & General Manager.....H. J. Brennen
Commercial Manager.....R. M. Thompson, Sr.
Chief Announcer.....Beckley Smith
Publicity Director.....M. Caughey
Musical Director & Pgm. Mgr.....Jas. Hughes
Chief Engineer.....W. W. McCoy

### Coverage

| | |
|---|---|
| Population—Primary | 3,090,300 |
| Radio Homes— " | 652,500 |
| Population—Secondary | 7,200,000 |
| Radio Homes— " | 1,609,900 |

Source: Mail response analysis.

### Representative

William G. Rambeau Co.

## WWSW

### PITTSBURGH—EST. 1931

MBS—NBC (Blue)—QUAKER NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Walker & Downing Radio Corp.



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# A "CROSSLEY" RATING OF 85.3?

Say, we wish we had it! However, IF A CROSSLEY WERE MADE ON OUR BUSINESS RECORD, that headline would be no exaggeration! Honest! Look at this . . . As Of December 1, 1939, of the accounts NOW USING WIP—

56.2% have been USING WIP REGULARLY for TWO years!
51.5% have been USING WIP REGULARLY for THREE years!
43.7% have been USING WIP REGULARLY for FOUR years!
40.6% have been USING WIP REGULARLY for FIVE years!
32.8% have been USING WIP REGULARLY for SIX years!
17.1% have been USING WIP REGULARLY for SEVEN years!
12.5% have been USING WIP REGULARLY for EIGHT years!

AND THAT'S WHY WIP IS NOW SOLD A SOLID 85.3%
(yes, 85.3%!!!)

This, mind you, on a 24-HOUR A DAY SCHEDULE, TOO!

610 Kilocycles
1,000 Watts*
35 S. Ninth Street
Walnut 6800

# W I P

BENEDICT GIMBEL, JR.
President
EDWARD A. DAVIES
Director of Sales

"PHILADELPHIA'S PIONEER VOICE"

*C. P.—5,000 WATTS



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OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. STUDIO ADDRESS: Hotel Keystone. TRANSMITTER LOCATION: 341 Rising Main St. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS' BUREAU TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

### *Personnel*

President ..... Paul Block
Vice-President ..... Oliver J. Keller
Treasurer ..... Leo A. Wise
Secretary-General Manager Frank R. Smith, Jr.
Promotion Manager ..... H. B. Trautman
Program Director ..... Walter E. Sickles
Chief Engineer ..... Ancil A. Lewis

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,500,000 | 1,500,000 |
| Radio Homes— " .... | 361,000 | 361,000 |
| Population—Secondary .. | 2,250,000 | 2,250,000 |
| Radio Homes— " .. | 441,000 | 441,000 |

Source: Field intensity survey.

### *Representative*

Cox & Tanz

# WEEU

## READING—EST. 1931

NATIONAL BROADCASTING CO.

FREQUENCY: 830 Kc. POWER: 1000 Watts. OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7335. STUDIO ADDRESS: 533 Penn St., and Reading Senior High School. TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 a.m. to local sunset. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus, NAB Library, Standard Radio.

### *Personnel*

General Manager ..... Clifford M. Chafey
Program Director ..... Paul Breedy
Sales Manager ..... W. A. Riple

### *Coverage*

Population—Primary ..... 1,526,900
Radio Homes— " ..... 346,000
Population—Secondary ..... 2,406,600
Radio Homes— " ..... 525,700

Source: Mail response analysis.

### *Representative*

George P. Hollingbery Co.


# READING, PA.

## AN IDEAL TEST MARKET AT LOW COST

The third market of Pennsylvania and 66th of the entire nation, Reading, Pa., is selected by many shrewd advertisers as a test market because of its similarity in make up to the large Metropolitan Centers and the purchasing power of its inhabitants. Of course, WEEU is selected as the test station because of its unusual coverage and its low rates per capita listener.

# WEEU

1000 Watts — 830 K.C. (A clear national Channel)

*Represented Nationally by*
GEORGE P. HOLLINGBERY CO.




www.americanradiohistory.com

# WRAW

## READING—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7336. STUDIO ADDRESS: 533 Penn St. and State Theatre. TRANSMITTER LOCATION: Reading. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

### Personnel

President . . Clifford M. Chafey
Station Manager . Raymond A. Gaul
Sales Manager . Robert Magee

### Representative

George P. Hollingbery Co.

•

# WGBI

## SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Scranton Broadcasters, Inc. OPERATED BY: Scranton Broadcasters, Inc. BUSINESS ADDRESS: 1000 Wyoming Ave. PHONE: 6296-7. STUDIO ADDRESS: Administration Bldg. of International Correspondence Schools. TRANSMITTER LOCATION: Drinker Turnpike, Dunmore, Pa. TIME ON THE AIR: (daily) 7:00 a.m. to 2:00 a.m., (Sunday) 8:45 a.m. to 2:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President . . . . . Frank Megargee
Station Manager. . Robert E. McDowell
Commercial & Sales Manager . . Geo. D. Coleman
Program Director. . Frank Monaghan
Chief Engineer. . Kenneth R. Cooke

### Coverage

| | |
|---|---|
| Population—Primary | 835,200 |
| Radio Homes— " | 175,700 |
| Population—Secondary | 1,646,000 |
| Radio Homes— " | 372,500 |

Source: Field strength survey and mail response analysis.

### Representative

John Blair & Co.

•

# WQAN

## SCRANTON

FREQUENCY: 880 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: The Scranton Times. OPERATED BY: The Scranton Times. BUSINESS ADDRESS: Scranton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares Time with WGBI. NEWSPAPER AFFILIATION: The Scranton Times.

### Personnel

Director . . . . . A. J. O'Malley

•

# (CALL LETTERS UNASSIGNED)*

## SCRANTON—EST. 1940

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 Watts, n. OWNED BY: Union Broadcasting Co. OPERATED BY: Union Broadcasting Co. BUSINESS ADDRESS: Scranton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

•

# WPIC

"THE FRIENDLY VOICE OF THE SHENANGO VALLEY"

## SHARON—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Sharon Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 541. STUDIO ADDRESS: Pine Hollow Blvd. PHONE: 154. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Sharon Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

### Personnel

President & General Manager. . John Fahnline, Jr.
Vice-President. . . A. W. McDowell
Secretary-Treasurer. . . George E. Heiges
Commercial Manager. J. T. Van Sweringen
Program Director. . . . . Paul Gamble
Chief Announcer John C. MacDonald
Chief Engineer . . . . . A. C. Heck

### Coverage

| | |
|---|---|
| Population—Primary | 718,329 |
| Radio Homes— " | 268,830 |
| Population—Secondary | 3,250,000 |
| Radio Homes— " | 1,160,340 |

### Representatives

DeLisser-Boyd
Allied Representation Co.

•

# WKOK

"FRIENDLY VOICE OF CENTRAL PENNSYLVANIA"

## SUNBURY—EST. 1933

QUAKER NETWORK

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: B. E. Beck, H. Haddon & G. Beck. OPERATED BY: Sunbury Broadcasting Co. BUSINESS ADDRESS: 1150 N. Front St. PHONE: 1326. STUDIO ADDRESS: 1150 N. Front St. TRANSMITTER LOCATION: 1150 N. Front St. TIME ON THE AIR: 8:00 a.m. to 9:00 p.m.



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NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Davis & Schwegler.

### Personnel

President.....H. H. Haddon
Secretary-Treasurer & General Manager.....B. A. Beck
Station Manager.....Melvin Lahr
Chief Announcer.....Reg Merridew
Program Director.....Paul Miller
Sales Manager.....Homer Smith
Chief Engineer.....Clif Kerstetter

### Coverage

Population—Primary ..... 141,146
Radio Homes— " ..... 31,725
Source: Field intensity measurements.

### Representative

Furgason & Walker, Inc.

•

## WMBS

"YOUR HOME STATION"

### UNIONTOWN—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Uniontown. PHONE: 800. STUDIO ADDRESS: Fayette Title & Trust Bldg. TRANSMITTER LOCATION: 3 miles South of Uniontown. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

### Personnel

President and Station Manager.....Joseph C. Burwell
Commercial Manager .....M. E. Slagel
Artists' Bureau Head .....Hugh Rafferty
Sales Manager .....M. E. Slagel
Publicity Director .....Sullivan Sages
Musical Director .....Sullivan Sages
Chief Engineer .....Kenneth M. Meredith

### Coverage

Population—Primary ..... 200,900
Source: Field intensity measurements.

•

## WBAX

### WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER 100 watts. OWNED BY: John H. Stenger, Jr. OPERATED BY: John H. Stenger, Jr. BUSINESS ADDRESS: 141 So. Main. PHONE: 2-2736-3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSCRIPTION LOCATION: Plains Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m., daily; 9:00 a.m. to 1:00 a.m., Sundays. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....John H. Stenger, Jr.
General Manager.....Dale Robertson
Commercial Manager.....Harry Thomas
Artists' Bureau Head.....Jones Evans
Musical & Program Director.....Ken Beghold
Promotion Manager.....John Garfield
Chief Engineer.....John H. Stenger, Jr.

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 445,109 | 445,109 |
| Radio Homes— " .... | 92,020 | 92,020 |
| Population—Secondary .. | 685,000 | 685,000 |
| Radio Homes— " .. | 145,000 | 145,000 |

Source: Station survey.

### Representative

Weed & Co.

•

## WBRE

### WILKES-BARRE—EST. 1924

NBC-QUAKER NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 62 S. Franklin St. PHONE: 3-3101-2. STUDIO ADDRESS: 62 S. Franklin St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### Personnel

President and Station Manager.....Louis G. Baltimore
Commercial Manager.....S. R. Baltimore
Sales Manager.....A. C. Baltimore
Musical Director.....L. Savitt
Chief Engineer.....Charles Sakoski

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 850,000 | 600,000 |
| Radio Homes— " .... | 95%* | ..... |
| Population—Secondary .. | † | 850,000 |
| Radio Homes— " .. | 95% | ..... |

* Of total families.
† Over one million.
Source: Chamber of Commerce; field intensity measurements.

•

## WRAK

### WILLIAMSPORT—EST. 1929

QUAKER—PENNSYLVANIA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WRAK, Inc. OPERATED BY: WRAK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W.



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4th St. TIME ON THE AIR: 7:30 a.m. to 10:15 p.m. NEWSPAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Program Service, Davis & Schwegler.

### *Personnel*

President.....E. M. Case
Vice-President.....R. T. S. Steele
Treasurer.....W. Van Person
Secretary-General Mgr.....George E. Joy
Advertising Manager....Thomas W. Metzger
Chief Announcer.....Paul M. Breining
Program Manager.....Oscar Linn
Publicity Director.....J. W. Mackey
Chief Engineer.....Louis Persio

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 393,161 | 157,725 |
| Radio Homes— " ... | 85,505 | 34,308 |

Source: Mail count survey.

### *Representative*

J. P. McKinney & Son

## WORK

YORK—EST. 1932

NBC (RED & BLUE)—MBS—MASON-DIXON GROUP

FREQUENCY: 1320 Kc. POWER: 1000 Watts. OWNED BY: York Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### *Personnel*

Station Manager.....Robert Gulick
Program Manager.....Harold Miller

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,860,009 | 409,322 |
| Radio Homes— " .... | 423,879 | 84,289 |

Source: U. S. Census; Joint Committee; Field intensity measurements and mail response analysis.

### *Representative*

Paul H. Raymer Co.

# RHODE ISLAND

Population 681,000

Number of Families 169,000 — Number of Radio Homes 155,500

Retail Sales $241,676,600 — Auto Registrations 175,802

## WEAN

PROVIDENCE—EST. 1922

NBC (BLUE)—YANKEE & COLONIAL NETWORKS
MUTUAL

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Crown Hotel. PHONE: Dexter 1500. BOSTON OFFICE: 21 Brookline Ave. STUDIO ADDRESS: Crown Hotel. TRANSMITTER LOCATION: East Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 2:00 A.M. Week Days, 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Local News by staff reporters, Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Associated, Davis & Schwegler.

### *Personnel*

President .....John Shepard, III
Station & Sales Supervisor. Malcolm S. Parker
Chief Engineer .....Harold Tilley

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,091,437 | 662,756 |
| Radio Homes— " .... | 251,030 | 152,434 |

Source: Field intensity measurements.

### *Representative*

Edward Petry & Co.

•

## WJAR

"SOUTHERN GATEWAY OF NORTH EAST"

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Outlet Co. OPERATED BY: Outlet Co. BUSINESS ADDRESS: Weybossett St. PHONE: Gaspee 1071. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rumford. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: World Library Service NEWS SERVICE: Local news service.



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### Personnel

President.....Joseph Samuels
Station Manager.....John J. Boyle
Musical Director.....Earl Shean
Chief Engineer.....Thomas Prior

### Coverage

| | |
|---|---|
| Population—Primary | 983,600 |
| Radio Homes— " | 219,900 |
| Population—Secondary | 679,900 |
| Radio Homes— " | 163,000 |

Source: Field intensity survey.

### Representative

Weed & Co.

•

## WPRO

### PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Cherry and Webb Broadcasting Co. OPERATED BY: Cherry and Webb Broadcasting Co. BUSINESS ADDRESS: Metropolitan Theatre Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: E. Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight. Week Days, 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager .....Stephen P. Willis
Commercial Manager .....William T. Bush

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,126,000 | 1,034,400 |
| Radio Homes— " .... | 254,050 | 231,880 |
| Population—Secondary .. | 7,072,700 | 4,153,400 |
| Radio Homes— " .. | 1,604,350 | 945,030 |

Source: CBS Listening Area Study.

### Representative

Paul H. Raymer Co.

# SOUTH CAROLINA

Population 1,875,000

Number of Families 407,000 — Number of Radio Homes 207,300

Retail Sales $273,026,600 — Auto Registrations 285,000

## WAIM

"THE VOICE OF THE ELECTRIC CITY"

### ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Wilton E. Hall. OPERATED BY: Same. BUSINESS ADDRESS: Anderson College. PHONE: 800. STUDIO ADDRESS: Anderson College. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Anderson Independent, Anderson Daily Mail. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

### Personnel

Owner .....Wilton E. Hall
Station Manager.....W. Ennis Bray
Program Director.....James A. Bulleit
Chief Announcer.....James Waldrop
Auditor .....Helen Hall
Artists Bureau Head.....Edith Hall
Publicity Director.....G. Paul Browne
Musical Director.....Dan B. Ferguson
Chief Engineer.....Wendell C. Roberts
Recording Engineer.....J. Roger Skelton

### Coverage

| | |
|---|---|
| Population—Primary | 762,912 |
| Radio Homes— " | 73,001 |
| Population—Secondary | 376,873 |
| Radio Homes— " | 33,100 |

Source: Station survey.

•

## WCSC

"THE VOICE OF COASTAL CAROLINA"

### CHARLESTON—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1360 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: The South Carolina Broadcasting Co., Inc. OPERATED BY: The South Carolina Broadcasting Co., Inc. BUSINESS ADDRESS: Francis Marion Hotel. PHONE: 7611. STUDIO ADDRESS: Francis Marion Hotel. TRANSMITTER LOCATION: St. Andrews Farm, one mile west of city. TIME ON THE AIR: Sundays—8:00 a.m. to 12:00 midnight; daily—6:45 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.



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### Personnel

President-Station Manager.....J. M. Rivers
Program Director.....Charles McMahon
Sales Manager.....Roland Weeks
Publicity Director.....Phil Sutterfield
Chief Engineer.....J. B. Fuqua

### Coverage

| | |
|---|---|
| Population—Primary | 272,800 |
| Radio Homes— " | 32,900 |
| Population—Secondary | 505,300 |
| Radio Homes— " | 58,200 |

Source: Field intensity survey and mail response analysis.

### Representative

Free & Peters, Inc.

## WTMA

"WTMA, FIRST WITH NEWS, FIRST IN SPORTS"

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Atlantic Coast Broadcasting Co. OPERATED BY: Atlantic Coast Broadcasting Co. BUSINESS ADDRESS: Wagener Terrace. STUDIO ADDRESS: Wagener Terrace. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17½ hours daily; 16 hours, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station Manager....William D. Workman, Jr.
Commercial Manager....Edward C. Powers
Program Director.....C. Wylie Calder
Chief Engineer.....D. M. Bradham

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 150,000 | 80,000 |
| Radio Homes— " | 22,950 | 15,000 |
| Population—Secondary | 180,000 | 100,000 |
| Radio Homes— " | 28,000 | 18,000 |

Source: Field intensity survey.

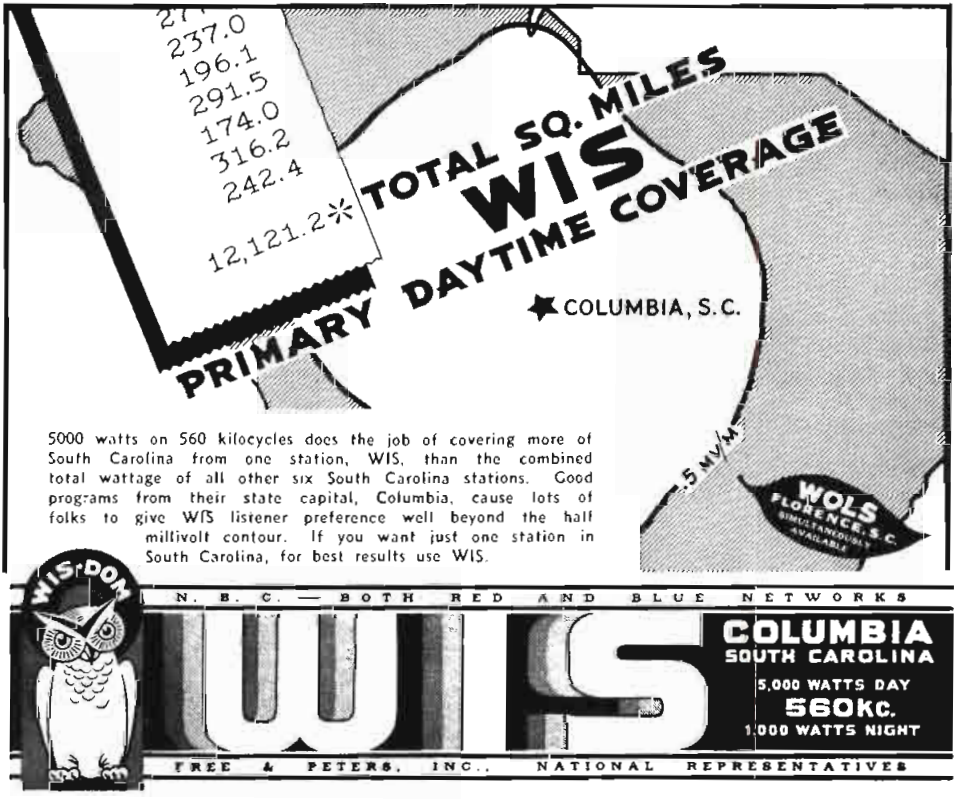
### Representative

George P. Hollingbery Co.

## WCOS

COLUMBIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1202 Main St. PHONE: 2-5601. STUDIO ADDRESS: 1202 Main St. TRANSMITTER LOCATION: Columbia. TIME ON THE AIR: Unlimited Li-





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cense (17 hours, daily). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Library.

### Personnel

Commercial Manager.....J. W. McIver
Program Director.....Sterling Wright
Chief Engineer.....Charles A. Thoman

### Coverage

| | |
|---|---|
| Population—Primary | 208,500 |
| Radio Homes— " | 51,000 |
| Population—Secondary | 239,380 |
| Radio Homes— " | 113,970 |

Source: Station survey.

### Representative

Furgason & Walker, Inc.

## WIS

"SERVING A STATE-WIDE AUDIENCE FROM COLUMBIA, SOUTH CAROLINA"

### COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Liberty Life Insurance Co. OPERATED BY: The Liberty Life Insurance Co. BUSINESS ADDRESS: 1811 Main St. PHONE: 22135-22136. STUDIO ADDRESS: 1811 Main St. TRANSMITTER LOCATION: Bluff Road. TIME ON THE AIR: Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President and Station Manager.....G. Richard Shafto
Advertising-Commercial Manager.....J. D. Saumenig
Chief Announcer.....James W. Young
Program and Publicity Director.....Floyd D. Rodgers, Jr.
Chief Engineer.....Scott Helt
Chief Control Engineer.....R. D. Lambert, Jr.

### Coverage

| | |
|---|---|
| Population—Primary | 948,400 |
| Radio Homes— " | 98,900 |
| Population—Secondary | 2,780,600 |
| Radio Homes— " | 389,600 |

Source: Field intensity and mail response analysis.

### Representative

Free & Peters, Inc.

## WOLS

"THE VOICE OF THE MAGIC CITY"

### FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: O. Lee Stone. OPERATED BY: Same. BUSINESS ADDRESS: Sanborn Hotel. PHONE: 48. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Highway South of Florence. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Program Service.

### Personnel

President-Station Manager.....O. Lee Stone
Commercial Manager.....Willard Miller
Program Director.....Rod Dorsey
Chief Engineer.....Robert M. Wallace

## WFBC

### GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts. OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Greenville. PHONE: 362-3. STUDIO ADDRESS: Hotel Greenville. TRANSMITTER LOCATION: Gantt, S. C. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

### Personnel

President.....B. H. Peace, Jr.
Station Manager.....B. T. Whitmire
Commercial Manager.....W. S. Lindsay
Program Director.....Charles Batson
Production Manager.....Jim Reid
Publicity Director.....Dan Crosland
Musical Director.....Eber Lineberger
Chief Engineer.....W. C. Etheredge

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 887,190 | 589,183 |
| Radio Homes— " | 92,100 | 65,000 |
| Population—Secondary | 954,994 | 887,190 |
| Radio Homes— " | 96,100 | 65,000 |

Source: U. S. Census.

### Representative

Bryant, Griffith and Brunson

## WHTR *

### SPARTANBURG—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Spartanburg Advertising Co. OPERATED BY: Spartanburg Advertising Co. BUSINESS ADDRESS: Spartanburg. STUDIO ADDRESS: Spartanburg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

## WSPA

### SPARTANBURG—EST. 1929

FREQUENCY: 920 Kc. POWER: 1000 watts.



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OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: Press-Radio Bldg. PHONE: 2900. STUDIO ADDRESS: Press-Radio Bldg. TRANSMITTER LOCATION: Evanston H'ts. TIME ON THE AIR: 6:00 A.M. to sunset. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

### Personnel

President and General Manager..Virgil Evans
Commercial Manager ..John Brownlee
Chief Announcer... ...B. E. Rocozie
Musical Director ...Hal. Moore
Chief Engineer... ... ... ...George Tate

### Coverage

| | |
|---|---|
| Population—Primary | 1,400,000 |
| Radio Homes— " ... | 365,000 |
| Population—Secondary | 3,000,000 |
| Radio Homes— " ... | 700,000 |

Source: U. S. Census.

### Representative

Headley-Reed Co.

## WFIG *

SUMTER—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: J. Samuel Brody. OPERATED BY: J. Samuel Brody. BUSINESS ADDRESS: Sumter. STUDIO ADDRESS: Sumter. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

### Personnel

Owner ... ... ...J. Samuel Brody

*Station was licensed to operate under a construction permit and reported that inauguration of service would begin on March 1.

# SOUTH DAKOTA

Population 692,000

Number of Families 167,000 — Number of Radio Homes 132,900

Retail Sales $162,320,400 — Auto Registrations 187,729

## KABR

"VOICE OF THE HUB CITY"

ABERDEEN—EST. 1935

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Aberdeen Broadcast Co. OPERATED BY: Aberdeen Broadcast Co. BUSINESS ADDRESS: 117½ S. Main St. PHONE: 4626. STUDIO ADDRESS: 117½ S. Main St. TRANSMITTER LOCATION: Wylie Park. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association, local news staff. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ... ...H. C. Jewett, Jr.
Vice-President .C. H. Anderson
Vice-President ...Olwin Ackley
Treasurer... ...J. H. McKeever
Secretary-General Manager. ...A. A. Fahy
Program Director... ...E. L. Weeks
Publicity Manager. .F. E. Painter
Chief Engineer... ...Delbert Hunt

### Coverage

| | |
|---|---|
| Population—Primary | 117,744 |
| Radio Homes— " ... | 29,436 |
| Population—Secondary | 159,652 |
| Radio Homes— " . | 69,349 |

Source: Station survey.

### Representative

Weed & Co.

## KFDY

"THE SOUTH DAKOTA STATE COLLEGE RADIO STATION"

BROOKINGS—EST. 1923

FREQUENCY: 780 Kc. POWER: 1000 Watts. OWNED BY: South Dakota State College. OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: Library Bldg., State College. TRANSMITTER LOCATION: Brookings. TIME ON THE AIR: Shares daytime hours.

### Personnel

Station Manager ...S. W. Jones
Chief Engineer . .W. H. Gamble

## KGFX

"THE PIONEER STATION"

PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts. OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 2251. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 A.M. to sunset. NEWS SERVICE: Associated Press.

### Personnel

Owner and Director.....Ida A. McNeil

### Representative

James Hanley (Washington, D. C.)



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# KOBH

"THE CALL OF THE BLACK HILLS"

## RAPID CITY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Black Hills Broadcast Co. of Rapid City. OPERATED BY: Black Hills Broadcast Co. of Rapid City. BUSINESS ADDRESS: Alex Johnson Hotel. TRANSMITTER LOCATION: Rapid City. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 8:00 A.M. to 4:00 P.M., Sundays. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, and C. P. MacGregor.

### *Personnel*

President.....C. A. Quarnberg
Vice-President-Managing Director, Robert J. Dean
Secretary .....George E. Bruntlett
Treasurer.....W. J. McNulty
Program Director.....A. H. George, Jr.
Continuity Director.....B. C. Barth
Business Manager.....Margaret Bamsey
Chief Engineer.....M. J. Jones

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 78,400 | 21,600 |
| Radio Homes— " ..... | 19,600 | 5,400 |
| Population—Secondary .. | 86,900 | 21,710 |
| Radio Homes— " ..... | 20,200 | 3,620 |

Source: Joint Committee.

### *Representative*

Cox & Tanz

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# WCAT

"A PIONEER RADIO STATION OF THE MIDWEST"

## RAPID CITY—EST. 1921

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: South Dakota School of Mines. OPERATED BY: South Dakota School of Mines. BUSINESS ADDRESS: E. St. Joe St. PHONE: 1600-1. STUDIO ADDRESS: E. St. Joe St. TRANSMITTER LOCATION: E. St. Joe St. TIME ON THE AIR: 11:00 A.M. to 1:00 P.M. MST. NEWSPAPER AFFILIATIONS: Rapid City Daily Journal. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: Standard Radio, NAB Library, Lang-Worth.

### *Personnel*

President.....J. P. Connolly
Chief Announcer.....Max Friedman
Station Manager.....C. M. Rowe
Publicity Director.....Redford Dibble
Chief Engineer.....E. E. Clark

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# KELO

## SIOUX FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Sioux Falls Broadcast Assoc., Inc. OPERATED BY: Sioux Falls Broadcast Assoc., Inc. BUSINESS ADDRESS: 317 S. Phillips. PHONE. 757-8-9. STUDIO ADDRESS: 317 S. Phillips. TRANSMITTER LOCATION: 3 miles west of city limits. TIME ON THE AIR: 10:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

### *Personnel*

President and Station Manager.....Joseph Henkin
Vice-President-Promotion Manager, S. Fantle, Jr.
Assistant Manager-Sales Director, George R. Hahn
Program Director.....Morton Henkin
Chief Engineer.....Max Staley

### *Representative*

Howard H. Wilson & Co.

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# KSOO

## SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1110 Kc. POWER: 5000 watts. OWNED BY: Sioux Falls Broadcasting Ass'n., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 S. Phillips. PHONE: 757-8-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles west of city limits. TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President and Station Manager .....Joseph Henkin
Vice-President-Promotion Manager, S. Fantle, Jr.
Assistant Manager-Sales Director, George R. Hahn
Program Director.....Morton Henkin
Chief Engineer .....Max Staley

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 1,820,840 |
| Radio Homes— " ..... | 364,110 |
| Population—Secondary ..... | 808,882 |
| Radio Homes— " ..... | 150,490 |

Source: NBC Statistical Department.

### *Representative*

Howard H. Wilson & Co.

•

# KUSD

"THE UNIVERSITY STATION"

## VERMILLION—EST. 1922

FREQUENCY: 890 Kc. POWER: 500 Watts. OWNED BY: University of South Dakota. OPERATED BY: University of South Dakota. BUSI-



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NESS ADDRESS: Vermillion. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 2:30 P.M. to 5:00 P.M.

### *Personnel*

Manager-Program Director . . R. E. Rawlins, Jr.
Chief Engineer . . . . . W. H. Jordan

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## KWAT *

WATERTOWN—EST. 1940

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Midland National Life Insurance Co. OPERATED BY: Midland National Life Insurance Co. BUSINESS ADDRESS: Watertown. STUDIO ADDRESS: Watertown. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

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## WNAX

"SERVING THE MIDWEST FARMER"
YANKTON—EST. 1927
COLUMBIA BROADCASTING SYSTEM
THE COWLES STATIONS

FREQUENCY: 570 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 484. STUDIO ADDRESS: Second & Capitol, Yankton; Orpheum Theatre Bldg., Sioux City. TRANSMITTER LOCATION: 4½ miles E. of Yankton. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight—(Daily) 7:30 A.M. to 12:00 midnight—(Sundays). NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President . . . . . Gardner Cowles, Jr.
Station Manager . . . . . Robert R. Tincher
Commercial Manager . . . . . Phil Hoffman
Program Director . . . . . Arthur J. Smith
Chief Engineer . . . . . Clifton M. Todd

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . . | 3,917,100 | 1,673,900 |
| Radio Homes— " . . . . . | 719,590 | 300,610 |
| Population—Secondary . . | 5,721,400 | 4,202,800 |
| Radio Homes— " . . . . . | 1,240,400 | 889,580 |

Source: CBS Listening Area Study.

### *Representative*

The Katz Agency


70,570 RADIO HOMES

await your message

WOPI

250 Watts Day and Night RCA Equipped Throughout

Merchandising Department

Bristol

Tennessee-Virginia

Two Markets to Market

Sometimes Overlooked by Smart Advertisers




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# TENNESSEE

Population 2,893,000

Number of Families 689,000 — Number of Radio Homes 459,900

Retail Sales $530,844,600 — Auto Registrations 412,100

## WOPI

"THE VOICE OF THE APPALACHIANS"

BRISTOL—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: Old Abingdon Pike, Bristol, Va. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

### Personnel

President and General Manager.W. A. Wilson
Commercial Manager.....Walter Pritchard
Artists Bureau Head.....Mary Abell
Program Director-Chief Announcer, Fey Rogers
Publicity Director and Continuity, Harry Hudson
Chief Engineer.....Robert Smith

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 186,984 | 103,120 |
| Radio Homes— " ..... | 29,880 | 22,910 |
| Population—Secondary .. | 319,124 | ..... |
| Radio Homes— " ..... | 40,690 | ..... |

Source: Station survey.

### Representative

Burn-Smith Co.

## WAPO

"CHATTANOOGA'S FRIENDLY STATION"

CHATTANOOGA—EST. 1936

NBC-BLUE

FREQUENCY: 1420 Kc. POWER: 250 watts (C.P. 1120 Kc., 500 watts). OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. PHONE: 6-6141-6-6142. STUDIO ADDRESS: Read House. TRANSMITTER LOCATION: Foust St. and Rossville Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 6:30 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner.....W. A. Patterson
General Manager.....R. G. Patterson
Advertising Manager.....Nelson Krepps
Chief Engineer.....B. B. Barnes

## WDOD

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WDOD Broadcasting Corp. OPERATED BY: WDOD Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: Brainerd, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

### Personnel

President.....Norman A. Thomas
Commercial Manager.....Carter M. Parham
Program Manager.....D. W. McCurdy
Chief Engineer.....J. C. Vessels

### Coverage

| | |
|---|---|
| Population—Primary ..... | 669,867 |
| Radio Homes— " ..... | 81,127 |
| Population—Secondary ..... | 659,682 |
| Radio Homes— " ..... | 64,268 |

Source: Mail response analysis and field intensity survey.

### Representative

Paul H. Raymer Company

## WHUB

COOKEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: M. L. Medley. OPERATED BY: M. L. Medley. BUSINESS ADDRESS: Cookeville. STUDIO ADDRESS: Cookeville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner.....M. L. Medley
Station Manager.....Jim Turner
Chief Engineer.....Charles R. Duke

### Coverage

| | Daytime |
|---|---|
| Population—Primary ..... | 100,700 |
| Radio Homes— " ..... | 15,750 |
| Population—Secondary ..... | 299,300 |
| Radio Homes— " ..... | 45,000 |

Source: U. S. Census; Joint Committee.



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# WTJS

## JACKSON—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Sun Pub. Co. OPERATED BY: Sun Pub. Co. BUSINESS ADDRESS: Sun Bldg. PHONE: 3340-3341-1106-1107. MAIN STUDIO ADDRESS: Sun Bldg. OTHER STUDIOS: Union City, Milan, Humboldt, and Corinth, Miss. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Jackson Sun. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President . . . . . C. E. Pigford
Vice-President . . . . . Albert A. Stone
Business-Commercial Manager . A. B. Robinson
Advertising Manager . . . . Bill Winsett
Artists' Bureau Head . . James Allen
Publicity Director . . . . . Leslie Brooks
Musical Director . . . . . James Allen
Chief Engineer . . . . . C. B. Brummell

### *Coverage*

| | |
|---|---|
| Population—Primary | 279,727 |
| Radio Homes— " | 46,495 |
| Population—Secondary | 226,499 |
| Radio Homes— " | 36,285 |

Source: Mail response analysis and field intensity survey.

### *Representative*

The Branham Company

•

# WJHL

## JOHNSON CITY—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: WJHL, Inc. OPERATED BY: WJHL, Inc. BUSINESS ADDRESS: P. O. Box 871. STUDIO ADDRESS: 412 S. Roan St. and Times Bldg., Kingsfirt, Tenn. PHONE: 998. TRANSMITTER LOCATION: Johnson City. PHONE: 2211. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated.

### *Personnel*

Manager . . . . . W. Hanes Lancaster
Commercial Manager . . . J. D. Schacklett
Program Director . . . . . Henry Frick
Chief Engineer . . . . . O. K. Garland

•

# WNOX

"TENNESSEE'S OLDEST STATION"

## KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Scripps-Howard Radio, Inc. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: 110-112 S. Gay St. PHONE: 3-3171-5. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Anderson Road near Beverly. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; Sunday, 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

### *Personnel*

General & Commercial Manager . . . . . R. B. Westergaard
Program Director . . . . Lowell Blanchard
Publicity Director . . . . . C. B. Davis
Cashier-Office Manager . . . . Paul Healy
Chief Engineer . . . . . J. B. Epperson

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 495,000 | . . . . . |
| Radio Homes— " | 75,840 | 57,560 |
| Population—Secondary | 493,000 | . . . . . |
| Radio Homes— " | 90,770 | 61,000 |

Source: Field intensity survey; U. S. Census; Joint Committee.

### *Representative*

The Branham Co.

•

# WROL

## KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

TENNESSEE STATE NET

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 201 Randolph St. TIME ON THE AIR: 5:15 A.M. to 12:05 A.M., daily; 7:30 A.M. to 12:05 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler.

### *Personnel*

President . . . . . S. E. Adcock
Station Manager . . . . C. H. Frazier
Program Director . . . . . John H. Reese
Chief Engineer . . . . . Joe Wofford

### *Coverage*

| | |
|---|---|
| Population—Primary | 338,522 |
| Radio Homes— " | 58,280 |
| Population—Secondary | 548,655 |
| Radio Homes— " | 90,640 |

Source: Department of Commerce; Joint Committee.

### *Representative*

John Blair & Co.

•

# WHBQ

## MEMPHIS—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station



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WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: Court & Neely. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

### Personnel

President.....Thos. Thompson
Secretary-Treasurer.....H. B. Wooten
General Manager.....E. A. Alburty
Chief Announcer.....Emmett McMurray
Sales Manager.....E. Pournelle
Publicity Director.....Sam Gordon
Artists' Bureau Head and Musical Director.....J. M. Klaer
Chief Engineer.....Weldon Roy

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 512,298 | 392,870 |
| Radio Homes— " .... | 82,400 | 70,000 |
| Population—Secondary .. | 987,900 | 791,450 |
| Radio Homes— " .. | 99,380 | 91,210 |

Source: Mail response analysis; U. S. Census; Department of Commerce.

## WMC

### MEMPHIS—EST. 1923

NBC—(RED)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Commercial Appeal Co. OPERATED BY: Commercial Appeal Co. BUSINESS ADDRESS: Hotel Gayoso. PHONE: 8-7464. STUDIO ADDRESS: Hotel Gayoso. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth, Davis & Schwegler.

### Personnel

General Manager.....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Chief Announcer.....Earl Moreland
Program Director.....John Cleghorn
Musical Director.....Leonard McEwen
Chief Engineer.....C. E. Baker

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 2,820,693 | 1,258,775 |
| Radio Homes— " .... | 399,540 | 189,300 |

Source: U. S. Census; Joint Committee; field intensity survey.

### Representative

The Branham Company

## WMPS

### MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)
MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Memphis Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 62 North Main St. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: United Press.

### Personnel

President.....Jack Howard
Vice President-General Manager.....J. C. Hanrahan
Program Director-News Editor.....Lawrence Trexler
Chief Engineer.....J. P. Epperson

### Coverage

| | |
|---|---|
| Population—Primary ..... | 483,000 |
| Radio Homes— " ..... | 91,700 |
| Population—Secondary ..... | 342,400 |
| Radio Homes— " ..... | 35,700 |

Source: Mail response analysis.

## WLAC

### NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts. OWNED BY: J. T. Ward. OPERATED BY:


**BUSINESS KEEPS *Climbing* AT WLAC**

NATIONAL ADVERTISING GAINS:

| | |
|---|---|
| 1936 over 1935 — | 215% |
| 1937 over 1936 — | 69% |
| 1938 over 1937 — | 16% |
| 1939 over 1938 — | 85% |
| 1939 over 1935 — | 1,043% |

**And 1940 is showing substantial gains over 1939! The reason for these phenomenol gains is simple—Advertisers have discovered that WLAC is the outstanding buy in the Nashville market.**

**WLAC**

5,000 Watts
Nashville, Tennessee
J. T. Ward, Owner F. C. Sowell, Gen. Mgr.
Member Station C. B. S.

Paul H. Raymer & Co.
National Representatives
Affiliated with World Broadcasting System




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# WE

● WSM has one of the Largest staffs of talent and technical experts of any single station in the United States. That is one reason why WSM tailor-made shows break response and sales records for one client after another.

And this is not the result of the work of any one "genius" but the close cooperation of a well knit organization and a talent staff in excess of 250 artists.

Ask your secretary to write us today for case histories. You owe it to your firm to have this information. It will be sent by return mail.

*National Representatives, Edward Petry & Co., Inc.*

**WSM**
**NASHVILLE, TENNESSEE**

**NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM**



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WLAC Broadcasting Service. BUSINESS ADDRESS: Third National Bank. PHONE: 7-3425. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dixie Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICES: United Press. TRANSCRIPTION SERVICES: World Broadcasting System.

### Personnel

Owner.....J. T. Ward
Station and Sales Manager.....F. C. Sowell
Musical Director.....Charles Nagy
Chief Engineer.....F. D. Binns

### Coverage

| | |
|---|---|
| Population—Primary | 583,000 |
| Radio Homes— " | 103,900 |
| Population—Secondary | 468,000 |
| Radio Homes— " | 72,900 |

Source: Mail response analysis.

### Representative

Paul H. Raymer Company

## WREC

### MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Hoyt B. Wooten d/b as WREC Broadcasting Service. OPERATED BY: Hoyt B. Wooten d/b as WREC Broadcasting Service. BUSINESS ADDRESS: Hotel Peabody. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Memphis. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

### Personnel

President-General Manager...Hoyt B. Wooten

### Coverage

| | |
|---|---|
| Population—Primary | 2,110,900 |
| Radio Homes— " | 348,500 |

Source: Field intensity survey.

### Representative

The Katz Agency

## WSIX

### NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: WSIX, Inc. OPERATED BY: WSIX, Inc. BUSINESS ADDRESS: Nashville Trust Bldg. PHONE: 5-5431. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third and Boscobel Sts. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Nashville Banner. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Lang-Worth, Associated Program Service, Davis & Schwegler.

### Personnel

President.....Jack M. Draughon
Commercial Manager.....Gene Tanner
Chief Engineer.....B. E. Porter

### Representative

Headley-Reed Co.

## WSM

"WE SHIELD MILLIONS"

### NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 650 Kc. POWER: 50,000 watts. OWNED BY: National Life & A. Insurance Co. OPERATED BY: Same. BUSINESS ADDRESS: National Bldg. PHONE: 6-7181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 6 miles north Franklin. TIME ON THE AIR: 6:30 A.M. to midnight (C.S.T.). NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

### Personnel

Vice-President.....Edwin W. Craig
Station Manager.....Harry Stone
Advertising Manager.....W. S. Dustin
Publicity Director.....Jack Harris
Chief Engineer.....J. H. DeWitt, Jr.

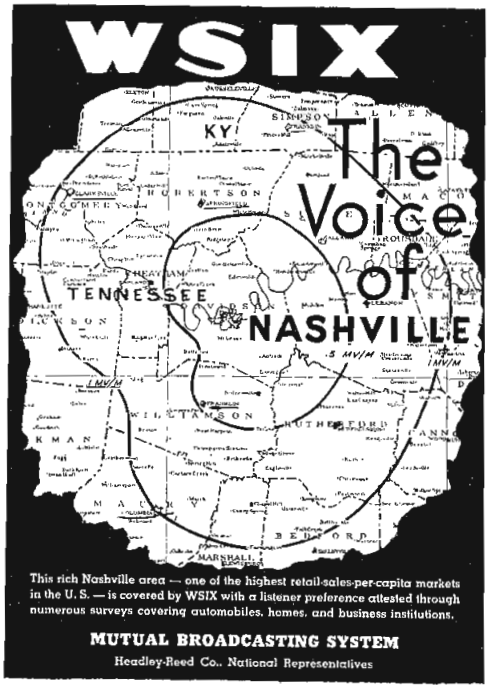
### Coverage

| | |
|---|---|
| Population—Primary | 2,399,000 |
| Radio Homes— " | 317,900 |
| Population—Secondary | 3,389,200 |
| Radio Homes— " | 370,300 |

Source: Mail response analysis.

### Representative

Edward Petry & Co.



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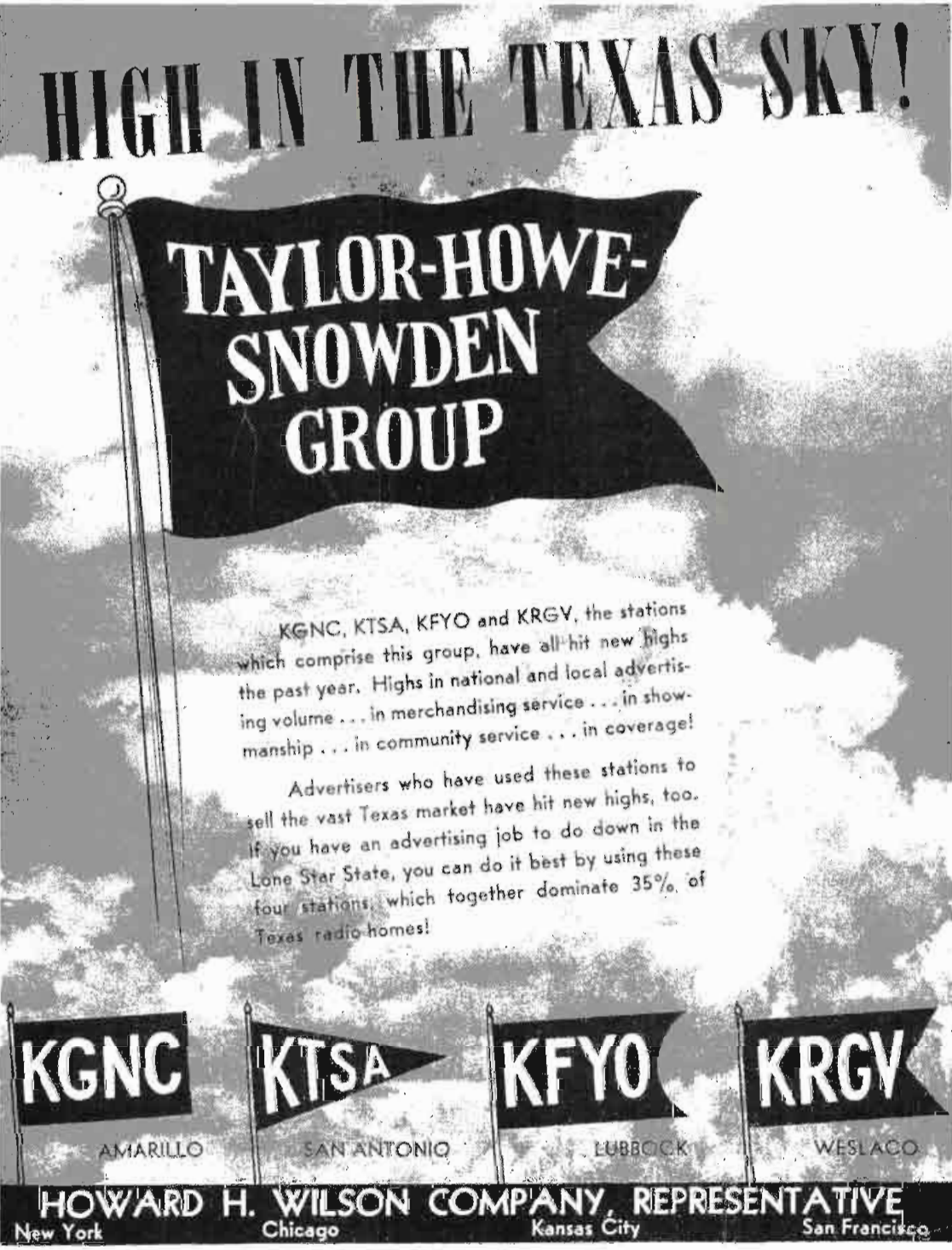




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# TEXAS

Population 6,172,000

Number of Families 1,516,000 — Number of Radio Homes 1,033,500

Retail Sales $1,418,190,400 — Auto Registrations 1,605,930

## K R B C

"STARS OVER WEST TEXAS"

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel PHONE: 6225 Studio; 3542 Transmitter. STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: Abilene. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. daily except Saturday; 6:30 A.M. to 12:00 Midnight, Saturdays. NEWSPAPER AFFILIATION: Abilene Reporter-News. NEWS SERVICE: Associated Press, (United Press, from Texas State Network). TRANSCRIPTION SERVICE: C. P. MacGregor.

### *Personnel*

President.....M. B. Hanks
Vice-President & Managing Director.....Howard Barrett
General Manager.....Elliott Roosevelt
Secretary.....Athalene Culley
Commercial Manager.....Poole Robertson
Chief Engineer.....W. W. Robertson

### *Coverage*

| | |
|---|---|
| Population—Primary | 273,052 |
| Radio Homes— " | 36,800 |
| Population—Secondary | 225,031 |
| Radio Homes— " | 30,500 |

Source: Mail response analysis.

### *Representative*

Texas State Network

## K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Amarillo Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nunn Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press supplied by Texas State Network. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

### *Personnel*

General Manager.....Earl R. Strandberg
Program Director.....Carter Reynolds
Chief Engineer.....Ralph E. Cannon, Jr.

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 147,670 | 99,116 |
| Radio Homes— " | 33,420 | 18,900 |
| Population—Secondary | 182,768 | 65,584 |
| Radio Homes— " | 21,180 | 10,850 |

Source: U. S. Census; Joint Committee; mail response analysis.

### *Representative*

John H. Perry Associates

## K G N C

"HEREFORD CAPITOL OF THE WORLD"

AMARILLO—EST. 1924

NBC (Optional Red and Blue)

FREQUENCY: 1410 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 8th & Harrison. PHONE: 4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2 miles east of city. TIME ON THE AIR: 6 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

### *Personnel*

President.....O. L. Taylor
Station and Commercial Manager.....John Ballard
Artists' Bureau Head and Musical Director.....Eddie Baumel
Chief Engineer.....W. S. Bledsoe
Merchandise Manager, Raymond Hollingsworth

### *Coverage*

| | |
|---|---|
| Population—Primary | 250,000 |
| Radio Homes— " | 44,300 |
| Population—Secondary | 180,500 |
| Radio Homes— " | 29,700 |

Source: Field intensity measurements.

### *Representative*

Howard H. Wilson Co.

## K N O W

AUSTIN—EST. 1923

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Frontier Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO



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ADDRESS: Same. TRANSMITTER LOCATION: 400 Tillery St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

| | |
|---|---|
| General Manager | James W. Pate |
| Commercial Manager | Paul Forchheimer |
| Program Director | Pat Adelman |
| Production Manager | Alvin Cowan |
| Chief Engineer | T. E. Daniels |

### Coverage

| | |
|---|---|
| Population—Primary | 91,300 |
| Radio Homes— " | 13,500 |
| Population—Secondary | 297,000 |
| Radio Homes— " | 38,300 |

Source: Station survey.

## KTBC

### AUSTIN—EST. 1939

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. OPERATED BY: State Capitol Broadcasting Association. BUSINESS ADDRESS: 119 A West 8th St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dallas Highway. TIME ON THE AIR: Specified Daytime Hours with WTAW. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

| | |
|---|---|
| President | R. B. Anderson |
| Program Director | Fred Caldwell |
| News Editor | Merle McMurry |
| Office Manager | Eva Wise |
| Chief Engineer | Harry Slife |

### Coverage

| | |
|---|---|
| Population—Primary | 304,510 |

Source: Joint Committee.

## KFDM

### BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 1000 Watts. OWNED BY: Beaumont Broadcasting Co., Inc. OPERATED BY: Beaumont Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 2950. PHONE: 3882. STUDIO ADDRESS: Edison Hotel. TRANSMITTER LOCATION: Beaumont. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

| | |
|---|---|
| President | C. W. Snider |
| Secretary-Treasurer | D. A. Kahn |
| General Manager | C. B. Locke |
| Program Director | Faye McCarthy |
| Production Manager | Leon Taylor |
| Chief Engineer | Leon Saye |

### Coverage

| | |
|---|---|
| Population—Primary | 320,400 |
| Radio Homes— " | 56,200 |
| Population—Secondary | 524,500 |
| Radio Homes— " | 68,100 |

Source: Mail response analysis.

### Representative

John Blair & Co.

## KRIC

### BEAUMONT—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: KRIC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 130 Wall St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. daily except Saturday and Sunday; 6:30 A.M. to 2:00 A.M., Saturdays; 8:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATION: Beaumont Enterprise & Journal. NEWS SERVICE: Associated Press, Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio, World Broadcasting System.

### Personnel

| | |
|---|---|
| President | Mrs. J. L. Mapes |
| Vice-President-Treasurer | E. C. Davis |
| Secretary | Mrs. Eva Dujay |
| Station Director | Bert Horswell |

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 250,000 |
| Radio Homes— " | 71,400 |
| Population—Secondary | 500,000 |
| Radio Homes— " | 142,800 |

Source: Chamber of Commerce; station survey.

### Representative

Headley-Reed Co.

## KBST

### BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Big Spring Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 16½ hours daily. NEWSPAPER AFFILLIATION: Big Spring Herald. THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICES: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### Personnel

| | |
|---|---|
| General Manager | Elliott Roosevelt |
| Supervisor | Howard Barrett |
| Commercial Manager | Jack Wallace |
| Program Director | Mary Vance Keneaster |
| Chief Engineer | J. B. Casey |



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### Coverage

| | |
|---|---|
| Population—Primary | 120,600 |
| Radio Homes— " | 16,300 |
| Population—Secondary | 100,000 |
| Radio Homes— " | 15,400 |

Source: Joint Committee.

### Representative

Texas State Network

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## KNEL

### BRADY—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Gibbons Bldg. PHONE: 77. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Brady. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE: Hear O' Texas News (local). TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

General Manager.....G. L. Burns
Commercial Manager.....John Sloane
Chief Announcer.....Forest Cox
Chief Engineer.....Marion Crawford

### Coverage

| | |
|---|---|
| Population—Primary | 129,000 |
| Radio Homes— " | 20,800 |
| Population—Secondary | 126,900 |
| Radio Homes— " | 22,300 |

Source: Mail response analysis.

### Representative

Cox & Tanz

•

## KGFI

### BROWNSVILLE—EST. 1927

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 329. PHONE: 1044. STUDIO ADDRESS: Brownsville-San Benito Highway, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sundays). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

General Manager.....Lawrence D. Yates
Commercial Manager.....Grover A. Godfrey
Chief Engineer.....Willis Wilson

### Representative

Cox & Tanz

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## WTAW

### COLLEGE STATION—EST. 1921

FREQUENCY: 1120 Kc. POWER: 500 Watts. OWNED BY: A. & M. College. OPERATED BY: A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station.

### Personnel

Station Manager.....E. P. Humbert
Chief Engineer.....H. C. Dillingham

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## KRIS

### CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 500 Watts. OWNED BY: Gulf Coast Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Medical and Professional Bldg., P. O. Box 840. PHONE: 6354. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Corpus Christi. NEWSPAPER AFFILIATION: Corpus Christi Caller-Times.

### Personnel

Manager.....T. Frank Smith
Promotion Manager.....H. B. Lockhart

### Coverage

| | |
|---|---|
| Population—Primary | 195,800 |
| Radio Homes— " | 28,700 |
| Population—Secondary | 76,500 |
| Radio Homes— " | 8,400 |

Source: Mail response analysis.

### Representative

The Branham Co.

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## KAND

### CORSICANA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Navarro Broadcasting Assn. OPERATED BY: Navarro Broadcasting Assn. BUSINESS ADDRESS: State Natl. Bank Bldg. PHONE: 30. STUDIO ADDRESS: State Natl. Bank Bldg. TRANSMITTER LOCATION: Highway 75. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....J. C. West

•

## KRLD

### DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 50000 Watts. OWNED BY: KRLD Radio Corp. OPERATED BY: KRLD Radio Corp. BUSINESS ADDRESS: Adolphus Hotel. PHONE: 2-6811. STUDIO ADDRESS: Adolphus Hotel. TRANS-



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MITTER LOCATION: Garland. TIME ON THE AIR: 5:45 A.M. to midnight. NEWSPAPER AFFILIATION: Dallas Times Herald. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President . . . . . Tom C. Gooch
Managing Director . . . . J. W. Runyon
Station & Com. Mgr. . . C. W. Rembert
Chief Announcer . . . . . Royce Colon
Chief Engineer . . . . . R. M. Flynn

### Coverage

| | |
|---|---|
| Population—Primary . . . . . | 1,750,900 |
| Radio Homes— " . . . . | 256,200 |
| Population—Secondary . . | 7,120,400 |
| Radio Homes— " . . . . | 884,800 |

Source: Mail response analysis.

### Representative

The Branham Co.

•

## W F A A

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: A. H. Belo Corp. OPERATED BY: A. H. Belo Corp. and The Dallas Morning News. BUSINESS ADDRESS: Baker Hotel. PHONE: 7-9631, LD 794. STUDIO ADDRESS: Baker Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: WFAA-WBAP operated continuously 5:45 A.M. to midnight (daily); 7:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: The Dallas Morning News. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegler.

### Personnel

General Manager . . . . . Martin Campbell
Merchandising Manager . . . Irvin Gross
Program Director . . . . . Ralph Nimmons
Regional Sales Manager . . . Alex Keese
Publicity Director . . . . . Dick Jordan
Chief Engineer . . . . . Raymond Collins

### Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . . | 5,327,484 | 5,327,484 |
| Radio Homes— " . . . | 805,700 | 805,700 |
| Population—Secondary | 7,259,620 | 7,259,620 |
| Radio Homes— " . | 1,267,300 | 1,267,300 |

* Coverage increase estimate 30 per cent over presented figures since installation of vertical antenna.

Source: NBC Airea Study.

### Representative

Edward Petry & Co., Inc.

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## W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Dallas. OPERATED BY: City of Dallas. BUSINESS ADDRESS: Municipal Radio Bldg. TRANSMITTER LOCATION: Fair Park. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Dallas Dispatch (no financial connection). NEWS SERVICES: Transradio Press, United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU.

### Personnel

Managing Director . . . . . Charles B. Jordon
Commercial Manager . . . . . Dale Drake
Program Director . . . . . Pete Teddlie
Musical Director . . Murray Lambert
Chief Engineer . . . D. J. Tucker

### Coverage

| | Evening |
|---|---|
| Population—Primary . . | 2,400,412 |
| Radio Homes— " . . . | 285,600 |

Source: Station survey.

•

## K D N T

"SERVING 2½ MILLION POPULATION"

DENTON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Harwell V. Shepard. OPERATED BY: Same. BUSINESS ADDRESS: 216 Jackson Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Highway No. 24. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner . . . . Harwell V. Shepard
Chief Engineer . . . B. B. Honeycutt

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . . . | 2,500,000 | 1,000,000 |

Source: Mail and telephone response analysis.

•

## K F P L

"SERVING 56 COUNTIES—WITH OVER ONE MILLION POPULATION"

DUBLIN—EST. 1924

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. C. Baxter. OPERATED BY: C. C. Baxter. BUSINESS ADDRESS: 205 Grafton. PHONE: 183. STUDIO ADDRESS: 205 Grafton. TRANSMITTER LOCATION: One-half mile out of city limits. TIME ON THE AIR: 6:30 A.M. to 9:30 P.M., daily; 7:00 A.M. to 5:00 P.M., Sundays. NEWS SERVICE: Christian Science Monitor, United Press, Transradio Press.

### Personnel

Station Manager . . . . . M. D. Gallagher
Commercial Manager . . . J. D. Gallagher
Program Director . . . . . Mickey Murphy
Continuity Editor . . . . . E. Carr



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Merchandise Director.....A. M. O'Donnell
Sports & Publicity Editor.....Dave Tipton
Chief Engineer.....Clarence B. Williams

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,000,000 | 500,000 |

Source: U. S. Census; Department of Commerce.

## KROD *

### EL PASO

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: Cortes Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: El Paso Times.

### Personnel

Owner.....Dorrance D. Roderick
Chief Engineer.....Edward P. Talbott

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 130,000 | 130,000 |

Source: Station estimate.

* Station was licensed to operate under a construction permit at time of going to press and transmitter was in the process of construction.

## KTSM

"THE VOICE OF EL PASO"

### EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. (C.P. 1350 Kc., 500 Watts, d.; 250 Watts, n.). OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Paso del Norte, 200 So. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1001 Mills Bldg. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M.; Sunday, 7:00 A. M. to 9:30 A.M., 12:00 noon to 7:30 P.M. and 9:00 P. M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio.

### Personnel

President.....Mrs. L. E. Bredberg
General Manager.....Karl O. Wyler
Sales Manager.....Willard E. Kline
Program Director.....Roy T. Chapman
Chief Engineer.....E. L. Gemoets

### Coverage

| | |
|---|---|
| Population—Primary ..... | 125,000 |
| Radio Homes— " ..... | 25,500 |
| Population—Secondary ..... | 143,000 |
| Radio Homes— " ..... | 28,500 |

Source: Station survey.

### Representative

George P. Hollingbery Co.

## WDAH

### EL PASO—EST. 1929

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Tri-State Broadcasting Co. OPERATED BY: Tri-State Broadcasting Co. BUSINESS ADDRESS: 200 S. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: 200 S. El Paso St. TRANSMITTER LOCATION: Mills Bldg. TIME ON THE AIR: (Sundays only) 9:30 A.M. to noon—7:30 P.M. to 8:30 P.M.

### Personnel

President.....Mrs. L. E. Bredberg
Station Manager.....Karl O. Wyler

## KFJZ

### FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Tarrant Broadcasting Co. OPERATED BY: Tarrant Broadcasting Co. BUSINESS ADDRESS: Hotel Texas STUDIO ADDRESS: Hotel Texas, 1201 West Lancaster. PHONE: 3-3474. TRANSMITTER LOCATION: Birdville, Texas. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....Elliott Roosevelt
Secretary-Treasurer.....H. A. Hutchinson
Manager.....Gene L. Cagle
Commercial Manager.....Charles B. Meade
Program & Musical Director.....L. Roy Duffy
Chief Engineer.....Ed L. Starnes

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,655,580 | 1,544,480 |
| Radio Homes— " .... | 256,300 | 256,300 |

Source: Field intensity survey.

### Representative

Texas State Network

## KGKO

### FORT WORTH—EST. 1928

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 a.m. to midnight, daily; 8:00 a.m. to midnight, Sundays. NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....Amon G. Carter
General Manager.....Harold V. Hough
Assistant General Manager...George Cranston



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Commercial Manager.....Jack Keasler
Continuity Director.....Howard Carraway
Chief Engineer.....R. C. Stinson
Program Director.....Ed Lalley

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 1,383,488 | 939,260 |
| Radio Homes— " | 493,775 | 479,667 |
| Population—Secondary | 2,437,802 | 1,234,783 |
| Radio Homes— " | 187,610 | 30,034 |

Source: Joint Committee.

### Representative

Free & Peters, Inc.

## WBAP

### FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: 400 W. Seventh. PHONE: 3-2301. STUDIO ADDRESS: Blackstone Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: 5:45 A.M., closes midnight (shared with WFAA). NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

### Personnel

President.....Amon G. Carter
General Manager.....Harold V. Hough
Assistant General Manager...Herb C. Southard
Program Director.....David Byrn
Chief Engineer.....R. C. Stinson

### Coverage*

| | |
|---|---|
| Population—Primary | 5,327,484 |
| Radio Homes— " | 805,700 |
| Population—Secondary | 7,259,620 |
| Radio Homes— " | 1,267,300 |

* Installation of new antenna is estimated to have increased coverage and new figures are in preparation.

Source: NBC Airea Study.

### Representative

Edward Petry & Company

## KLUF

### GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 60th & Broadway. PHONE: 6676. STUDIO ADDRESS: 60th & Broadway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m.—12:00 midnight to 1:00 a.m. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....Geo. Roy Clough
Chief Engineer.....John Taylor

### Coverage

| | |
|---|---|
| Population—Primary | 797,573 |

Source: Station survey.

## KPRC

### HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....W. P. Hobby
Station Manager.....Kern Tips
Chief Engineer..H. T. Wheeler

### Coverage

| | |
|---|---|
| Population—Primary | 1,412,700 |
| Radio Homes— " | 227,960 |
| Population—Secondary | 386,100 |
| Radio Homes— " | 45,400 |

Source: NBC Airea Study.

### Representative

Edward Petry & Co.

## KTRH

### HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361. STUDIO ADDRESS: Rice Hotel. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 a.m. to midnight (daily); 7:45 a.m. to midnight (Sunday). NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: Local News and thirty-word (Chronicle) National Flashes. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

### Personnel

Station Manager.....B. F. Orr
Commercial Manager.....Ray E. Bright
Program Director.....Harry Grier
Chief Engineer.....Tom Hiner

### Coverage

| | |
|---|---|
| Population—Primary | 847,800 |
| Radio Homes— " | 193,200 |
| Population—Secondary | 4,702,900 |
| Radio Homes— " | 652,700 |

Source: Mail response analysis and field intensity measurements.

### Representative

John Blair & Company



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# K X Y Z

## HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts. OWNED BY: Harris County Broadcast Co. OPERATED BY: Harris County Broadcast Co. BUSINESS ADDRESS: 5th floor, Gulf Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Houston. TIME ON THE AIR: 24 hours a day. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

### *Personnel*

Manager.....T. F. Smith

### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 648,700 |
| Radio Homes— " ..... | 153,900 |
| Population—Secondary ..... | 396,000 |
| Radio Homes— " ..... | 58,700 |

Source: Mail response analysis.

### *Representative*

The Branham Co.

# K S A M

"THE HOME OF THE SAM HOUSTON STATE TEACHER'S COLLEGE"

## HUNTSVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Sam Houston Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: 1121 Twelfth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walker County Fair Grounds. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

Manager .....V. A. Coker
Program Director.....Sonny Phillips
Chief Engineer.....Jack Whitley

# K O C A

"KILGORE, THE OIL CAPITAL OF AMERICA"

## KILGORE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Oil Capitol Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: 102½ East North St. PHONE: 616. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kilgore. TIME ON THE AIR: 6:00 a.m. to 10:00 p.m. NEWSPAPER AFFILIATIONS: Kilgore Daily News. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

General Manager .....Roy G. Terry
Promotion Manager.....B. V. Hammond
Program Director.....Orvin Franklin
Chief Engineer.....Eugene A. Norris

# K P A B

"THE STATION WHERE NATION MEETS NATION"

## LAREDO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Mervel M. Valentine. OPERATED BY: Mervel M. Valentine. BUSINESS ADDRESS: 300 Gates St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 Stone Ave. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

General Manager.....Mervel M. Valentine
Commercial Manager.....R. W. Bennett

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 100,000 | 150,000 |
| Radio Homes— " .... | 20,000 | 35,000 |
| Population—Secondary .. | 150,000 | 200,000 |
| Radio Homes— " .. | 25,000 | 40,000 |

Source: Station survey.

### *Representatives*

Forjoe & Company, New York
William R. Stewart

# K F R O

## LONGVIEW—EST. 1934

FREQUENCY: 1340 Kc. POWER: 1000 watts. OWNED BY: Voice of Longview. OPERATED BY: Voice of Longview. BUSINESS ADDRESS: Box 616. PHONE: 411. STUDIO ADDRESS: 620 Glover Crim Bldg. TRANSMITTER LOCATION: Marshall-Longview Highway. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth. MAINTAINS ARTISTS' BUREAU.

### *Personnel*

President-General Manager....James R. Curtis

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 99,997 | 99,997 |
| Radio Homes— " .... | 26,595 | 26,595 |
| Population—Secondary .. | 787,107 | 500,000 |
| Radio Homes— " .. | 209,337 | 150,000 |

Source: Joint Committee.

### *Representatives*

Forjoe & Co.
John H. Reagin, Atlanta, Ga.
Radio Time Agency, Chicago
Walter Biddick, Los Angeles

# K F Y O

"LUBBOCK, HUB OF THE PLAINS, HOME OF TEXAS TECH"

## LUBBOCK—EST. 1927

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio



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Broadcasting Co. BUSINESS ADDRESS: Box 1448. PHONE: 1700-1 (Trans) 1540. STUDIO ADDRESS: 914 Ave. J. TRANSMITTER LOCATION: 2312 5th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sunday). MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

### Personnel

President . . . . . O. L. Taylor (Amarillo)
Station Manager . . . . . DeWitt Landis
Commercial Manager . . . . . DeWitt Landis
Artists' Bureau Head . . . . . R. B. McAlister
Chief Announcer . . . . . Wesley Youngblood
Publicity Director . . . . . Bruce Collier
Musical Director . . . . . O. D. Cook
Chief Engineer . . . . . W. H. Torrey

### Coverage

| | |
|---|---|
| Population—Primary | 171,696 |
| Radio Homes— " | 22,510 |
| Population—Secondary | 49,173 |
| Radio Homes— " | 5,300 |

Source: Field intensity survey; U. S. Census.

### Representative

Howard H. Wilson Company

## K R B A

"THE VOICE OF WELCOME IN THE HEART OF THE PINEY WOODS"

### LUFKIN—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). OPERATED BY: Red Lands Broadcasting Association. BUSINESS ADDRESS: 108½ S. First St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Highway No. 35. TIME ON THE AIR: Daytime License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President . . . . . Ben T. Wilson
Manager . . . . . Darrell E. Yates

## K R L H

"SERVICE, COOPERATION AND EDUCATION"

### MIDLAND—EST. 1935

TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Clarence Scharbauer. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Scharbauer. PHONE: 1070. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2100 West Wall. TIME ON THE AIR: 6:45 a.m. to 5:45 p.m., daily; 10:00 a.m. to 7:00 p.m., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

### Personnel

Station Manager . . . . . W. H. McCumber
Program Director . . . . . C. A. Roark
Director of Women's Programs . Claudine Hogan
Chief Engineer . . . . . Robert Harmon

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 40,000 | 40,000 |
| Radio Homes— " | 10,000 | 10,000 |
| Population—Secondary | 120,000 | 60,000 |
| Radio Homes— " | 38,000 | 10,000 |

Source: Field intensity measurements.

### Representative

Allied Representation Co.

## K N E T

### PALESTINE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Palestine Broadcasting Assn. OPERATED BY: Palestine Broadcasting Association. BUSINESS ADDRESS: John and Crawford Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Highway No. 43. TIME ON THE AIR: Daytime License. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

General Manager . . . . . M. E. Danbom
Station Manager . . . . . John Sullivan
Program Director . . . . . W. D. Martin, Jr.
Secretary . . . . . Mary Louise Pryor
Chief Engineer . . . . . W. S. Hall

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 60,000 |
| Radio Homes— " | 8,000 |
| Population—Secondary | 75,000 |
| Radio Homes— " | 15,000 |

Source: Station estimate.

## K P D N

"HIGH FIDELITY"

### PAMPA—EST. 1936

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: R. C. Hoiles. OPERATED BY: R. C. Hoiles. BUSINESS ADDRESS: 212½ N. Ballard. PHONE: 1100. STUDIO ADDRESS: 212½ N. Ballard. TRANSMITTER LOCATION: East of city limits. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. NEWSPAPER AFFILIATION: Pampa News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager . . . . . H. E. Kreiger
Commercial Manager . . . . . Dale Robinson
Program Director . . . . . Ray Monday
Chief Engineer . . . . . Herman Kreiger



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### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 55,308 | 47,012 |
| Radio Homes— " .... | 19,170 | ..... |
| Population—Secondary .. | 25,456 | 21,637 |
| Radio Homes— " .. | 6,600 | ..... |

Source: U. S. Census; Joint Committee.

## K P L T

"THE FRIENDLY STATION"

PARIS—EST. 1936

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: North Texas Broadcasting Co. OPERATED BY: North Texas Broadcasting Co. BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel. Mezzanine Floor. TRANSMITTER LOCATION: 1¼ miles south on Texas Highway No. 24. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....A. G. Pat Mayse
General Manager.....Fred E. Humphrey
Chief Engineer.....Weldon Jeffus

### Coverage

| | |
|---|---|
| Population—Primary ..... | 209,400 |
| Radio Homes— " ..... | 25,600 |

Source: Mail response analysis.

### Representative

Joseph Hershey McGillvra

## K I U N

PECOS—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Jack Hawkins and Barney Hubbs. OPERATED BY: Jack Hawkins and Barney Hubbs. BUSINESS ADDRESS: 306 S. Cedar St. STUDIO ADDRESS: 306 S. Cedar St. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Co-Owner-General Manager....Jack Hawkins
Co-Owner-Publicity Director....Barney Hubbs
Chief Announcer.....Bill Sharpe
Musical Director.....Carl Watts
Chief Engineer.....Grady Cotton

## K W B D *

PLAINVIEW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: W. B. Dennis. OPERATED BY: W. B. Dennis. BUSINESS ADDRESS: Plainview. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

## K P A C

PORT ARTHUR—EST. 1934

FREQUENCY: 1220 Kc. POWER: 500 watts. OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: 1521 Lake Shore Drive. PHONE: 7458. STUDIO ADDRESS: 1521 Lake Shore Drive. PHONE: 3320. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President .....Carl Vaughan

### Coverage

| | |
|---|---|
| Population—Primary ..... | 175,000 |
| Radio Homes— " ..... | 43,750 |
| Population—Secondary ..... | 201,000 |
| Radio Homes— " ..... | 50,250 |

Source: Station survey.

## K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: KGKL, Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 5515-6715-16-17. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. NEWSPAPER AFFILIATION: San Angelo Standard Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....H. C. Ragsdale
Gen'l & Comm. Mgr.....Fred E. Humphrey
Program Director.....Lynn Bigler
Chief Engineer.....Frank M. Jones

### Coverage

| | |
|---|---|
| Population ..... | 180,000 |
| Radio Homes ..... | 26,300 |

Source: Station survey.

### Representative

Joseph Hershey McGillvra

## K A B C

"THE SPORTS STATION"

SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Alamo Broadcasting Co. OPER-



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ATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Milam Bldg. PHONE Garfield 4241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 811 E. Myrtle St. TIME ON THE AIR: 6:30 a.m. to 12:00 midnight, daily; 7:30 a.m. to 11:00 p.m., Sundays. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President ..... R. Early Wilson
Manager ..... Cliff Tatom
Program Director ..... Dave Young
Production Manager ..... Jerry Fisher

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 465,000 | 465,000 |
| Radio Homes— " | 119,500 | 119,500 |
| Population—Secondary | 153,000 | 153,000 |
| Radio Homes— " | 33,700 | 33,700 |

Source: Station survey.

## K M A C

### SAN ANTONIO—EST. 1930

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: W. W. McAllister and Howard W. Davis d/b as Walmac Co. OPERATED BY: Walmac Company. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 319 Avenue A. TIME ON THE AIR: Part time schedule (divides time with KONO). TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### Personnel

Manager ..... Howard W. Davis
Program Director ..... A. S. Bessan
Secretary-Treasurer ..... Ruth Burleson

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 400,000 |

Source: Station survey.

### Representative

Burn-Smith Co.

## K O N O

### SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: 317 Arden Grove. PHONE: F. 5171-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner-Manager ..... Eugene J. Roth
Program Director ..... Bill Laurie
Sales Manager ..... James M. Brown
Chief Engineer ..... George Ing

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 350,000 |
| Radio Homes— " | 92,000 |

Source: U. S. Census; Chamber of Commerce.

### Representative

Allied Representative Co.

## W O A I

"THE MOST POWERFUL ADVERTISING INFLUENCE IN SAN ANTONIO AND THE SOUTHWEST"

### SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1190 Kc. POWER 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc. BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3-4. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma, Texas. TIME ON THE AIR: 6:30 a.m. to 12:00 midnight, daily; 7:30 a.m. to 12:00 midnight, Sunday. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, NBC Thesaurus, Lang-Worth.

### Personnel

Pres. & General Manager ..... Hugh A. L. Halff
Chairman of Board ..... G. A. C. Halff
Vice-President ..... Ellis Chaney



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Secretary.....George Beaury
Sales Promotion & Merchandising Manager .....Walter S. Zahrt
Program Director.....Dwight Bourn
Chief Engineer.....Fred Sterling

### Coverage

| | Daytime | Evening |
|---|---|---|
| Radio Homes—Primary.. | 274,480 | 207,800 |

Source: Field strength survey; mail response analysis; Joint Committee.

### Representative

Edw. Petry & Co., Inc.

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## K T S A

### SAN ANTONIO—EST. 1927

COLUMBIA BROADCASTING SYSTEM
LONE STAR CHAIN

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Sunshine Broadcasting Co. OPERATED BY: Sunshine Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight, daily; Sunday, 7:45 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....George W. Johnson
Commercial Manager.....Charles Balthrope
Program Manager.....William C. Bryan
Chief Engineer.....Wm. Egerton

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,680,657 | 1,348,676 |
| Radio Homes— " .... | 249,130 | 155,120 |
| Population—Secondary .. | 2,630,410 | 2,304,513 |
| Radio Homes— " .. | 368,433 | 291,150 |

Source: CBS Listening Study and station survey.

### Representative

Howard H. Wilson Co.

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## K R R V

"THE VOICE OF THE RED RIVER VALLEY"

### SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. (C. P. 880 Kc., 1000 watts, unlimited.) OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 163. PHONE: 201. STUDIO ADDRESS: 1910 S. Crockett St., Fannin & Owing Sts., Denison. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....G. H. Wilcox
Station Manager.....L. L. Hendrick
Commercial Manager.....Emory Reece
Program Director-Chief Announcer .....Bill Hutchins
Denison Studio Manager.. ....Maurice Wray
Chief Engineer.....T. E. Spellman

### Coverage

| | |
|---|---|
| Population—Primary ..... | 246,000 |
| Radio Homes— " ..... | 31,500 |
| Population—Secondary ..... | 220,000 |
| Radio Homes— " ..... | 25,900 |

Source: Station survey.

### Representative

Texas State Network

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## K X O X

### SWEETWATER—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Sweetwater Radio, Inc. OPERATED BY: Sweetwater Radio, Inc. BUSINESS ADDRESS: Highway 70. STUDIO ADDRESS: Highway 70. TRANSMITTER LOCATION: Sweetwater. TIME ON THE AIR: 6:00 a.m. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....George Bennitt
Secretary-Treasurer & General Manager.....Russell Bennitt
Commercial Manager.....J. Allen Brown

### Coverage

| | |
|---|---|
| Population—Primary ..... | 411,699 |
| Radio Homes— " ..... | 45,700 |

Source: Mail response analysis.

•

## K T E M

### TEMPLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....Ruth Mayborn
General Manager.....Frank Mayborn
Station Manager.....Burton Bishop
Chief Engineer.....Paul Shaw

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 289,543 | 50,030 |
| Radio Homes— " ..... | 48,280 | 8,560 |
| Population—Secondary .. | 267,901 | 239,543 |
| Radio Homes— " ..... | 43,880 | 39,720 |

Source: Mail response analysis.

### Representative

Texas State Network



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# KCMC

"KCMC, THE VOICE OF SERVICE IN TEXARKANA AND THE FOUR STATE AREA"

## TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-2525. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President ..... Henry Humphrey
General Manager ..... Foster W. Fort
Commercial Manager ..... John E. Marsh
Artists Bureau Head and Traffic Manager ..... Paulyne Sorsby
Program & Publicity Dir. ..... Thomas Dillahunty
Chief Engineer ..... Harvey Robertson

### Coverage

| | |
|---|---|
| Radio Homes—Primary | 30,810 |
| Radio Homes—Secondary | 58,580 |

Source: Station survey.

### Representative

Radio Time Agency

# KGKB

## TYLER—EST. 1931

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President ..... W. M. Roberts
Operator ..... Jas. G. Ulmer
General Manager ..... M. E. Danbom

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 303,100 | 303,100 |
| Radio Homes— " | 26,500 | 26,500 |
| Population—Secondary | 303,021 | 303,021 |
| Radio Homes— " | 28,400 | 28,400 |

Source: Joint Committee; Texas Almanac.

# KVWC

## VERNON—EST. 1939

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1813 Wilbarger St. STUDIO ADDRESS: 1813 Wilbarger St. TRANSMITTER LOCATION: Vernon. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWSPAPER AFFILIATION: Vernon Daily Record. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

President ..... R. H. Nichols
Station Manager ..... Herman Cecil
Commercial Manager ..... W. D. Dixon
Program Director ..... J. D. Ralston
Chief Engineer ..... W. M. Fowler, Jr.

### Coverage

| | |
|---|---|
| Population—Primary | 208,940 |
| Radio Homes— " | 57,300 |
| Population—Secondary | 171,222 |
| Radio Homes— " | 47,420 |

Source: Station survey.

# KVIC*

## VICTORIA—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Radio Enterprises, Inc. BUSINESS ADDRESS: Victoria. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

# WACO

"SERVING THE PUBLIC INTEREST"

## WACO—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Frontier Broadcasting Co. OPERATED BY: Frontier Broadcasting Co. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waco News-Tribune, Waco Times-Herald. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

Station Manager ..... J. W. Pate
Commercial Manager ..... R. E. L. Glasgow
Program Director ..... Bernard P. Helton
Publicity Director ..... Lewis Love
Musical Director ..... Mary Holiday
Chief Engineer ..... L. H. Appleman

### Coverage

| | |
|---|---|
| Population—Primary | 376,181 |
| Radio Homes— " | 44,600 |
| Population—Secondary | 226,767 |
| Radio Homes— " | 25,600 |

Source: Texas Almanac; Joint Committee.



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# KRGV

"YOUR VALLEY VOICE"

## WESLACO—EST. 1926

NBC—(RED OR BLUE)

LONE STAR CHAIN

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: KRGV, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 201 Border. PHONE: 375-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

### Personnel

President.....O. L. Taylor
Station Manager .....Ken Lowell Sibson
Assistant Manager.....Guy W. Bradford
Program Director.....Dick Watkins
Chief Engineer .....Neal McNaughton

### Coverage

| | |
|---|---|
| Population—Primary ..... | 383,909 |
| Radio Homes— " ..... | 37,860 |

Source: Station survey.

### Representative

Howard H. Wilson Co.

# KWFT

## WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 1000 Watts, d.; 250 Watts, n. OWNED BY: Wichita Broadcasting Co. OPERATED BY: Wichita Broadcasting Co. BUSINESS ADDRESS: 807 Hamilton Bldg. STUDIO ADDRESS: Kemp Hotel. TRANSMITTER LOCATION: Wichita Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Joe B. Carrigan
Manager .....W. P. Hood
Program Director.....Eddie Evans
Sales Manager.....Charles Clough
Merchandising Director.....Harold Kimmell
Chief Engineer.....John Adams

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 750,000 | 300,500 |
| Radio Homes— " ..... | 145,000 | 32,300 |
| Population—Secondary .. | 2,607,500 | 541,900 |
| Radio Homes— " ..... | 502,300 | 95,270 |

Source: Chamber of Commerce; U. S. Census; field intensity measurements.

### Representative

Paul H. Raymer Co.

# UTAH

Population 519,000

Number of Families 123,000

Number of Radio Homes 111,000

Retail Sales $145,307,800

Auto Registrations 153,081

# KSUB

"GATEWAY TO SOUTHERN UTAH'S SCENIC WONDERLAND"

## CEDAR CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Johnson & Perry. OPERATED BY: Leland Perry. BUSINESS ADDRESS: Escalante Hotel. PHONE: 398. STUDIO ADDRESS: Escalante Hotel. TRANSMITTER LOCATION: West 2nd South. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

### Personnel

Co-Owners..Leland M. Perry, Harold Johnson
Station Manager.....Sherman T. Wright

### Representative

Cox & Tanz

# KVNU

## LOGAN—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Cache Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 41 S. Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Logan. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager .....Reed Bullen

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 100,000 | 110,000 |
| Radio Homes— " ..... | 30,000 | 33,000 |

Source: Station survey.



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# KLO

"THE VOICE OF UTAH"

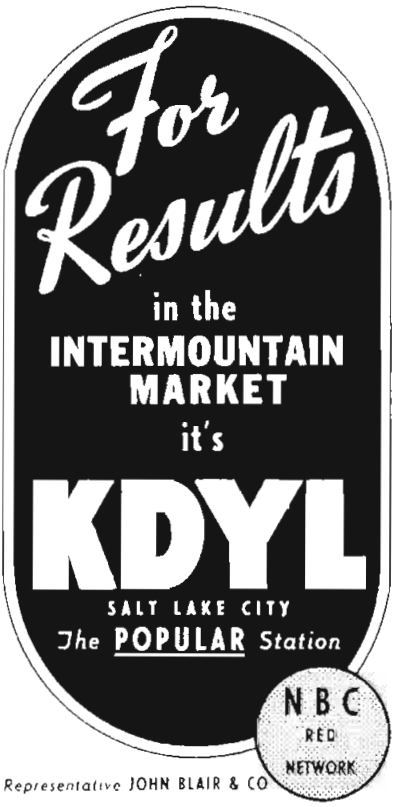
## OGDEN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1400 Kc. POWER: 5000 watts. OWNED BY: Interstate Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 7th floor, Hotel Ben Lomond. PHONE: 84. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kanesville, Utah. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Ogden Standard Examiner. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU.

### Personnel

President ..... A. L. Glasmann
Vice President-General Manager ..... Paul R. Heitmeyer
Advertising Manager ..... M. J. Bunnell
Chief Announcer ..... Stuart Daniels
Program Manager ..... Ethel G. Clark
Production Director ..... Jack Riaska
Musical Director ..... Ed Berry
Chief Engineer ..... W. D'Orr Cozzens
Production Manager ..... Jack Riaska



Representative JOHN BLAIR & CO

### Coverage

| | Daytime | Evening* |
|---|---|---|
| Population—Primary .... | 403,749 | 403,749 |
| Radio Homes— " ..... | 91,158 | 91,158 |
| Population—Secondary . | 88,961 | 253,194 |
| Radio Homes— " ..... | 21,700 | 61,750 |

*Based on 1000 Watts power.

Source: Field strength measurements; U. S. Census.

### Representative

Bryant Griffith & Brunson

# KEUB

"THE VOICE OF EASTERN UTAH"

## PRICE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: E. Utah Broadcasting Co. (Sam. G. Weiss). OPERATED BY: E. Utah Broadcasting Co. BUSINESS ADDRESS: Price. PHONE: Price 200. STUDIO ADDRESS: Price. TRANSMITTER LOCATION: Price. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager ..... Sam G. Weiss
Program Director-Commercial Manager ..... Jack Richards
Chief Engineer ..... Carl E. Busart

# KOVO

"THE VOICE OF CENTRAL UTAH"

## PROVO—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Clifford A. Talboe, trustee, d/b as Citizens Voice and Air Show. OPERATED BY: Same. BUSINESS ADDRESS: 108 West Center St. STUDIO ADDRESS: 108 West Center St. TRANSMITTER LOCATION: 17 West Second St., South. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

Manager ..... Arch L. Madsen
Production Director ..... A. C. Priddy
Chief Engineer ..... Howard Johnson

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary . | 58,745 | 51,000 |
| Radio Homes— " .... | 11,760 | 10,060 |
| Population—Secondary .. | 24,370 | 7,845 |
| Radio Homes— " ..... | 4,876 | 1,800 |

Source: Joint Committee.

# KDYL

"THE POPULAR STATION"

## SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Intermountain Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 6th floor, Tribune-Tele-



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gram Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

### *Personnel*

President & General Manager.....S. S. Fox
Commercial Manager.....W. E. Wagstaff
Program Director.....Myron Fox
Sales Manager.....W. E. Wagstaff
Chief Engineer.....J. M. Baldwin

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 607,805 | 432,734 |
| Radio Homes— " ..... | 131,460 | 94,650 |
| Population—Secondary .. | 246,076 | 103,920 |
| Radio Homes— " ..... | 54,180 | 22,689 |

Source: Field intensity survey and mail count.

### *Representative*

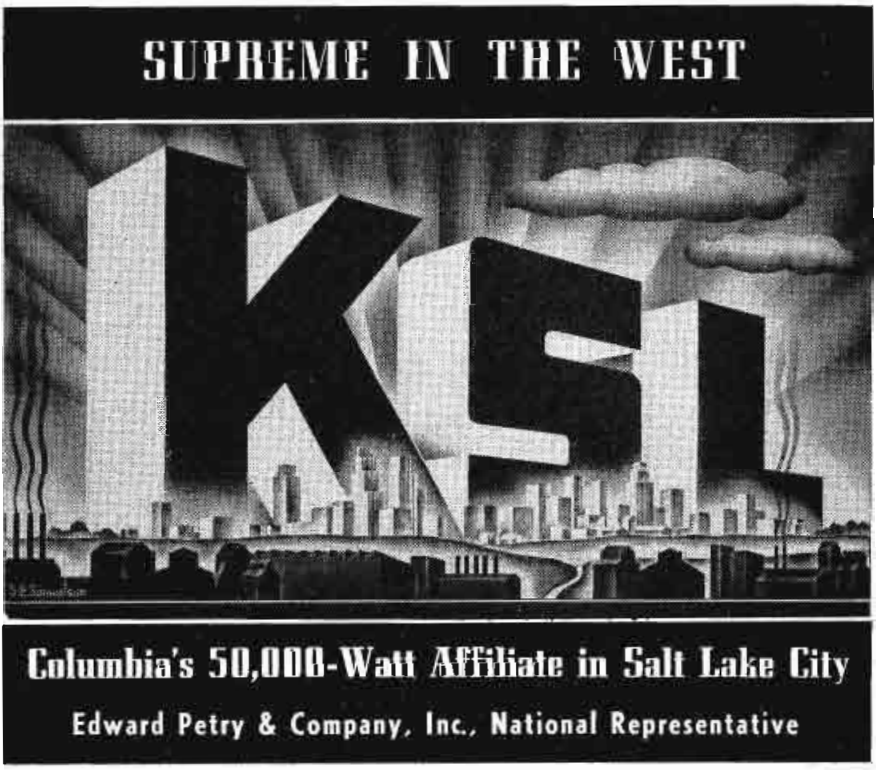
John Blair & Company

## KSL

**SALT LAKE CITY—EST. 1922**
COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1130 Kc. POWER: 50,000 watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: Wasatch 3901. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Salt Lake Tribune. NEWS SERVICES: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

### *Personnel*

President.....J. Reuben Clark, Jr.
Executive Vice-President.....Earl J. Glade
Vice-President.....John F. Fitzpatrick
Assistant to President-Director of Station Operations.....Ivor Sharp
Secretary-Treasurer.....Joseph L. Wirthlin
Commercial Manager-Auditor..Dan H. Vincent
Sales and Traffic Manager, Lennox Murdoch
Chief Engineer.....Willice E. Groves
Production Manager-Chief Announcer, Glenn Shaw
Musical Director.....Albert J. Southwick
Director of Special Events....Richard L. Evans
Director of Public Events, Sports and Promotional Activities...Thomas H. Axelsen





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Director of News Broadcasts, Earl J. Glade, Jr.
Director of Educational Broadcasts,
Irma Felt Bitner

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 844,000 | 1,690,800 |
| Radio Homes— " ..... | 145,750 | 306,990 |
| Population—Secondary .. | 10,607,900 | 11,687,300 |
| Radio Homes— " .... | 2,458,400 | 2,619,600 |

Source: CBS Listening Area Study.

### Representative

Edward Petry & Co., Inc.

## KUTA

"TOPS ON THE DIAL"

SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: Belvedere Apartment Hotel. PHONE: Wasatch 1730. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1324 S. 3rd St., West. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager ..... Frank C. Carman
Assistant Manager-Program Director,
William B. Sears
Chief Engineer ..... Lyle Wahlquist

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . | 220,000 | 200,000 |
| Radio Homes— " .... . | 47,660 | 47,660 |
| Population—Secondary | 250,000 | 250,000 |
| Radio Homes— " .... . | 56,560 | 56,560 |

Source: Field strength survey; Joint Committee.

### Representative

Joseph Hershey McGillvra

# VERMONT

Population 383,000

Number of Families 99,000 — Number of Radio Homes 88,600

Retail Sales $109,033,100 — Auto Registrations 89,496

## WCAX

"THE VOICE OF VERMONT"

BURLINGTON—EST. 1931

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 4880. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service. C. P. MacGregor.

### Personnel

President-Treasurer ..... C. P. Hasbrook
Program and Production Manager, H. B. Wight
Treasurer ..... E. E. Germain
Chief Engineer ..... James W. Tierney

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | ..... | 507,942 |
| Radio Homes— " ..... | 47,480 | 94,960 |

Source: Station survey.

## WSYB

"WE SERVE YOU BEST"

RUTLAND—EST. 1930

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: P. Weiss Music Co. OPERATED BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creek Road. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

### Personnel

President ..... P. Weiss
Station Manager ..... J. H. Weiss
Chief Engineer ..... M. R. Francis

## WQDM

"THIS IS YOUR STATION"

ST. ALBANS—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 watts. OWNED BY: F. Arthur Bostwick and E. J. Regan. OPERATED BY F. Arthur Bostwick and E. J. Regan. BUSINESS ADDRESS: 32 North Main. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

General Manager ..... G. S. Wasser
Production Manager ..... Alec Coursey



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Continuity Director.....Walter Murtrogh
Chief Engineer.....Edward J. Regan

### Coverage

| | |
|---|---|
| Population—Primary | 185,733 |
| Radio Homes— " | 33,870 |
| Population—Secondary | 181,086 |
| Radio Homes— " | 52,720 |

Source: Mail count and field strength measurements.

### Representative

Weed & Co.

## WNBX *

SPRINGFIELD—EST. 1927

*(*See WKNE, Keene, N. H.)*

## WDEV

"VERMONT'S MID-STATE STATION"

WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Lloyd E. Squier and William G. Ricker d/b as Radio Station WDEV. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

### Personnel

Station and Sales Manager.....L. E. Squier
Commercial and Advertising Manager, W. G. Ricker
Chief Announcer.....Mal Weaver
Musical Director .....Paul Turner
Chief Engineer.....Melvin Stickles

### Coverage

| | |
|---|---|
| Population—Primary | 200,000 |
| Radio Homes— " | 50,000 |
| Population—Secondary | 400,000 |
| Radio Homes— " | 100,000 |

Source: Mail response and field intensity survey.

# VIRGINIA

Population 2,706,000

Number of Families 613,000 — Number of Radio Homes 400,200

Retail Sales $518,461,900 — Auto Registrations 444,860

## WCHV

"IN THE HEART OF HISTORIC VIRGINIA"

CHARLOTTESVILLE—EST. 1932

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Community Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: E. Market and 4th. PHONE: 2500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 250, Jefferson Highway. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers, Lang-Worth.

### Personnel

Station Manager.....John F. Arrington, Jr.
Secretary-Treasurer .....Marcia Arrington
Commercial Manager.....George B. Russell
Program Director.....Jane Brooks
Chief Engineer.....Walter W. Gray

### Coverage

| | |
|---|---|
| Population—Primary | 202,973 |
| Radio Homes— " | 30,688 |
| Population—Secondary | 268,111 |
| Radio Homes— " | 43,903 |

Source: Station survey.

### Representative

Burn-Smith Co.

## WBTM

DANVILLE—EST. 1930

PIEDMONT NETWORK (WBTM and WLVA)

FREQUENCY: 1370 Kc. POWER: 250 Watts, d., 100 Watts, n. OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Piedmont Broadcasting Corp. BUSINESS ADDRESS: Hotel Danville. PHONE: 2350. STUDIO ADDRESS: Hotel Danville. TRANSMITTER LOCATION: Danville. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 9:00 A.M. to 6:00 P.M., Sundays. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.



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### Personnel

President . . . . . L. N. Dibrell
Vice-President . . . . . Edward A. Allen
Vice President and General Manager . . . . . Philip P. Allen
Program Director . . . . . W. P. Heffernan
Chief Engineer . . . . . Phil Briggs

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 238,200 | 238,200 |
| Radio Homes— " | 39,200 | 39,200 |
| Population—Secondary | 208,900 | 208,900 |
| Radio Homes— " | 37,800 | 37,800 |

Source: Mail response analysis.

## WFVA

### FREDERICKSBURG—EST. 1939

FREQUENCY: 1260 Kc. POWER: 250 watts. OWNED BY: Fredericksburg Broadcasting Corp. OPERATED BY: Fredericksburg Broadcasting Corp. BUSINESS ADDRESS: Fredericksburg. STUDIO ADDRESS: Fredericksburg. TRANSMITTER LOCATION: near Fredericksburg. TIME ON THE AIR: Daytime License.

## WSVA

"THE VALLEY STATION"

### HARRISONBURG—EST. 1935

FREQUENCY: 550 Kc. POWER: 500 Watts. OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Newman Bldg. PHONE: Harrisonburg, 875. STUDIO ADDRESS: Newman Bldg.; Professional Bldg., Staunton. PHONE: Staunton 647. TRANSMITTER LOCATION: 5 miles South of Harrisonburg on U. S. Route 11. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General and Commercial Manager . . . . . Chas. P. Blackley
Program Director . . . . . Wendell Siler
Chief Engineer . . . . . U. L. Lynch

### Coverage

| | |
|---|---|
| Population—Primary | 148,028 |
| Radio Homes— " | 26,300 |
| Population—Secondary | 145,014 |
| Radio Homes— " | 17,900 |

Source: Department of Commerce; mail response analysis.

### Representative

Joseph Hershey McGillvra

## WLVA

### LYNCHBURG—EST. 1930

PIEDMONT NETWORK (WBTM and WLVA)

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, NBC Thesaurus, C. P. MacGregor, Associated Music Publishers.

### Personnel

President . . . . . Edw. A. Allen
Station Manager . . . . . Philip P. Allen
Program Director . . . . . James Moore
Chief Engineer . . . . . Albert E. Heisen

## WGH

### NEWPORT NEWS—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 27031. STUDIO ADDRESS: Boat Harbor, Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. PHONES: Portsmouth, 991; Norfolk, 27031; Newport News, 2297. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:30 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, NBC Thesaurus.

### Personnel

President . . . . . Raymond B. Bottom
Vice-President & General Manager . . . . . Edward E. Bishop
Secretary-Treasurer . . . . . W. R. VanBuren
Commercial Manager . . . . . Edward E. Edgar
Program Director . . . . . Gene D. Stratton
Chief Announcer . . . . . Joel F. Wahlberg
Musical Director . . . . . Willby Goff
Chief Engineer . . . . . Raymond P. Aylor, Jr.
Director of Women's Programs . . Audrey Clegg
Special Events Manager . . . . . Irving C. Waugh, Jr.

## (CALL LETTERS UNASSIGNED)*

### MARTINSVILLE—EST. 1940

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. C. Barnes and Jonas Weiland d/b as Martinsville Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Martinsville. STUDIO ADDRESS: Martinsville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.



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# WTAR

## NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.
(RED & BLUE)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glen Rock Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Davis & Schwegler, Langworth.

### *Personnel*

President.....Paul S. Huber
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Continuity & Publicity Director.....Lee Chadwick
Program & Musical Director.....Henry Cowles Whitehead
Sports & Special Events Director.....Blair Eubanks
Program Planning Director....Edward Andrus
Commercial Traffic Manager.....Shirly Enright
Production Manager.....Vaughn Bradshaw
Sales Promotion Director....Ralph S. Hatcher
Technical Director.....J. L. Grether

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 594,825 | 336,803 |
| Radio Homes— " .... | 113,040 | 63,660 |
| Population—Secondary .. | 588,000 | 79,600 |
| Radio Homes— " .. | 108,000 | 8,900 |

Source: Field intensity measurements.

### *Representative*

Edward Petry & Co.

# WPID *

## PETERSBURG—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: Petersburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Colonial Heights, Va. TIME ON THE AIR: Full Time License except Sunday which time is divided with WBBL. NEWSPAPER AFFILIATION: Petersburg Progress Index.

### *Personnel*

President.....W. E. Harris

* Station was licensed to operate under a C. P. and no further information was available at time of going to press.


# This Market is FIRST in Virginia

The Norfolk metropolitan district ranks FIRST in Virginia in:

| | |
|---|---|
| Population | 273,233 |
| White Families | 41,661 |
| Retail Sales | $86,488,000 |
| Home Owners | 17,321 |

# and WTAR is FIRST in Norfolk

FIRST in Popularity
FIRST in Mail Count
FIRST in Local Advertising
FIRST in National Spot Advertising
FIRST in Fine Local Programs
FIRST with the Cream of NBC Red *and* Blue Programs

PROOF
1 advertiser has used WTAR for 16 years!
1 advertiser has used WTAR for 13 years!
1 advertiser has used WTAR for 11 years!
1 advertiser has used WTAR for 10 years!
3 advertisers have used WTAR for 6 years!
4 national advertisers have used WTAR for 5 years!
9 local advertisers have used WTAR for 5 years!

. . . and WTAR gives you additional primary coverage of 321,592* prosperous rural population beyond the borders of the Norfolk metropolitan district.
*Daytime Area

Complete NBC Service

WTAR

FIRST in VIRGINIA

Owned and Operated by Norfolk Newspapers, Inc.

National Representatives EDWARD PETRY & CO.




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# WRNL

"THE FRIENDLY STATION IN THE MIDDLE OF YOUR DIAL"

RICHMOND—EST. 1927

FREQUENCY: 880 Kc. POWER: 500 watts (C. P.: 1000 watts, Full Time License). OWNED BY: Richmond Radio Corporation. OPERATED BY: Same. BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wilkinson Road. TIME ON THE AIR: 6:00 a.m. to local sunset; Sunday, 8:00 a.m. to local sunset. NEWSPAPER AFFILIATION: Richmond News Leader, News SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth and C. P. MacGregor.

### Personnel

| | |
|---|---|
| President | John Stewart Bryan |
| Vice-President | Dr. D. S. Freeman |
| Secretary-Treasurer | Tennant Bryan |
| Station Manager | E. S. Whitlock |

### Coverage

| | |
|---|---|
| Population—Primary | 735,000 |
| Radio Homes— " | 125,900 |
| Population—Secondary | 915,000 |
| Radio Homes— " | 640,000 |

Source: Station survey.

### Representative

Sawyer-Ferguson-Walker Co.

# WRTD

"THE TIMES-DISPATCH RADIO STATION"

RICHMOND—EST. 1937

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1500 Kc. POWER: 100 Watts (C.P. 590 Kc., 1000 Watts). OWNED BY: Times-Dispatch Radio Corp. OPERATED BY: Times-Dispatch Radio Corp., Inc. BUSINESS ADDRESS: State-Planters Bank Building. PHONE: 3-7471, 3-7472, 3-7473. STUDIO ADDRESS: State-Planters Bank Building. TRANSMITTER LOCATION: Belle Isle. TIME ON THE AIR: Mon. to Sat. 7:00 A.M. to 1:00 A.M.; Sun. 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Times-Dispatch Publishing Co., Inc. TRANSCRIPTION SERVICE: Davis & Schwegler.

### Personnel

| | |
|---|---|
| President | John D. Wise |
| Vice-President | Campbell Arnoux |
| Secretary-Treasurer | J. L. Stott |
| Manager | Ovelton Maxey |
| Chief Engineer | David Bain |
| Assistant to Manager | Grace E. Gatling |
| Program Director | Robert W. Ehrman |


**WRNL**

PRIMARY COVERAGE

RICHMOND and
28 Wealthy Virginia Counties
with
100,390 Radio Homes
618,120 Population
$128,596,000 Retail Sales

•

*National Representative*

Sawyer-Ferguson-Walker Co.

New York Chicago Detroit Atlanta



*Serving*

**RICHMOND**

*with*

**NBC BLUE**

*Selling more local time than any other radio station in Richmond, Virginia*

**WRTD**




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### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 224,145 | 224,145 |
| Radio Homes— " .... | 49,810 | 49,810 |
| Population—Secondary .. | 6,458 | ..... |
| Radio Homes— " .. | 1,435 | ..... |

Source: Station survey.

### Representative

Edward Petry & Co., Inc.

•

## WRVA

"DOWN WHERE THE SOUTH BEGINS"

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1110 Kc. Power: 50,000 watts. OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Richmond, 9th & Grace St. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: R.F.D. No. 5, Edgeworth, Va. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library, Langworth, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....C. T. Lucy
Business Manager.....Barron Howard
Public Relations Director.....W. S. Bishop
Program Service Manager.....Irvin Abeloff
Publicity Director.....William L. Willis
Musical Director .....E. D. Naff
Special Events Production Manager.....Ira L. Avery
Artists' Bureau Manager.....Stuart L. Brauer
Chief Engineer.....D. C. Woods

### Coverage

| | Evening |
|---|---|
| Population—Primary ..... | 1,215,880 |
| Radio Homes— " ..... | 213,810 |

Source: U. S. Census; County Census.

### Representative

Paul H. Raymer Company

•

## WBBL

RICHMOND—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Grace Covenant Presbyterian


# WRVA LEADS THE PARADE IN VIRGINIA!

You're 'way out in front when you cover the rich Virginia markets served by this one station at one cost! Dozens and dozens of wise advertisers are doing it now on

## VIRGINIA'S ONLY 50,000 WATT RADIO STATION

PAUL H. RAYMER CO., *National Representative*

NEW YORK CHICAGO DETROIT SAN FRANCISCO




www.americanradiohistory.com

Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: 1627 Monument Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sundays, 11:00 A.M. to 12:15 P.M. and 7:45 P.M. to 9:15 P.M.

### Personnel

Agent . . . . . M. A. Sitton

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 150,000 |
| Radio Homes— " | 50,000 |

Source: Station estimate.

•

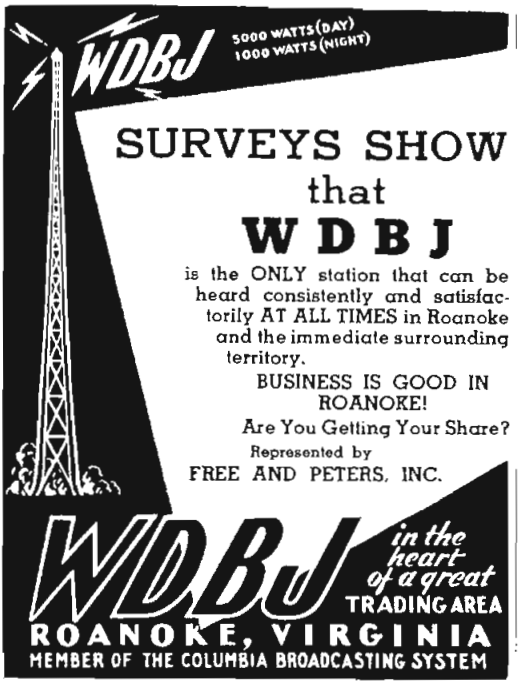
# WMBG

"THE HAVENS AND MARTIN STATION"

## RICHMOND—EST. 1926

NBC-RED

FREQUENCY: 1350 Kc. POWER: 500 Watts (C.P. 5000 Watts, d.; 1000 Watts, n.). OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: Broad at Tilden Sts. PHONE: 5-8611. STUDIO ADDRESS: Broad at Tilden Sts. TRANSMITTER LOCATION: Staples Mill Road & Broad St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.




### Personnel

| | |
|---|---|
| President & Station Manager | Wilbur M. Havens |
| Secretary | C. H. Woodward |
| Treasurer | Wilfred H. Wood |
| Chief Announcer | Jack Hooper |
| Program Director | Garnett Tate |
| Local Sales Manager | Wm. Filer |
| Publicity Director & National Sales Manager | R. E. Mitchell |
| Production & Musical Director | T. Spencer Meyer |
| Chief Engineer | Wilfred H. Wood |

### Coverage

| | |
|---|---|
| Population—Primary | 420,900 |
| Radio Homes— " | 62,600 |
| Population—Secondary | 118,300 |
| Radio Homes— " | 19,100 |

Source: Department of Commerce; Joint Committee.

### Representative

John Blair & Co.

•

# WDBJ

## ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000, n. OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Colonial Hgts., Roanoke. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NAB Library, Langworth, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

| | |
|---|---|
| President | J. P. Fishburn |
| Station Manager | Ray P. Jordan |
| Commercial Manager | F. D. Kesler |
| Program Director | Jack Weldon |
| Studio Director | Paul Reynolds |
| Artists' Bureau Head & Musical Director | Mary Henson |
| Chief Engineer | J. W. Robertson |

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 320,200 | 133,300 |
| Radio Homes— " | 47,860 | 26,880 |
| Population—Secondary | 2,212,900 | 924,800 |
| Radio Homes— " | 261,300 | 109,990 |

Source: CBS Listening Area Study.

### Representative

Free & Peters, Inc.



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## WLPM *

"WORLD'S LARGEST PEANUT MARKET"

SUFFOLK—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Suffolk Broadcasting Corp. OPERATED BY: Suffolk Broadcasting Corp. BUSINESS ADDRESS: Suffolk. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a construction permit at time of going to press and reported that construction would be completed in March 1940.

# WASHINGTON

Population 1,658,000

Number of Families 468,000 — Number of Radio Homes 443,300

Retail Sales $581,579,900 — Auto Registrations 527,625

## KXRO

ABERDEEN—EST. 1928

MUTUAL—DON LEE BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: KXRO, Inc. OPERATED BY: KXRO, Inc. BUSINESS ADDRESS: P. O. Box 1120. PHONE: Aberdeen 4098 and 4099. STUDIO ADDRESS: 207 East Market St. TRANSMITTER LOCATION: Finch Farms. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Chief Announcer.....Ben Weatherwax
Publicity Director.....Edwin J. Alexander
Musical Director.....Stan Spiegle
Chief Engineer.....W. M. McGoffin

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 85,346 | 85,346 |
| Radio Homes— " .... | 21,300 | 21,300 |
| Population—Secondary .. | 39,866 | 19,933 |
| Radio Homes— " .. | 13,950 | 6,975 |

Source: MBS Survey.

### Representative

John Blair & Company

## KVOS

BELLINGHAM—EST. 1927

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: KVOS, Inc. OPERATED BY: KVOS, Inc. BUSINESS ADDRESS: KVOS Bldg. PHONE: 4200-1627-34. STUDIO ADDRESS: KVOS Bldg. TRANSMITTER LOCATION: 900 Roeder Ave. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Langworth, C. P. MacGregor.

### Personnel

President.....Rogan Jones
Advertising & Sales Manager....Tom Schafer
Chief Engineer.....Joe Ernst

### Coverage

| | |
|---|---|
| Population—Primary ..... | 117,767 |
| Radio Homes— " ..... | 22,200 |

Source: Mail response analysis.

### Representative

John Blair & Co.

## KELA

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts. OWNED BY: Central Broadcasting Corp. OPERATED BY: Central Broadcasting Corp. BUSINESS ADDRESS: Kela Bldg. PHONE: Chehalis 721—Centralia 721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

### Personnel

General Manager.....J. Elroy McCaw
Commercial Manager.....Joseph Chytil
Program Director.....Paul Corbin

### Coverage

| | |
|---|---|
| Population—Primary ..... | 199,200 |
| Radio Homes— " ..... | 52,400 |

Source: Mail response analysis.

### Representative

John Blair & Company

## KRKO

"THE VOICE OF EVERETT AND SNOHOMISH COUNTY"

EVERETT—EST. 1922

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 50 Watts. OWNED BY: Lee E. Mudgett. OPERATED BY: Lee E. Mudgett. BUSINESS ADDRESS: 300



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Clark Bldg. STUDIO ADDRESS: 300 Clark Bldg. TRANSMITTER LOCATION: 2814 Rucker Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to 7:00 P.M.; Sunday, 9:00 A.M. to 4:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner . . . . . Lee E. Mudgett
Station Manager . . . . . W. F. Knehr
Musical Director . . . . Maynard Bordsen
Chief Engineer . . . . . Lee E. Mudgett

### Coverage

Population—Primary . . . . 123,800
Radio Homes— " . . . . . 33,900
Source: Mail response analysis.

### Representative

John Blair & Co.

•

## K W L K

"YOUR STATION"

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 780 Kc. POWER: 250 Watts. OWNED BY: Twin City Broadcasting Corp. OPERATED BY: Twin City Broadcasting Corp. BUSINESS ADDRESS: 1262—14th. STUDIO ADDRESS: 1262—14th; Chinook Hotel, Kelso. TRANSMITTER LOCATION: Ocean Beach Highway. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Longview Daily News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

### Personnel

General Manager . . . . . A. H. Green
Production Manager . . . . . Rod Whalen

•

## K G Y

"IN WASHINGTON'S CAPITOL CITY"

OLYMPIA—EST. 1921 (non-Comm.)
1932 (Comm.)

MUTUAL—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc. BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 5000. STUDIO ADDRESS: 11th & Capitol Way. TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: United Press, Transradio Press.

### Personnel

President . . . . . Louis A. Wasmer
Vice President . . . . . Archie G. Taft
Station Manager . . . . . W. R. Taft
Commercial Manager . . . . . Tom Olsen
Program Director . . . . . Dan Cubberly
Chief Engineer . . . . . John H. Thatcher

### Coverage

Population—Primary . . . . 286,900
Radio Homes— " . . . . . 77,200
Source: Mail response analysis.

### Representative

John H. Blair & Co.

•

## K W S C

"STATE COLLEGE ON THE AIR"

PULLMAN—EST. 1921

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 6044. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 71 hours per week.

### Personnel

President . . . . . E. O. Holland
Station Manager . . . . . Kenneth E. Yeend
Production Director . . . . . Hugo L. Libby
Chief Engineer . . . . . Leonard Burton

•

## K E E N

"YOUR KEEN STATION"

SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 4:00 P.M. and 7:00 P.M. to 11:00 P.M.

### Personnel

President and General Manager . . . . . Arthur C. Dailey
Chief Engineer . . . . . Dick Nickols

•

## K I R O

"THE FRIENDLY STATION"

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts. OWNED BY: Queen City Broadcasting Co. OPERATED BY: Queen City Broadcasting Co. BUSINESS ADDRESS: Cobb Bldg. PHONE: Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily; Sunday, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

### Personnel

President . . . . . Louis K. Lear
Station Manager . . . . . H. J. Quilliam
Business Manager . . . . . Loren B. Stone



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Program Director.....Tommy Thomas
Sales Manager.....J. A. Morton
Chief Announcer.....Maurice Rider
Publicity Director.....Vera E. Jedlick
Chief Engineer.....James Hatfield

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,137,800 | 1,315,500 |
| Radio Homes— " .... | 261,300 | 295,303 |
| Population—Secondary .. | 1,033,400 | 1,379,600 |
| Radio Homes— " .. | 244,280 | 307,480 |

Source: CBS Listening Area Study.

### Representative

The Katz Agency

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## K J R

"NORTHWEST NEWS AND SPECIAL EVENTS STATION"

**SEATTLE—EST. 1921**

NBC (PACIFIC COAST BLUE)
NORTHWEST TRIANGLE

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Fisher's Blend Station, Inc. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. West Waterway. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Commercial & Advertising Manager.....H. M. Feltis
Program Director.....W. W. Warren
Operations Supervisor.....Bennett Fisher
Operations Supervisor.....Homer Pope
News Director.....Dick Keplinger
Publicity Director.....C. E. Arney, Jr.
Sales Promotion Manager.....Charles A. Bailie
Dramatic Director.....John Pearson
Traffic Manager.....Virginia Murray
Auditor.....J. B. Henley
Chief Engineer.....Francis Brott

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 909,600 | 909,600 |
| Radio Homes— " .... | 213,800 | 213,800 |
| Population—Secondary .. | 118,100 | 118,100 |
| Radio Homes— " .. | 20,900 | 20,900 |

Source: Station survey.

### Representative

Edward Petry & Co., Inc.

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## K O L

**SEATTLE—EST. 1922**

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

FREQUENCY: 1270 Kc. POWER: 5000 Watts. OWNED BY: Seattle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Northern Life Tower. PHONE: Main 2312. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1110 West Florida. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICES: United Press. TRANSCRIPTION SERVICES: Standard Radio, Davis & Schwegler, NAB Library.

### Personnel

Manager.....Archie Taft
Commercial Manager.....Oliver A. Runchey
Production Manager.....Edward J. Jansen
Musical Director.....Don Isham

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,010,000 | 1,010,000 |
| Radio Homes— " .... | 271,010 | 271,010 |

Source: Field strength measurements and mail response analysis.

### Representative

John Blair & Co.

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## K O M O

"FISHER'S BLEND STATION"

**SEATTLE—EST. 1925**

NBC (PACIFIC COAST RED)
NORTHWEST TRIANGLE

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fisher's Blend Station Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. West Waterway. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 Midnight. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Commercial & Advertising Manager.....H. M. Feltis
Program Director.....W. W. Warren
Operations Supervisor.....Bennett Fisher
Operations Supervisor.....Homer Pope
Publicity News Director.....Dick Keplinger
Publicity Director.....C. E. Arney, Jr.
Sales Promotion Manager.....Charles A. Bailie
Dramatic Director.....John Pearson
Traffic Manager.....Virginia Murray
Auditor.....J. B. Henley
Chief Engineer.....Francis Brott

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 909,600 | 909,600 |
| Radio Homes— " .... | 213,800 | 213,800 |
| Population—Secondary .. | 99,900 | 99,900 |
| Radio Homes— " .. | 17,200 | 17,200 |

Source: Station survey.

### Representative

Edward Petry & Co., Inc.



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# KRSC

## SEATTLE—EST. 1926

FREQUENCY: 1120 Kc. POWER: 250 Watts (C.P. 1000 Watts). OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Main 0110. STUDIO ADDRESS: 819 Fairview Place. TRANSMITTER LOCATION: 819 Fairview Place. TIME ON THE AIR: 6:00 A.M. to 1:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio, Associated Music Publishers, Davis & Schwegler.

### *Personnel*

President . . . . . P. K. Leberman
Station Manager . . . . . Robt. E. Priebe
Commercial Manager . . . . . R. C. Fuller
Chief Announcer . . . . . Ted Bell
Publicity Director . . . . . E. B. Rivers
Musical Director . . . . . Jack Meves
Chief Engineer . . . . . George A. Freeman

### *Coverage*

Population—Primary . . . . . 735,200
Radio Homes— " . . . . . 204,900

Source: Field strength survey.


KFPY
SPOKANE

890 KC - - - - CBS

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plus
CREATIVE LOCAL PROGRAMMING
equals
BROADCASTING SUCCESS
in
SPOKANE'S UPSURGING MARKET

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SYMONS BROADCASTING COMPANY
T. W. Symons Jr., President
Arthur L. Bright, Vice-President
Symons Building
SPOKANE
Nationally Represented by
THE KATZ AGENCY


# KTW

## SEATTLE—EST. 1920

FREQUENCY: 1220 Kc. POWER: 1000 Watts. OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 9:30 A.M. to 10:30 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

### *Personnel*

Pastor and Station Manager . . . . . Dr. M. A. Matthews
Chief Announcer . . . . . Gene Freeman
Musical Director . . . . . Mrs. C. R. Foss
Chief Engineer . . . . . Mrs. C. R. Foss
James S. Ross

# KXA

## SEATTLE—EST. 1928

FREQUENCY: 760 Kc. POWER: 1000 watts. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: 314 Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: 314 Bigelow Bldg. TRANSMITTER LOCATION: Atlantic St., Dock "A." TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time). NEWS SERVICE: International News Service.

### *Personnel*

President . . . . . R. F. Meggee
Station Manager . . . . . Florence Wallace
Chief Announcer . . . . . Jackson Latham
Chief Engineer . . . . . Maurice M. McMullen

### *Representative*

Cox and Tanz

# KFPY

"THE PIONEER BROADCASTING STATION OF THE INLAND EMPIRE"

## SPOKANE—EST. 1922

CBS—PACIFIC NETWORK

FREQUENCY: 890 Kc. POWER: 5000 Watts. OWNED BY: Symons Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Symons Bldg. PHONE: Main 1218. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 3, Box 100. TIME ON THE AIR: (Daily) 6:00 A.M. to 12:05 P.M.; (Sunday) 8:00 A.M. to 12:05 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, Standard Radio, Davis & Schwegler.

### *Personnel*

President . . . . . T. W. Symons, Jr.
Vice-President & Commercial Manager . . . . . Arthur L. Bright
Chief Engineer . . . . . George Langford



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Program Director.....R. W. Brazeal
Production Manager.....S. L. Hannon
Musical Director.....James B. Clark

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 506,100 | 523,500 |
| Radio Homes— " .... | 103,350 | 106,120 |
| Population—Secondary .. | 726,800 | 279,800 |
| Radio Homes— " .. | 179,170 | 60,410 |

Source: CBS Listening Area Study.

### Representative

The Katz Agency

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## K F I O

### SPOKANE—EST. 1922

FREQUENCY: 1120 Kc. POWER 100 Watts. OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. STUDIO ADDRESS: 526 Riverside Ave. TRANSMITTER LOCATION: 526 Riverside Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President & Manager.....Arthur L. Smith
Commercial Manager.....B. E. Woolston
Program Director.....G. Longmeier

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## K G A

### SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN
FREQUENCY: 1470 Kc. POWER: 5000 Watts. OWNED BY: Louis Wasmer. OPERATED BY: Louis Wasmer. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M 5383. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lidgewood & Rowan. TIME ON THE AIR: Full Time License.

### Personnel

Station Manager.....Louis Wasmer
Assistant Manager.....Harvey Wixson

### Coverage

| | |
|---|---|
| Population—Primary ..... | 232,700 |
| Radio Homes— " ..... | 84,600 |
| Population—Secondary ..... | 103,200 |
| Radio Homes— " ..... | 24,900 |

Source: Mail response analysis.

### Representative

Edward Petry & Company

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## K H Q

### SPOKANE—EST. 1920

NORTHWEST TRIANGLE CHAIN
NATIONAL BROADCASTING CO.—(RED)
FREQUENCY: 590 Kc. POWER: 5000 Watts. OWNED BY: Louis Wasmer, Inc. OPERATED BY: Louis Wasmer, Inc. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M-5383. STUDIO ADDRESS: Radio Central Bldg. TRANSMITTER LOCATION: 4105 S. Regal St. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus and has Studio Recording Equipment.

### Personnel

President.....Louis Wasmer
Station Manager.....Harvey Wixson
Chief Announcer.....Harry Lantry
Musical Director.....Earl Shinkoskey
Chief Engineer.....A. G. Sparling

### Coverage

| | |
|---|---|
| Population—Primary ..... | 539,900 |
| Radio Homes— " ..... | 125,800 |
| Population—Secondary ..... | 191,000 |
| Radio Homes— " ..... | 46,300 |

Source: Mail analysis and field strength survey.

### Representative

Edward Petry & Co., Inc.

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## K M O

"THE VOICE OF TACOMA"

### TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK
PACIFIC BROADCASTING CO.
FREQUENCY: 1330 Kc. POWER: 1000 Watts. OWNED BY: Carl E. Haymond. OPERATED BY: Carl E. Haymond. BUSINESS ADDRESS: 914½ Broadway. PHONE: Main 4144. STUDIO ADDRESS: 914½ Broadway. TRANSMITTER LOCATION: 1½ miles east of Tacoma. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

### Personnel

President and Station Manager.....Carl E. Haymond
Program Director.....Dick Ross
Publicity Director.....Larry Huesby
Chief Engineer.....Joe Kolesar

### Coverage

| | |
|---|---|
| Population—Primary ..... | 934,200 |
| Radio Homes— " ..... | 257,000 |

Source: Mail response analysis.

### Representative

John Blair & Company

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## K V I

"THE PUGET SOUND STATION"

### TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Puget Sound Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: W. R. Rust Bldg. PHONE: BR. 4211, 2, 3-Tacoma: Ma. 1171-Seattle. STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma, Olympic Hotel,-Seattle. TRANSMITTER LO-



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CATION: Vashon Island. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Tacoma News Tribune. NEWS SERVICE: Associated Press (non-commercial).

### Personnel

President & Station Manager ... Vernice Irwin
Commercial Manager ... Earl T. Irwin
Sales Promotion Director. Elvin E. Evans
Musical Director ... Jane Powers
Program Director ... Wade Thompson
Chief Engineer ... James W. Wallace

### Coverage

Population—Primary ... 997,700
Radio Homes— " ... 252,300
Source: Mail response analysis.

### Representative

Free & Peters, Inc.

## KVAN

### VANCOUVER—EST. 1939

FREQUENCY: 880 Kc. POWER: 250 watts. OWNED BY: Vancouver Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Evergreen Hotel. STUDIO ADDRESS: Evergreen Hotel. TRANSMITTER LOCATION: 2915 Fruit Valley Road. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Clark County Sun, Vancouver Sun. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President-General Manager ... Walter L. Read
Vice-President ... D. Elwood Caples
Commercial Manager ... S. W. McReady
Chief Engineer ... Paul W. Spargo

### Coverage

Population—Primary ... 420,000
Radio Homes— " ... 114,250
Population—Secondary ... 600,000
Radio Homes— " ... 196,423
Source: Field intensity survey.

## KUJ

### WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KUJ, Inc. OPERATED BY: KUJ, Inc. BUSINESS ADDRESS: 2nd and Rose Sts. PHONE: 1230. STUDIO ADDRESS: 2nd and Rose Sts. TRANSMITTER LOCATION: 2nd and Rose Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth, C. P. MacGregor.

### Personnel

President and General Manager ... H. E. Studebaker
Commercial Director ... Jerry Jensen
Advertising Director ... Norval Armes
Program Director ... Richard Clodius
Publicity Director ... Esther Carter
Musical Director ... Roy Dorr
Chief Engineer ... Milton MacLafferty

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 50,000 | 25,000 |
| Radio Homes— " ... | 12,500 | 6,500 |
| Population—Secondary ... | 100,000 | 50,000 |
| Radio Homes— " ... | 25,000 | 12,500 |

Source: U. S. Census.

### Representatives

Cox & Tanz, Philadelphia
Sears & Ayer, Chicago
Walter Biddick Co., Pacific Coast

## KPQ

### WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING COMPANY
PACIFIC BROADCASTING CO.

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Wescoast Broadcasting Co. OPERATED BY: Wescoast Broadcasting Co. BUSINESS ADDRESS: KPQ Bldg. PHONE: 45 and 875. STUDIO ADDRESS: KPQ Bldg. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: International News Service.

### Personnel

President ... Rogan Jones
Station and Commercial Manager ... Cole Wylie
Chief Announcer ... Hal Thomas
Chief Engineer ... E. E. Wylie

### Coverage

Population—Primary ... 74,500
Radio Homes— " ... 19,000
Source: Mail response analysis.

## KIT

### YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: Carl E. Haymond. OPERATED BY: Carl B. Haymond. BUSINESS ADDRESS: 414 E. Yakima Ave. PHONE: 8115, 8116, 4513. STUDIO ADDRESS: 414 E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wash. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Lang-Worth, Davis & Schwegler.

### Personnel

President ... Carl E. Haymond
Resident Station Manager ... J. A. Murphy
Commercial Manager ... A. Q. Moore
Chief Engineer ... H. B. Murphy

### Coverage

Population—Primary ... 168,900
Radio Homes— " ... 43,700
Source: Mail response analysis.

### Representative

John Blair & Company



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# WEST VIRGINIA

Population 1,865,000

Number of Families 417,000 — Number of Radio Homes 348,300

Retail Sales $365,409,000 — Auto Registrations 259,000

## W J L S

"VOICE OF THE SMOKELESS COALFIELDS"

### BECKLEY—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Joe L. Smith Jr. OPERATED BY: Joe L. Smith Jr. BUSINESS ADDRESS: WJLS Bldg., Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Teel Road. TIME ON THE AIR: 6:00 a.m. to 10:00 p.m., daily; 9:00 a.m. to 6:30 p.m., Sundays. NEWS SERVICE: Transradio Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

#### *Personnel*

Station Manager.....Joe L. Smith Jr.
Commercial Manager.....C. H. Murphey, Jr.
Program Directors, Barnes H. Nash, George Dale
Continuity Director.....Charles R. Armentrout
Chief Engineer.....Marian H. McDowell

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 217,394 | 176,237 |
| Radio Homes— " .... | 40,470 | 32,890 |
| Population—Secondary .. | 234,922 | 102,717 |
| Radio Homes— " .. | 43,610 | 19,410 |

Source: U. S. Census; Joint Committee.

## W H I S

"SERVING THE BILLION DOLLAR COALFIELDS OF W. VA. AND VA."

### BLUEFIELD—EST. 1928

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: Daily Telegraph Printing Co. OPERATED BY: Daily Telegraph Printing Co. BUSINESS ADDRESS: 621 Commerce St., Bodell Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Harry Heights. TIME ON THE AIR: Week days, 5:00 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Bluefield Daily Telegraph, Sunset News. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

#### *Personnel*

Manager.....J. Lindsey Alley
Program Director.....Melvin Barnett
Chief Engineer.....P. T. Flanagan

#### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 559,295 |
| Radio Homes— " ..... | 97,580 |
| Population—Secondary ..... | 321,610 |
| Radio Homes— " ..... | 51,550 |

Source: Station survey.

#### *Representative*

The Katz Agency

## W C H S

### CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 500 Watts, n. OWNED BY: John A. Kennedy. OPERATED BY: Howard L. Chernoff, Station Manager. BUSINESS ADDRESS: 1016 Lee St. PHONE: 28-131-2-3-4. STUDIO ADDRESS: 1016 Lee St. TRANSMITTER LOCATION: Kanawha Country Club Road. TIME ON THE AIR: 6:00 A.M. to 1 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

#### *Personnel*

President.....John A. Kennedy
General Manager.....Howard L. Chernoff
Technical Advisor.....Odes E. Robinson
Program Director.....Nicholas Pagliare
Local Commercial Mgr.....H. C. Wright

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,186,628 | *140,670 |
| Radio Homes— " .... | 244,986 | 142,230 |
| Population—Secondary . | 580,805 | *168,794 |
| Radio Homes— " .. | 131,737 | 163,700 |

* Families.

Source: Department of Commerce.

#### *Representative*

The Branham Co.

## W G K V

### CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Kanawha Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1016 Lee St. STUDIO ADDRESS: 1016 Lee St. TRANSMITTER LOCATION: Coal Branch Heights. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight, daily; 8:00 a.m. to 12:00 midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.



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### Personnel

President . . . . . W. A. Carroll
Managing Director . . . . . R. F. Sowers

## WBLK

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.
THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President . . . . . John A. Kennedy
Station & Commercial Manager . . . . . Meyer "Mike" Layman
Chief Announcer & Program Director . . . . . Don McWhorter
Chief Engineer . . . . . Russell Banks

### Coverage

| | |
|---|---|
| Population—Primary . . . . . | *51,136 |
| Radio Homes— " . . . . . | 49,520 |
| Population—Secondary . . . . | *45,242 |
| Radio Homes— " . . . . | 42,050 |

* Families.
Source: U. S. Census.

### Representative

The Branham Co.

## WMMN

"THE VOICE OF WEST VIRGINIA"

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### Personnel

President . . . . . George B. Storer
Station & Sales Manager . . . . O. J. Kelchner
Office Manager . . . . . R. C. Warden
Program Manager & Chief Announcer . . . . . Howard Wolfe
Production Manager . . . . . Bill Edwards
Continuity Editor . . . . . C. Swiger
Publicity Director . . . . . Bill Ferguson
Musical Director . . . . . Ted Grant
Chief Engineer . . . . . Roy Heck

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 1,235,500 | 763,000 |
| Radio Homes— " . . . | 258,190 | 163,240 |
| Population—Secondary . . | 1,142,500 | 690,762 |
| Radio Homes— " . . | 241,260 | 152,670 |

Source: Sales Management.

### Representative

John Blair & Company

## WSAZ

HUNTINGTON—EST. 1927

WEST VIRGINIA NETWORK

FREQUENCY: 1190 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 927½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 927½ 4th Ave. TRANSMITTER LOCATION: Pleasant Heights. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATIONS: Huntington Publishing Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Davis & Schwegler.

### Personnel

President and General Manager . . . . . John A. Kennedy
Commercial Manager . . . . . Edward W. Klein
Advertising Manager . . . . . V. C. Bailey
Program Director . . . . . Fred Burns
Publicity Manager . . . . . V. C. Bailey
Chief Engineer . . . . . Glenn E. Chase

### Coverage

| | |
|---|---|
| Population—Primary . . . . . | 909,961 |
| Radio Homes— " . . . . . | 184,766 |
| Population—Secondary . . . . . | 1,363,610 |
| Radio Homes— " . . . . . | 277,782 |

Source: Station survey.

## (CALL LETTERS UNASSIGNED)*

LOGAN—EST. 1940

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Clarence H. Frey and Robert O. Greever. OPERATED BY: Clarence H. Frey and Robert O. Greever. BUSINESS ADDRESS: Logan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

## WPAR

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting



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Corp. BUSINESS ADDRESS: Grinter Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Gihon Road, S. Parkersburg. TIME ON THE AIR: 7:00 a.m. to 11:05 p.m., daily; 9:00 a.m. to 11:05 p.m., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....John A. Kennedy
Station Manager.....Abe Rauch
Commercial Manager.....Aud Archer
Program Director.....Ken D. Given
Assistant Program Director.....Carl Loose
Musical Director.....Sarah Heermans
Chief Engineer.....William Sodaro

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary* ... | 33,915 | 31,575 |
| Radio Homes— " .... | 32,380 | 30,250 |
| Population—Secondary* . | 125,086 | 82,909 |
| Radio Homes— " .. | 119,250 | 79,870 |

* Families.
Source: Joint Committee.

### Representative

The Branham Co.

## WWVA

"THE FRIENDLY VOICE FROM OUT OF THE HILLS OF WEST VIRGINIA"

### WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. POWER: 5000 Watts. OWNED BY: West Virginia Broadcasting Co. OPERATED BY: West Virginia Broadcasting Co. BUSINESS ADDRESS: Hawley Bldg. PHONE: Wheeling 5383. STUDIO ADDRESS: Hawley Bldg. TRANSMITTER LOCATION: Near West Liberty. TIME ON THE AIR: 5:45 a.m. to between 8:00 p.m. and 2:00 a.m., daily; 7:00 a.m. to between 8:00 p.m. and 2:00 a.m., Sundays. NEWSPAPER AFFILIATION: Greater Wheeling Home Talk. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....George B. Storer
Managing Director.....George W. Smith
Production Manager.....Paul J. Miller
Program Director.....Wayne Sanders
Chief Engineer.....Glenn G. Boundy

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 3,051,400 | 1,356,400 |
| Radio Homes— " .... | 523,310 | 238,740 |
| Population—Secondary .. | 6,145,300 | 4,537,100 |
| Radio Homes— " .. | 1,272,800 | 890,450 |

Source: Columbia Listening Area Study.

### Representative

John Blair & Company

## WBTH

### WILLIAMSON—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Williamson Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 261. STUDIO ADDRESS: Mountaineer Hotel Block. TRANSCRIPTION LOCATION: Williamson. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....G. W. Taylor
Station Manager.....Harold McWhorter
Program Director.....Eddie Whikehart
Chief Engineer.....W. N. Nungesser

# WISCONSIN

Population 2,926,000

Number of Families 735,000 — Number of Radio Homes 612,700

Retail Sales $959,015,200 — Auto Registrations 868,000

## WHBY

"VOICE OF THE FOX RIVER VALLEY"

### APPLETON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg., Green Bay, Wisc. and Grand Chute Island, Appleton. STUDIO ADDRESS: Grand Chute Island. PHONE: Appleton 1161. TRANSMITTER LOCATION: Grand Chute Island. TIME ON THE AIR: 8:00 a.m. to 9:30 p.m. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

### Personnel

President.....B. H. Pennings
Station & Commercial Manager.....Rev. James A. Wagner
Sales Manager.....Val Schneider
Publicity Director.....Elliott Henry



www.americanradiohistory.com

Chief Engineer.....Wallace J. Stangel

### Coverage

| | |
|---|---|
| Population—Primary | 200,000 |
| Radio Homes— " | 45,000 |
| Population—Secondary | 370,000 |
| Radio Homes— " | 79,000 |

Source: CBS Listening Area Study.

### Representative

Reynolds-Fitzgerald, Inc.

•

# WATW

## ASHLAND—EST. 1939

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: WJMS, Inc. OPERATED BY: WJMS, Inc. BUSINESS ADDRESS: Ashland. STUDIO ADDRESS: Ashland. TRANSMITTER LOCATION: West of Ashland on U. S. Highway No. 2. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

### Personnel

General Manager.....N. C. Ruddell

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 65,000 | 65,000 |
| Radio Homes— " | 16,500 | 16,500 |
| Population—Secondary | 30,000 | 30,000 |
| Radio Homes— " | 7,500 | 7,500 |

Source: U. S. Census.

•

# WEAU

## EAU CLAIRE

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 5,000 watts, d.; 1000 watts, n. OWNED BY: Central Broadcasting Co. OPERATED BY: Central Broadcasting Co. BUSINESS ADDRESS: 203 S. Barstow St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Crescent Ave. TIME ON THE AIR: 6:00 a.m. to Los Angeles sunset. NEWSPAPER AFFILIATION: Superior Evening Telegram, Eau Claire Leader. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

### Personnel

President.....W. C. Bridges
Manager.....John J. Stack

### Coverage

| | Daytime |
|---|---|
| Population—Primary | 600,000 |
| Radio Homes— " | 50,000 |

Source: Station Survey.

### Representative

George P. Hollingbery Co.

•

# KFIZ

## FOND-DU-LAC—EST. 1922

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Reporter Printing Co. OPERATED BY: Reporter Printing Co. BUSINESS ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO ADDRESS: 18 W. 1st St. TRANSMITTER LOCATION: 18 W. 1st St. TIME ON THE AIR: 8:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATIONS: Fond-du-Lac Commonwealth Reporter. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager.....Lynn N. Fairbanks

### Representative

Small & Brewer, Inc.

•

# WTAQ

## GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily, 7:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

### Personnel

President.....B. H. Pennings
Secretary-Treasurer.....Rev. James A. Wagner
Station & Commercial Manager.....Hayden Evans
Artists' Bureau Head-Chief Announcer.....Em Owens
Sales Manager.....Val Schneider
Publicity Director.....Elliott Henry
Musical Director.....Em Owen
Chief Engineer.....Wallace J. Stangel

### Coverage

| | |
|---|---|
| Population—Primary | 300,000 |
| Radio Homes— " | 60,000 |
| Population—Secondary | 555,000 |
| Radio Homes— " | 115,000 |

Source: CBS Listening Area Study.

### Representative

Reynolds-Fitzgerald, Inc.

•

# WCLO

"THE VOICE OF SOUTHERN WISCONSIN"

## JANESVILLE—EST. 1930

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Gazette Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: Gazette Bldg. PHONE: 2500. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: 1436 Oakhill Ave. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATION: The Janesville Daily Gazette. NEWS SERVICE: Associated



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Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

General Manager.....James F. Kyler
Chief Engineer .....Chas. Brannen
Program Director.....Hester Kyler
Commercial Manager.....V. A. Weber

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 61,081 | 61,081 |

Source: Department of Commerce.

●

## WKBH

"THE NEWS VOICE OF THE NORTHWEST"

### LA CROSSE—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts. OWNED BY: WKBH, Inc. OPERATED BY: WKBH, Inc. BUSINESS ADDRESS: Radio Building, 409 Main St. PHONE: 450. STUDIO ADDRESS: Radio Building, 409 Main St.; Hotel Winona, Winona. TRANSMITTER LOCATION: R.F.D., La Crosse. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICES: United Press, local news. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and Station Manager.....Otto M. Schlabach
Vice-President.....Milo Casberg
Secretary-Treasurer & Commercial Manager.....Chas. F. Callaway
Program Director.....Bernice Callaway
Musical Director.....Gene Mendez
Chief Engineer.....Al Leeman

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 259,800 | 209,900 |
| Radio Homes— " .... | 53,440 | 49,990 |
| Population—Secondary .. | 578,500 | 646,400 |
| Radio Homes— " .. | 116,630 | 132,470 |

Source: CBS Listening Area Study.

### Representative

Howard H. Wilson Co.

●

## WHA

AMERICA'S OLDEST EDUCATIONAL BROADCASTING STATION

### MADISON—EST. 1917 (as 9XM) 1922 (as WHA)

FREQUENCY: 940 Kc. POWER: 5000 Watts. OWNED BY: University of Wisconsin. OPERATED BY: University of Wisconsin. BUSINESS ADDRESS: Madison. STUDIO ADDRESS: Radio Hall, U. of W. Campus. TRANSMITTER LOCATION: Fish Hatchery Road. TIME ON THE AIR: 8:00 A.M. to local sunset.

### Personnel

Director.....H. B. McCarty
Public Relations Director.....H. A. Engel
Musical Director.....Frederick Fuller
Chief Operator.....John Stiehl

### Policies

Station does not sell time.

●

## WIBA

### MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Badger Broadcasting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 111 King St. PHONE: Fairchild 8800. STUDIO ADDRESS: 111 King St. TRANSMITTER LOCATION: Rt. 5. Madison. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Capital Times, Wisconsin State Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

### Personnel

President.....William T. Evjue
Secretary-Treasurer.....Tom C. Bowden
Vice-President.....A. M. Brayton
Business Manager.....W. E. Walker
Program Manager & Publicity Director.....K. F. Schmitt
Musical Director.....Leon Perssion
Chief Engineer.....Norman Hahn

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 577,400 | 129,900 |
| Radio Homes— " .... | 134,280 | 30,250 |
| Population—Secondary .. | 950,000 | 250,000 |
| Radio Homes— " .. | 221,000 | 58,100 |

Source: Field intensity survey; U. S. Census.

### Representative

Reynolds-Fitzgerald, Inc.

●

## WOMT

"THE NEWSPAPER OF THE AIR"

### MANITOWOC—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 6:57 A.M. to 9:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General Manager.....F. M. Kadow
Commercial Manager.....Arthur Blake
Program Director.....Fred Hessler
Chief Engineer.....W. F. Dubin

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 125,000 | 125,000 |
| Radio Homes— " .... | 36,000 | 36,000 |



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| | | |
|---|---|---|
| Population—Secondary | 40,000 | . . . . . |
| Radio Homes— " | 8,000 | |

Source: U. S. Census.

# WMAN

## MARINETTE—EST. 1939

FREQUENCY: 570 Kc. POWER: 250 watts. OWNED BY: M. & M. Broadcasting Co. OPERATED BY: M. & M. Broadcasting Co. BUSINESS ADDRESS: 400 Wells St. STUDIO ADDRESS: 400 Wells St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 a.m. to local sunset, daily; 7:00 a.m. to local sunset, Sundays. TRANSCRIPTION SERVICE: Associated Music Publishers.

### *Personnel*

General Manager . . . . . M. F. Chapin

### *Representative*

Reynolds-Fitzgerald, Inc.

•

# WISN

"PROGRAMS LISTENERS LIKE"

## MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 123 W. Michigan. PHONE: Daly 3900. STUDIO ADDRESS: 123 W. Michigan. TRANSMITTER LOCATION: 231 W. Michigan. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight; Sunday, 7:30 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Milwaukee Sentinel, Sunday News-Sentinel. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

| | |
|---|---|
| Station Manager | G. W. Grignon |
| Sales Manager | Fred H. Zindler |
| Musical Director | E. Krebs |
| Chief Engineer | D. A. Weller |

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 1,250,000 | 800,000 |
| Radio Homes— " | 250,000 | 160,000 |
| Population—Secondary | 1,500,000 | 1,000,000 |
| Radio Homes— " | 300,000 | 200,000 |

Source: Station survey.

### *Representative*

International Radio Sales

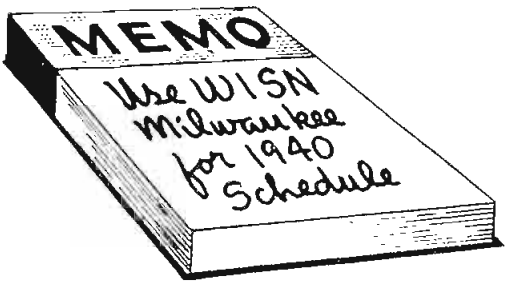
•

# WEMP

"THE ENTERTAINMENT CENTER ON YOUR DIAL"

## MILWAUKEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinton. PHONE: Marquette 7722. STUDIO ADDRESS:


**91% GAIN**

**IN NATIONAL SPOT BUSINESS**

*Plus a 55% Increase in CBS Network Commercial Time*

*(Six Months Period Ending Jan. 1)*

**TO SELL MILWAUKEE YOU NEED A MILWAUKEE STATION**

**WISN**

*Represented by*

**INTERNATIONAL RADIO SALES**

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711 Empire Bldg. TRANSMITTER LOCATION: 710 Empire Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

### Personnel

President.....H. L. Mount
Station Manager.....C. J. Lanphier
Commercial Manager.....Gene T. Dyer
Advertising Manager.....Glenn Roberts
Program Director.....Chas. La Force
Sales Manager.....Ben Wolff
Chief Announcer.....Carl Zimmerman
Publicity Director.....Bert Mulroy
Musical Director.....Florence Bettry-Kelly
Chief Engineer.....Raymond Host

### Coverage

| | |
|---|---|
| Population—Primary | 861,236 |
| Radio Homes— " | 170,490 |
| Population—Secondary | 53,524 |
| Radio Homes— " | 24,540 |

Source: Field intensity survey; U. S. Census.

## WTMJ

### MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Journal Company. OPERATED BY: The Milwaukee Journal. BUSINESS ADDRESS: 333 West State St. PHONE: Marquette 6000. STUDIO ADDRESS: 333 W. State St. TRANSMITTER LOCATION: 12 miles west of Milwaukee on Blue Mound Road. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. MAINTAINS TALENT SERVICE. NEWSPAPER AFFILIATIONS: The Milwaukee Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

### Personnel

General Manager.....W. J. Damm
Station Manager.....L. W. Herzog
Asst. Manager.....R. G. Winnie
Commercial Manager.....Wm. F. Dittmann
Chief Announcer.....Robt. Heiss
Continuity Manager.....Russ W. Tolg
Musical Director.....Wm. J. Benning
Chief Technician.....D. W. Gellerup

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 2,984,189 | 1,634,345 |
| Radio Homes— " | 646,330 | 365,250 |
| Population—Secondary | 6,480,000 | 5,246,000 |
| Radio Homes— " | 1,407,000 | 1,168,000 |

Source: Field intensity measurements.

### Representative

Edward Petry & Company

## WIBU

### POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Wm. C. Forrest. OPERATED BY: Same. BUSINESS ADDRESS: RFD No. 2. PHONE: 97R5. STUDIO ADDRESS: Poynette; Portage; Beaver Dam; Madison. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 9:00 p.m. NEWSPAPER AFFILIATION: Baraboo News Republic. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station Manager .....Wm. C. Forrest
Chief Announcer.....Charles Harrison
Portage Studio Manager.....M. A. Hays
Beaver Dam Studio Manager.....Hal Woods
Madison Studio Manager....Ralph O'Connor
Chief Engineer .....Leonard Doese

## WRJN

### RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Racine Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 441 Main St. PHONE: Jackson 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Pleasant. TIME ON THE AIR: 8:30 a.m. to 10:00 p.m. NEWSPAPER AFFILIATIONS: Racine Journal-Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, C. P. MacGregor.

### Personnel

President.....F. R. Starbuck
Secretary-Treasurer & General Manager.....Harry R. LePoidevin
Station & Commercial Manager.....Harold J. Newcomb
Program Director.....H. S. Mann, Jr.
Publicity Director.....Ken Hegard
Chief Engineer.....F. Lee Dechant

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 921,832 | 921,832 |
| Radio Homes— " | 196,356 | 196,356 |
| Population—Secondary | 142,523 | 142,523 |
| Radio Homes— " | 30,427 | 30,427 |

Source: Field intensity survey; Joint Committee; U. S. Census.

### Representative

Allied Representation Co.

## WJMC

"THE VOICE OF THE DAIRY COUNTRY"
"IN THE HEART OF VACATIONLAND"

### RICE LAKE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Walter H. McGenty. OPERATED BY: J. J. McGenty. BUSINESS ADDRESS: 410 North Main St. PHONE: 550. STUDIO ADDRESS: 410 North Main St. TRANSMITTER LOCATION: 1615 South Main St. TIME ON THE AIR: 6:00 a.m. to local sunset, daily; 8:00 a.m. to local sunset, Sundays. NEWS SERVICE:



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Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....J. J. McGenty
Station Manager.....C. C. Rice
Business Manager.....C. C. Leonard
Public Relations Director.....Dr. J. H. Wallis
Chief Announcer.....Carlton Beaudette
Agricultural Director.....Ingvald Hembre
Chief Engineer.....Lawrence Brunes

### Coverage

| | |
|---|---|
| Population—Primary | 100,000 |
| Radio Homes— " | 25,000 |
| Population—Secondary | 25,000 |
| Radio Homes— " | 6,000 |

Source: Joint Committee.

•

## WHBL

"THE VOICE OF DAIRYLAND"

### SHEBOYGAN—EST. 1928

WISCONSIN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: Press Publishing Co. OPERATED BY: Press Publishing Co. BUSINESS ADDRESS: 626-636 Center Ave. PHONE: 1900. STUDIO ADDRESS: 636 Center Ave. TRANSMITTER LOCATION: R R 3 Sheboygan, Wis. TIME ON THE AIR: daily, 7:00 a.m. to 10:15 p.m.; Sunday, 10:00 a.m. to 10:15 p.m. NEWSPAPER AFFILIATION: Sheboygan Press. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

### Personnel

President.....C. E. Broughton
Manager.....Ed Cuniff
Chief Announcer.....Glen James
Bus. Mgr.....H. H. Born
Publicity Director.....E. Zufelt
Program & Musical Director.....M. J. Pape
Chief Engineer.....Herbert Mayer

### Coverage

| | |
|---|---|
| Population—Primary | 587,505 |
| Radio Homes— " | 121,680 |
| Population—Secondary | 162,201 |
| Radio Homes— " | 31,250 |

Source: Station survey.

### Representative

Howard H. Wilson & Co.

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## WLBL

"WISCONSIN LAND OF BEAUTIFUL LAKES"

### STEVENS POINT—EST. 1924

FREQUENCY: 900 Kc. POWER: 5000 watts. OWNED BY: State of Wisconsin-Department of Agriculture and Markets. OPERATED BY: Department of Agriculture and Markets. BUSINESS ADDRESS: State Teachers' College. PHONE: 525. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburndale. TIME ON THE AIR: Daytime License.

### Personnel

Station Manager.....F. R. Calvert
Program Director.....W. P. Wichmann
Chief Engineer.....H. O. Brickson

•

## WDSM

### SUPERIOR—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: WDSM, Inc. OPERATED BY: WDSM, Inc. BUSINESS ADDRESS: Board of Trade Bldg. STUDIO ADDRESS: Board of Trade Bldg. TRANSMITTER LOCATION: Connor's Point. TIME ON THE AIR: 18½ hours daily. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager.....Robert D. Kennedy
Program Director.....James Payton

### Coverage

| | |
|---|---|
| Population—Primary | 348,560* |
| Radio Homes— " | 87,140* |

* Includes both primary and secondary areas.

Source: Station survey.

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## WSAU

"YOUR STATION"

### WAUSAU—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northern Broadcasting Co., Inc. OPERATED BY: Northern Broadcasting Co., Inc. BUSINESS ADDRESS: 113-115 Third St. PHONE: 6521. STUDIO ADDRESS: 113-115 Third St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 a.m. to 10:15 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....W. E. Walker
General Manager.....Wayne W. Cribb
Program Director.....Donald R. Burt
Musical Director.....Vern Peterson
Chief Engineer.....Roland Richardt

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 236,200 | 91,700 |
| Radio Homes— " | 48,224 | 18,966 |
| Population—Secondary | 136,800 | 92,700 |
| Radio Homes— " | 29,219 | 18,920 |

Source: Mail response analysis.

### Representative

Reynolds-Fitzgerald, Inc.



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# WYOMING

Population 235,000

Number of Families 60,300 | Number of Radio Homes 49,800

Retail Sales $90,949,100 | Auto Registrations 82,450

## K D F N

### CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, Davis & Schwegler.

#### *Personnel*

Station & Sales Manager.....D. L. Hathaway
Commercial Manager.....F. R. Hufsmith
Chief Announcer.....M. Nichols
Publicity Director.....H. Brewer
Chief Engineer.....F. Wickencamp

#### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 87,428 |
| Radio Homes— " ..... | 17,557 |
| Population—Secondary ..... | 58,622 |
| Radio Homes— " ..... | 11,296 |

Source: Station survey; Joint Committee.

#### *Representatives*

Sears and Ayer, James F. Fay, Walter Biddick Co.

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## K V R S

### ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. PHONE: 93. STUDIO ADDRESS: Same. TIME ON THE AIR: Full time license. TRANSMITTER LOCATION: Lincoln Highway. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

#### *Personnel*

President.....R. R. West
General Manager.....Ken Nielsen
Chief Engineer.....C. R. Miller

•

## K W Y O

"THE VOICE OF WYOMING"

### SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: Sheridan. PHONE: 601. STUDIO ADDRESS: 19 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 a.m. to 9:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor' Standard Radio.

#### *Personnel*

President.....R. E. Carroll
Station Manager.....Herb Siebert
Program Director.....Jim Carroll
Chief Announcer.....Paul Boyer
Chief Engineer.....Bob Crossthwaite

#### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 38,205 | 38,205 |
| Radio Homes— " .... | 12,636 | 12,636 |
| Population—Secondary .. | 50,000 | 50,000 |
| Radio Homes— " .. | 17,000 | 17,000 |

Source: Station Survey.

#### *Representatives*

Sears & Ayer, Inc.
Homer Owen Griffith

I WONDER
WHAT
RADIO DAILY
WILL SAY
ABOUT IT?



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# TERRITORIES — —POSSESSIONS

## Alaska

### KFQD

ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: KFQD Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 a.m. to 11:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

#### Personnel

President and General Manager ..... R. E. McDonald
Program Director ..... Ken Laughlin
Chief Engineer ..... Wm. J. Wagner

#### Representative

Walter Biddick Co.

•

### KFAR

FAIRBANKS—EST. 1938

FREQUENCY: 610 Kc. POWER: 1000 watts. OWNED BY: Midnight Sun Broadcasting Co. OPERATED BY: Midnight Sun Broadcasting Co. BUSINESS ADDRESS: Lathrop Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Fairbanks. TIME ON THE AIR: 8:00 a.m. to 1:00 p.m. and 5:00 p.m. to 12:00 midnight. NEWSPAPER AFFILIATION: Fairbanks Daily Newsminer. NEWS SERVICE: Associated Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

#### Personnel

President ..... A. E. Lathrop
Vice-President ..... E. F. Medley
Secretary-Treasurer ..... Miriam Dickey
Manager ..... Jack Winston
Assistant Manager ..... Wilson K. Foster
Chief Engineer ..... Stanton D. Bennett

#### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 25,000 | 25,000 |
| Population—Secondary | 40,000 | 40,000 |

Source: Field strength measurements; U. S. Census.

### KINY

"THE FRIENDLY VOICE OF THE CAPITOL"

JUNEAU—EST. 1935

FREQUENCY: 1430 Kc. POWER: 1000 watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Box 2597. PHONE: 197. STUDIO ADDRESS: Triangle Bldg. TRANSMITTER LOCATION: Alaska Juneau Mine Property. TIME ON THE AIR: 7:45 a.m. to 1:30 p.m. and 4:30 p.m. to 11:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth. MAINTAINS ARTISTS' BUREAU.

#### Personnel

Owner ..... Edwin A. Kraft
Station Manager ..... C. B. Arnold
Program & Commercial Mgr. ..... Harry W. Long
Chief Engineer ..... C. F. Heister

#### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary* | 35,000 | 55,000 |
| Radio Homes— " | 31,500 | 47,000 |
| Population—Secondary* | 7,000 | 12,000 |
| Radio Homes— " | 6,300 | 10,800 |

* Families.

Source: Mail response analysis.

#### Representatives

Northwest Radio Adv. Co., Inc., Seattle
Joseph Hershey McGillvra

•

### KGBU

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 500 watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: 10:00 A.M. to 2:00 P.M. and 5:00 P.M. to 10:00 P.M.; Sunday, 4:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: Langworth.

#### Personnel

President-General Mgr. ..... James A. Britton
Vice-President ..... R. W. Britton



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# Hawaii

## K H B C

"THE HOME OF PELE"

### HILO—EST. 1936

CBS-MBS

HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: P. O. Box 595. STUDIO ADDRESS: 1285 Kalaniole Ave. TRANSMITTER LOCATION: Hilo. TIME ON THE AIR: 6:30 a.m. to 10:30 p.m., daily; 8:00 a.m. to 9:30 p.m., Sundays. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

### Personnel

General Manager.....J. Howard Worrall
Station Manager.....Earl A. Nielsen

### Representative

John Blair & Co.

•

## K G M B

### HONOLULU—EST. 1929

CBS—MBS

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: Kapiolani Blvd. STUDIO ADDRESS: Kapiolani Blvd. TRANSMITTER LOCATION: Honolulu. TIME ON THE AIR: 5:55 a.m. to 12:00 midnight. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated, C. P. MacGregor, NAB Library.

### Personnel

President-General Manager.....J. Howard Worrall
Station Manager.....Webley Edwards

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 411,485 | 411,485 |
| Radio Homes— " .... | 60,000 | 60,000 |

### Representative

John Blair & Co.

## K G U

"VOICE OF HAWAII"

### HONOLULU—EST. 1922

NBC (RED & BLUE)

FREQUENCY: 750 Kc. POWER: 2500 Watts. OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: Advertiser Square. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

### Personnel

General Manager.....M. A. Mulrony
Program Manager.....Richard McGuire
Director of Natl. Advertising...R. S. Thurston
Assistant Manager.....Don O. Crozier

### Representatives

The Katz Agency
Walter Biddick Co. (Coast)

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## K T O H *

"AMERICA'S MOST WESTERLY STATION"

### LIHUE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Garden Island Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1748. STUDIO ADDRESS: Lihue. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 15 hours daily. NEWSPAPER AFFILIATION: The Garden Island, Kauai Filipino News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

General Manager.....C. J. Fern
Station Manager.....Deane Stewart
Program Director.....William Parsons
Chief Engineer.....Robert Glenn

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 40,000 | 300,000 |
| Radio Homes— " .... | 7,000 | 50,000 |
| Population—Secondary .. | ..... | 400,000 |
| Radio Homes— " .. | ..... | 70,000 |

Source: Radio Commission of Hawaii.

* Station licensed to operate under a C. P. at time of going to press.



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# Puerto Rico

## WPRA

"VOICE OF THE WEST"

MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. (C. P. 780 Kc., 2500 watts, d.; 1000 watts, n.) OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

### Personnel

President ..... ... ...Andres Camara
Station Manager . .....Patricio R. Fermaintt
Chief Announcer ... .... .....Mario Acosta
Musical Director . .. . ..Celso Torres
Chief Engineer . ...Ralph P. Perry

•

## WPRP

"THE VOICE OF PUERTO RICO"

PONCE—EST. 1934

FREQUENCY: 1420 Kc. POWER: 250 Watts. (Application applied for 1480 Kc., 5000 watts.) OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 4-8-16 Trujillo St. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 11:00 p.m. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Langworth.

### Personnel

General Manager.. . .. .Julio M. Conesa
Artists' Bureau Head.. . . ..G. Ayala
Commercial Manager... .... ..A. Mirabal
Chief Engineer..... ... . .I. S. Smidtke

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . | 700,000 | 400,000 |
| Radio Homes— " ... | 1,900,000 | 1,000,000 |

Source: Station estimate.

## WKAQ

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: P. O. Box 430. NEW YORK OFFICE: c/o International Telephone & Telegraph Co., 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: Transradio-Radio News Association. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Vice-President-General
Manager.... .....John A. Zerbe
Commercial Manager.. .... .Jose C. Irizarry
Program Director.. .....David A. Brown

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary ... | 828,300 | 821,250 |
| Radio Homes— " ... | 31,800 | 31,600 |
| Population—Secondary | 945,450 | 952,500 |
| Radio Homes— " . | 18,200 | 18,400 |

Source: Field intensity survey; Department of Commerce.

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## WNEL

"THE LINK OF THE AMERICAS"

SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Lang-Worth.

### Personnel

Owner-Operator..... .....Juan Piza
General Manager .. .....Edgar S. Belaval
Commercial Manager.....Augustin Camunas
Program Director-Promotion
Manager.. .....Gustavo Diaz
Chief Engineer.. ... .....William N. Greer

### Representative

Broadcasting Abroad, Ltd.



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# RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

***The following listing was compiled through the cooperation of the FCC and is up-to-date as of Jan. 1, 1940.***

## ALABAMA

The Anniston Star.....WHMA
*Licensee*—Harry M. Ayers, Anniston.

The Birmingham Age-Herald.....WSGN
The Birmingham News
Huntsville Times
*Licensee*—The Birmingham News Co., Birmingham.

Through stock ownership.....WSFA
*Licensee*—Montgomery Broadcasting Co., Montgomery.

## ARIZONA

Prairie Farmer Publishing Co.....KOY
*Licensee*—Salt River Valley Broadcasting Co., Phoenix.

Arizona Republic .....KTAR
Phoenix Gazette
Arizona Weekly Gazette
*Licensee*—KTAR Broadcasting Co., Phoenix.

Arizona Republic .....KVOA
Phoenix Gazette
*Licensee*—Arizona Broadcasting Co., Tucson.

## ARKANSAS

Arkansas Gazette .....KGHI
*Licensee* — Arkansas Broadcasting Co., Little Rock.

Arkansas Gazette .....KLRA
*Licensee* — Arkansas Broadcasting Co., Little Rock.

## CALIFORNIA

McClatchy Newspapers .....KERN
*Licensee* — McClatchy Broadcasting Co., Bakersfield, Cal.

Marysville Appeal-Democrat.....KHSL
*Licensee*—Golden Empire Broadcasting Co., Chico, Cal.

Humboldt Times .....KIEM
Humboldt Standard
*Licensee*—Redwood Broadcasting Co., Eureka.

McClatchy Newspapers .....KMJ
*Licensee* — McClatchy Broadcasting Co., Fresno, Cal.

Merced Sun Star.....KYOS
*Licensee*—Merced Broadcasting Co., Merced, Cal.

Monterey Peninsula Herald.....KDON
Salinas Index-Journal
Salinas Post
*Licensee*—Monterey Peninsula Broadcasting Co., Monterey. Cal.

The Oakland Tribune .....KLX
*Licensee* — Tribune Building Co. Oakland, Cal.

Pasadena Star-News.....KPPC
*Licensee* — Pasadena Presbyterian Church, Pasadena.

Redding Searchlight .....KVCV
(See KHSL)
*Licensee*—Golden Empire Broadcasting Co., Redding.

McClatchy Newspapers .....KFBK
*Licensee* — McClatchy Broadcasting Co., Sacramento, Cal.

American Newspapers, Inc.....KYA
*Licensee* — Hearst Radio, Inc., San Francisco, Cal.

Santa Barbara News.....KTMS
Santa Barbara Press
*Licensee*—The News-Press Publishing Co., Santa Barbara, Cal.

Santa Rosa Press-Democrat.....KSRO
*Licensee*—The Press-Democrat Publishing Co., Santa Rosa, Cal.

McClatchy Newspapers .....KWG
*Licensee* — McClatchy Broadcasting Co., Stockton, Cal.

Visalia Times Delta.....KTKC
*Licensee* — Tulare-Kings Counties Radio Associates, Charles A. Whitmore, Pres., Visalia, Cal.

Register-Pajaronian .....KHUB
*Licensee*—John P. Scripps, Watsonville, Cal.

## COLORADO

Stockholders interested in Oklahoma Publishing Co.; The Gazette & Telegraph; (Daily Oklahoman, Oklahoma City Times and Farmer - Stockman). Oklahoma Publishing Co., 33% stockholder. KVOR
*Licensee*—Outwest Broadcasting Co., Colorado Springs, Colo.

The Daily Oklahoman.....KLZ
The Oklahoma City Times
The Farmer-Stockman
*Licensee* — KLZ Broadcasting Co., Denver, Colo.



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## CONNECTICUT

Hartford Times ..... WTHT
(Gannett Co., Inc.)
*Licensee*—The Hartford Times, Inc., Hartford, Conn.
Waterbury American ..... WBRY
Waterbury Republican
*Licensee* — American-Republican, Inc., Waterbury.

## DELAWARE

Lancaster (Pa.) Newspapers, Inc..... WDEL
*Licensee*—WDEL, Inc., Wilmington, Del.
Lancaster (Pa.) Newspapers, Inc..... WILM
*Licensee* — Delaware Broadcasting Co., Wilmington, Del.

## DISTRICT OF COLUMBIA

The Washington Star..... WMAL
*Licensee*—National Broadcasting Co., Washington, D. C.
Station owned by Star Newspaper Co. and is operated by the National Broadcasting Co.

## FLORIDA

Jacksonville Journal ..... WJHP
Miami Daily News
Panama City News-Herald
(See WIOD)
*Licensee*—The Metropolis Co., Jacksonville.
The Miami Daily News..... WIOD-WMBF
Jacksonville Journal
Panama City News-Herald
(The Metropolis Publishing Co.)
*Licensee*—Isle of Dreams Broadcasting Corp., Miami, Fla.
Owner holders 33 1/3% of Society WKAT
Pictorial
*Licensee* — A. Frank Katzentine, Miami Beach, Fla.
Pensacola News ..... WCOA
Pensacola Journal
*Licensee*—Pensacola Broadcasting Co., Pensacola, Fla.
Highlands County Pilot..... WTAL
Scenic Highlands Sun
(Avon Park, Fla.)
Lake Placid News
(Lake Placid, Fla.)
*Licensee*—Florida Capital Broadcasters, Inc., Tallahassee, Fla.
Tampa Times ..... WDAE
*Licensee*—Tampa Times Company, Tampa, Fla.
Waycross Journal-Herald ..... WAYX
*Licensee*—Waycross Broadcasting Co., Waycross, Ga.

## GEORGIA

Athens Banner-Herald ..... WGAU
*Licensee*—J. K. Patrick Co., Athens, Ga.
One of licensee-partners is a publisher.
Atlanta Journal ..... WAGA
*Licensee*—Liberty Broadcasting Co., Atlanta, Ga.
Atlanta Journal owns 40% of stock.
The Atlanta Journal..... WSB
*Licensee*—The Atlanta Journal Co., Atlanta, Ga.
Cordele Dispatch ..... WMJM
*Licensee*—Cordele Dispatch Publishing Co., Cordele.
Waycross Journal ..... WAYX
*Licensee*—Jack Williams, Waycross.

## ILLINOIS

News-Gazette ..... WDWS
*Licensee*—Champaign News-Gazette, Inc., Champaign, Ill.
Chicago Daily Drovers Journal..... WAAF
*Licensee*—Drovers Journal Publishing Co., Chicago, Ill.
Chicago Tribune & News-Syndicate, Inc., publisher of the N. Y. News. Directors interested in the Washington Herald; Rockford Morning Star and Register Republic. WGN
*Licensee*—WGN, Inc., Chicago, Ill.
Farmers Radio Weekly..... WLS
Prairie Farmer
Stand-By
*Licensee* — Agricultural Broadcasting Co., Chicago, Ill.
Danville Commercial-News ..... WDAN
100% owned by Gannett Publications.
*Licensee*—Northwest Publishing Co., Danville, Ill.
Decatur Herald ..... WJBL
Decatur Review
*Licensee*—Commodore Broadcasting, Inc., Decatur, Ill.
Galesburg Register-Mail ..... WGIL
*Licensee*—Galesburg Broadcasting Co., Galesburg, Ill.
Rockford Consolidated Newspapers, Inc. WROK
Rockford Morning Star
Rockford Register Republic
*Licensee* — Rockford Broadcasters, Inc., Rockford, Ill.
Rock Island Argus..... WHBF
*Licensee*—Rock Island Broadcasting Co., Rock Island, Ill.
Illinois State Journal..... WCBS
*Licensee*—WCBS, Inc., Springfield, Ill.

## INDIANA

Elkhart Daily Truth..... WTRC
*Licensee* — The Truth Publishing Co., Inc., Elkhart, Ind.
Hammond-Lake County Times..... WHIP
*Licensee* — Hammond-Calumet Broadcasting Corp., Hammond, Ind.
Central Newspapers, Inc. (100%)....WIRE
Huntington Herald-Express
Vincennes Sun-Commercial
*Licensee* — Indianapolis Broadcasting, Inc., Indianapolis, Ind.



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South Bend Tribune.....WFAM
*Licensee*—The South Bend Tribune, South Bend, Ind.
The South Bend Tribune.....WSBT
*Licensee*—The South Bend Tribune, South Bend, Ind.

## IOWA

Des Moines Register & Tribune.....WMT
*Licensee* — Iowa Broadcasting Co., Cedar Rapids, Iowa.
Register & Tribuue.....KRNT
*Licensee* — Iowa Broadcasting Co., Des Moines, Iowa.
Register & Tribune.....KSO
*Licensee* — Iowa Broadcastiug Co., Des Moines, Iowa.
Director interested in The Davenport Democrat and Leader, Davenport, Iowa. WHO
*Licensee*—Central Broadcasting Co., Des Moiues, Iowa.
Dubuque Telegraph-Herald.....KDTH
*Licensee*—Telegraph · Herald Co., Dubuque, Iowa.
Globe-Gazette .....KGLO
*Licensee* — Masou City Globe Gazette Co., Mason City, Iowa.
The Sioux City Journal.....KSCJ
Sioux City, Iowa.
*Licensee*—Perkins Bros. Co., Sioux City, Iowa (The Sioux City Journal).
Principal Stockholder: Tribune Co., publisher of Sioux City Tribune (50%). KTRI
*Licensee*—Sioux City Broadcasting Co., Sioux City, Iowa.

## KANSAS

The Coffeyville Daily Journal.....KGGF
Coffeyville, Kans.
*Licensee*—Hugh J. Powell, Coffeyville, Kans.
Dodge City Daily Globe.....KGNO
Dodge City, Kans.
*Licensee*—The Dodge City Broadcasting Co., Inc., Dodge City, Kans.
Kansas City Kausan.....KCKN
Topeka Daily Capital
(Capper Publieations)
*Licensee*—KCKN Broadcasting Co. Kansas City, Kans.
Salina Journal .....KSAL
Hays Daily News
Goodland Daily News
Hall City Times
*Licensee*—R. J. Laubengayer, Saliua, Kans.
The Topeka Daily Capital.....WIBW
Kausas City Kansan
(Capper Publications)
*Licensee*—Topeka Broadcasting Association, Inc., Topeka, Kans.
The Wichita Eagle.....KFH
*Licensee*—Radio Station KFH Co., Wichita, Kans.

## KENTUCKY

Ashland Daily Independent.....WCMI
*Licensee*—The Ashland Broadcasting Co., Ashland, Ky.
Louisville Times .....WHAS
Louisville Courier-Journal
*Licensee*—The Courier Journal Co. and the Louisville Times Co., Louisville, Ky.
Owensboro Messenger .....WOMI
Owensboro Inquirer
*Licensee*—Owensboro Broadcasting Co., Owensboro, Ky.

## LOUISIANA

Capital City Press.....WJBO
*Licensee*—Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.
Lafayette Advertiser .....KVOL
*Licensee* — Evangeline Broadcasting Co., Inc., Lafayette, La.
Stockholders interested in KRRV and KVOL. KPLC
*Licensee* — Calcasieu Broadcasting Co., Lake Charles, La.
Stockholders interested in newspaper publishing. KRMD
(See KPLC, KRRV and KHBG.)
*Licensee*—Radio Station KRMD, Inc., Shreveport, La.
(See KPLC, KRRV and KHBG.)
The Shreveport Times.....KTBS
*Licensee* — Tri-State Broadcasting System, Inc., Shreveport, La.
The Shreveport Times.....KWKH
*Licensee* — International Broadcasting Corp., Shreveport, La.

## MAINE

Stockholder with 99.4% interest in the newspaper business. WCOU
*Licensee*—Twin City Broadcastiug Co., Lewiston, Maine.
Stockholders are interested in newspaper publishing. WGAN
*Licensee* — Portland Broadcasting System, Portland, Me.

## MARYLAND

Americau Newspapers, Inc.....WBAL
*Licensee*—The WBAL Broadcasting Co., Baltimore, Md.

## MASSACHUSETTS

Lawrence Daily Eagle.....WLAW
The Evening Tribune
*Licensee*—Hildreth & Rogers Co., Lawrence, Mass.
The Evening Standard Times.....WNBH
The Sunday Standard-Times
The Morning Mercury
*Licensee*—E. Anthony & Sons, Inc., New Bedford, Mass.
Worcester Telegram .....WTAG
Worcester Evening Gazette
*Licensee*—Worcester Telegram Publishiug Co., Inc., Worcester, Mass.



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## MICHIGAN

Enquirer and News.....WELL
(Federated Publications, Inc.)
*Licensee*—Enquirer-News Co., Battle Creek, Mich.
Calumet News .....WHDF
Houghton Mining Gazette
*Licensee* — Upper Michigan Broadcasting Co., Calumet, Mich.
The Detroit News.....WWJ
*Licensee*—The Evening News Association, Detroit, Mich.
The Daily Mining Journal.....WBEO
The Rhinelander News
Rhinelander, Wisc.
The Iron Mountain News
Iron Mountain, Mich.
*Licensee*—The Lake Superior Broadcasting Co., Marquette, Mich.
Farmington (Mich.) Enterprise.....WCAR
*Licensee*—Pontiac Broadcasting Co., Pontiac.

## MINNESOTA

Northwestern Jeweler (Trade Paper) KATE
*Licensee*—Albert Lea Broadcasting Corp., Albert Lea, Minn.
Owner of one sixth interestin is president of Trades Publishing Co.
Duluth News-Tribune .....WEBC
Superior Telegram
Northwestern Publications, Inc., publisher of Duluth News-Tribune and Evening Telegram Co., publisher of Superior (Wisc.) Telegram, both own 32% of stock each.
*Licensee*—Head of Lakes Broadcasting Co., Duluth, Minn.
Stockholders interested in newspaper publications. (See WEBC) WMFG
*Licensee*—Head of the Lakes Broadcasting Co., Hibbing, Minn.
St. Paul Dispatch-Pioneer Press .....WTCN
Minnesota (Minneapolis) Tribune
(Northwest Publications, Inc.)
*Licensee* — Minnesota Broadcasting Corp., Minneapolis, Minn.
Times-Journal .....KFAM
*Licensee* — The Times Publishing Co., St. Cloud, Minn.
Evening Telegram .....WHLB
(See WEBC)
*Licensee* — Head of Lakes Broadcasting Co., Virginia, Minn.
Winona Republican-Herald .....KWNO
Partners are editor and general manager of newspaper.
*Licensee*—Winona Radio Service, Winona, Minn.

## MISSISSIPPI

The Clarke County Tribune.....WCOC
Quitman, Miss.
*Licensee*—Miss. Broadcasting Co., Inc., Meridian, Miss.
The Vicksburg Evening Post .....WQBC
The Vicksburg Herald
*Licensee* — Delta Broadcasting Co., Inc., Vicksburg, Miss.

## MISSOURI

St. Louis Star-Times.....KFRU
*Licensee*—KFRU, Inc., Columbia, Mo.
Capital News .....KWOS
Post-Tribune
*Licensee* — Tribune Printing Co., Jefferson City, Mo.
Joplin Globe .....WMBH
Joplin News Herald
*Licensee*—Joplin Broadcasting Co., Joplin, Mo.
Kansas City Star.....WDAF
*Licensee*—The Kansas City Star Co., Kansas City, Mo.
Stockholders: News Broadcasting Co.; officers and directors associated with St. Joseph News-Press Gazette. KFEQ
Poplar Bluff American Republic....KWOC
*Licensee*—A. L. McCarthy, O. A. Tedrick and J. H. Wolpers, Poplar Bluff.
*Licensee* — KFEQ, Inc., St. Joseph Mo.
Post-Dispatch .....KSD
*Licensee*—The Pulitzer Publishing Co., St. Louis, Mo.
Star-Times .....KXOK
*Licensee* — Star-Times Publishing Co., St. Louis, Mo.
Springfield News .....KGBX
*Licensee* — Springfield Broadcasting Co., Springfield, Mo.
Springfield News .....KWTO
Leader & News
*Licensee*—Ozarks Broadcasting Co., Springfield, Mo.

## MONTANA

Stockholder interested in Great Falls Tribune. KFBB
*Licensee* — Buttrey Broadcast, Inc., Great Falls, Mont.

## NEBRASKA

Clay County Sun (weekly).....KMMJ
*Licensee*—KMMJ, Inc., Clay Center, Neb.
Hastings Daily Tribune.....KHAS
*Licensee*—Hastings Broadcasting Co., Hastings.
Stockholders: Sidles Co., Lincoln State Journal, Lincoln Star. KFAB
*Licensee*—KFAB Broadcasting Co., Lincoln, Neb.
Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFOR
*Licensee* — Cornbelt Broadcasting Corp., Lincoln, Neb.
The Norfolk Daily News.....WJAG
*Licensee*—The Norfolk Daily News, Norfolk, Neb.
Stockholders interested in State Jour- KOIL



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nal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star.
*Licensee*—Central States Broadcasting Co., Omaha, Neb.

Omaha World-Herald .....WAAW
*Licensee*—World Publishing Co., Omaha, Neb.

## NEVADA

McClatchy Newspapers .....KOH
*Licensee* — The Bee, Inc., Reno, Nevada.

## NEW JERSEY

Atlantic City Press.....WBAB
Atlantic City Union
*Licensee* — Press Union Publishing Co., Atlantic City.

## NEW MEXICO

Owner of stock in licensee corporation is an officer in following: Albuquerque Publishing Co.; Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co. KOB
*Licensee* — Albuquerque Broadcasting Co., Albuquerque, New Mex.

Pecos Enterprise, Pecos, Tex.....KLAH
*Licensee* — Carlsbad Broadcasting Co., Carlsbad, N. M.

## NEW YORK

Knickerbocker News .....WABY
*Licensee*—Adirondack Broadcasting Co., Albany, N. Y.

Knickerbocker News .....WOKO
*Licensee* — WOKO, Inc., Albany, N. Y.

Auburn Citizen-Advertiser .....WMBO
*Licensee*—WMBO, Inc., Auburn, N. Y.

Buffalo Evening News.....WBEN
*Licensee* — WBEN, Inc., Buffalo, N. Y.

Buffalo Evening News.....WEBR
*Licensee* — WEBR, Inc., Buffalo, N. Y.

Elmira Star Gazette.....WENY
Elmira Advertiser
*Licensee*—Elmira Star-Gazette, Inc., 100% owned by Gannett Publications
Elmira, N. Y.

Elmira Star Gazette.....WESG
Elmira Advertiser
Operated under lease by Gannett Publications.
*Licensee* — Cornell University, Elmira, N. Y.

Poughkeepsie Sunday Courier.....WGNY
*Licensee*—Courier Publishing Corp., Newburgh, N. Y.

Jewish Daily Forward.....WEVD
*Licensee* — Debs Memorial Fund, Inc., New York City.
Officers and directors are publishers.

*American Newspapers, Inc.....WINS
*Licensee*—Hearst Radio, Inc., New York, N. Y.

Niagara Falls Gazette.....WHLD
*Licensee* — Niagara Falls Gazette Publishing Co., Niagara Falls.

Through stock ownership.....WSLB
*Licensee*—St. Lawrence Broadcasting Corp., Ogdensburg.

Olean Times Herald.....WHDL
*Licensee*—WHDL, Inc., Olean, N. Y.

Through stock ownership.....WKIP
*Licensee* — Poughkeepsie Broadcasting Corp., Poughkeepsie.

Gannett Co., Inc.....WHEC
(Newspaper publishers)
*Licensee* — WHEC, Inc., Rochester, N. Y.

Yonkers Herald-Statesman.....WFAS
(Westchester Newspapers, Inc.)
*Licensee*—Westchester Broadcasting Corp., White Plains.

*This station has been sold to Milton Biow and is awaiting final approval of FCC at time of going to press.

## NORTH CAROLINA

Asheville Daily News.....WISE
*Licensee*—Harold H. Thoms, Asheville.

Asheville Citizen-Times .....WWNC
*Licensee* — Asheville Citizen-Times Co., Inc., Asheville, N. C.

The Durham Morning Herald.....WDNC
The Durham Sun
*Licensee* — Durham Radio Corp., Durham, N. C.

Goldsboro News-Argus .....WGBR
*Licensee* — Eastern Carolina Broadcasting Co., Goldsboro.

Salisbury Post.....WSTP
Stockholder with 39.33% interest is vice president and treasurer of a newspaper.
*Licensee* — Piedmont Broadcasting Co., Salisbury, N. C.

Winston-Salem Journal .....WSJS
*Licensee*—Piedmont Publishing Co., Winston-Salem, N. C.

## NORTH DAKOTA

Fargo Forum .....WDAY
*Licensee*—WDAY, Inc., Fargo, N. D.

## OHIO

Ashtabula Star-Beacon .....WICA
Geneva Free Press
Conneaut News-Herald
Painesville Telegraph
*Licensee* — WICA, Inc., Ashtabula, Ohio.

Canton Repositary .....WHBC
*Licensee* — The Ohio Broadcasting Co., Canton, Ohio.
100% owned by Brush-Moore Newspapers Inc.

Scripps-Howard Newspapers .....WCPO
Cincinnati Post



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*Licensee* — Scripps-Howard Radio Inc., Cincinnati, Ohio.
The Cleveland Plain Dealer.....WHK
*Licensee*—United Broadcasting Co., Cleveland, Ohio.
The Cleveland Plain Dealer.....WCLE
*Licensee*—United Broadcasting Co., Cleveland, Ohio.
Columbus Dispatch .....WBNS
Ohio State Journal
*Licensee*—WBNS, Inc., Columbus, Ohio.
The Cleveland Plain Dealer.....WHKC
*Licensee*—United Broadcasting Co., Columbus, Ohio.
Dayton Daily News.....WHIO
Springfield News
Springfield Sun
*Licensee*—Miami Valley Broadcasting Corp., Dayton, Ohio.
Owners interested in newspaper publishing. WPAY
(Brush-Moore Newspapers, Inc.)
*Licensee* — Vee Bee Corp., Portsmouth, Ohio.
Stockholders interested in Cleveland Plain Dealer. WKBN
*Licensee* — WKBN Broadcasting Corp., Youngstown, Ohio.
Youngstown Vindicator & Telegram..WMFJ
*Licensee* — WKBN Broadcasting Corp., Youngstown, Ohio.

## OKLAHOMA

The Ardmoreite .....KVSO
*Licensee*—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.
Enid Morning News.....KCRC
Enid Daily Eagle
*Licensee* — Enid Radiophone Co., Enid, Okla.
Daily Phoenix and Times Democrat..KBIX
*Licensee*—Okla. Press Publishing Co., Muskogee, Okla.
Fort Worth (Texas) Star Telegram...KTOK
*Licensee* — Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.
Oklahoma City Oklahoman.....WKY
Oklahoma City Times
*Licensee*—WKY Radiophone Co., Oklahoma City, Okla.
Stauffer Publications Inc.....KGFF
Newspapers in Neb., Kans., Mo., Okla., Ark. and N. M.
*Licensee*—KGFF Broadcasting Co., Inc., Shawnee, Okla.
Owner is a publisher.....KOME
*Licensee*—Capitol Sales Corp., Tulsa, Okla.

## OREGON

Astoria-Budget .....KAST
*Licensee*—Astoria Broadcasting Co., Inc., Astoria, Ore.
Bend Bulletin .....KBND
*Licensee*—The Bend Bulletin, Bend, Ore.
Grants Pass Courier.....KUIN
Humboldt (Calif.) Times
Humboldt (Calif.) Standard
*Licensee*—Southern Oregon Broadcasting Co., Grants Pass.
La Grande Observer.....KLBM
*Licensee*—Harold & Mrs. Eloise Finlay, La Grande, Ore.
Coos Bay Times.....KOOS
*Licensee*—KOOS, Inc., Marshfield, Ore.
Oregon Journal .....KALE
*Licensee* — KALE, Inc., Portland, Ore.
Morning Oregonian .....KEX
*Licensee*—Oregonian Publishing Co., Portland, Ore.
Oregonian .....KGW
*Licensee* — Oregonian Publishing Co., Portland, Ore.
Oregon Journal .....KOIN
*Licensee* — KOIN, Inc., Portland Ore.
Roseburg News-Review .....KRNR
Klamath Falls Herald and News
Medford Mail-Tribune
*Licensee*—Southern Oregon Publishing Co., Roseburg, Ore.

## PENNSYLVANIA

Allentown Call .....WCBA-WSAN
Chronicle & News
*Licensee*—Lehigh Valley Broadcasting Co., Allentown, Pa.
Stockholders interested in newspaper publications. WEST
*Licensee* — Associated Broadcasters, Inc., Easton, Pa.
The Harrisburg Telegraph.....WHP
*Licensee*—WHP, Inc., Harrisburg, Pa.
Harrisburg Telegraph News.....WKBO
*Licensee* — Keystone Broadcasting Corp., Harrisburg, Pa.
Stockholders interested in newspaper publishing. WAZL
*Licensee* — Hazleton Broadcasting Service, Inc., Hazleton, Pa.
Johnstown Tribune .....WJAC
*Licensee*—WJAC, Inc., Johnstown, Pa.
Lancaster Newspapers, Inc.....WGAL
Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.)
*Licensee* — WGAL, Inc., Lancaster Pa.
Pittsburgh Sun-Telegraph.....WCAE
*Licensee*—WCAE, Inc., Pittsburgh, Pa.
Pittsburgh Post Gazette.....WWSW
*Licensee*—Walker & Downing Radio Corp., Pittsburgh, Pa.
Scranton Times .....WQAN
*Licensee* — The Scranton Times, Scranton, Pa.
Sharon Herald .....WPIC
*Licensee* — Sharon Herald Publishing Co., Sharon, Pa.
Sunbury Item .....WKOK



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*Licensee* — Sunbury Broadcasting Corp., Sunbury Pa.
Williamsport Sun .....WRAK
Williamsport Gazette-Bulletin
*Licensee* — WRAK, Inc., Williamsport, Pa.
Lancaster Newspapers, Inc.....WORK
Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.)
*Licensee*—York Broadcasting Co., York, Pa.

## SOUTH CAROLINA

Independent & Daily Mail.....WAIM
*Licensee*—Wilton E. Hall, Anderson, S. C.
Greenville News .....WFBC
Greenville Piedmont
*Licensee*—Greenville News-Piedmont Co., Greenville, S. C.

## SOUTH DAKOTA

Stockholder is a newspaper publisher. WNAX
*Licensee*—WNAX Broadcasting Co., Yankton, S. D.

## TENNESSEE

Jackson Snn .....WTJS
*Licensee*—The Sun Publisbing Co., Inc., Jackson, Tenn.
Scripps-Howard Newspapers .....WNOX
*Licensee* — Scripps-Howard Radio Inc., Knoxville, Tenn.
Memphis Commercial Appeal.....WMC
*Licensee*—Memphis Commercial Appeal Co., Memphis, Tenn.
Memphis Press-Scimitar .....WMPS
*Licensee* — Memphis Broadcasting Co., Memphis, Tenn.

## TEXAS

Sweetwater Reporter .....KRBC
Big Spring Herald
Paris News
Corpus Christi Caller
Corpus Cbristi Times
San Angelo Standard
*Licensee* — Reporter Broadcasting Co., Abilene, Tex.
Amarillo Globe & News.....KGNC
Lubbock Avalanche Journal
*Licensee*—Plains Radio Broadcasting Co., Amarillo, Tex.
American Newspapers, Inc.....KNOW
*Licensee*—Frontier Broadcasting Co., Austin, Tex.
Beaumont Enterprise .....KRIC
Beaumont Journal
*Licensee* — Beaumont Enterprise & Journal, Beaumont
Big Spring Herald.....KBST
San Angelo Standard
Corpus Cristi Caller
Corpus Christi Times
Sweetwater Reporter
*Licensee*—Big Spring Herald Broadcasting Co., Big Spring, Tex.
Corpus Christi Caller-Times.....KGFI
(W. G. Kinsolving, publisher, 14% stockholder).
*Licensee* — Eagle Broadcasting Co., Brownsville, Texas.
Corpus Christi Caller-Times.....KRIS
(W. G. Kinsolving, publisher, 40% stockholder).
*Licensee*—Gulf Coast Broadcasting Co., Corpus Christi, Tex.
Dallas Times Herald.....KRLD
*Licensee*—KRLD Radio Corporation, Dallas, Tex.
Dallas News .....WFAA
Dallas Journal
Farm News (semi-weekly)
Texas Almanac
State Indnstrial Guide
*Licensee*—A. H. Belo Corp., Dallas, Tex.
El Paso Times.....KROD
*Licensee*—Dorranee D. Roderick, El Paso, Tex.
Fort Worth Star-Telegram.....KGKO
*Licensee*—KGKO Broadcasting Co., Fort Worth, Tex.
Fort Worth Star-Telegram.....WBAP
*Licensee*—Carter Publications, Inc. Fort Worth, Tex.
Houston Post .....KPRC
*Licensee*—Honston Printing Co., Houston, Tex.
Houston Chronicle .....KTRH
*Licensee*—KTRH Broadcasting Co., Houston, Tex.
Kilgore Daily News.....KOCA
*Licensee*—Oil Capital Broadcasting Assn., Kilgore, Tex.
Lubbock Avalanche-Journal .....KFYO
(See KRBC and KBST)
*Licensee*—Plains Radio Broadcasting Co.
Santa Ana (Calif.) Daily Register...KPDN
Clovis (N. M.) News Journal
Bucyrus (Ohio) Telegraph-Forum
Pampa Daily News
*Licensee*—R. C. Hoiles, Pampa, Tex.
Paris News .....KPLT
(See KRBC and KBST)
*Licensee*—North Texas Broadcasting Co., Paris, Tex.
Pecos Enterprise .....KIUN
*Licensee*—Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.
San Angelo Standard Times.....KGKL
Abilene Reporter-News, Sweetwater Reporter, Big Spring Herald, Paris News, Corpus Christi Caller-Times
*Licensee*—KGKL, Inc., San Angelo, Tex.
San Antonio Light.....KTSA
*Licensee*—Sunshine Broadcasting Co., San Antonio, Tex.
The Sherman Democrat.....KRRV
Sherman, Tex.
*Licensee*—Red River Valley Broadcasting Corp., Sherman, Tex.
Sweetwater Reporter .....KXOK



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*Licensee* — Sweetwater Radio, Inc., Sweetwater.
Temple Telegram .....KTEM
*Licensee*—Bell Broadcasting Co., Temple, Tex.
Texarkana Gazette .....KCMC
Texarkana Daily News
*Licensee* — KCMC, Inc., Texarkana.
American Newspapers, Inc.....WACO
*Licensee* Frontier Broadcasting Co., Waco, Tex.
Amarillo Globe-News .....KRGV
*Licensee* — KRGV, Inc., Weslaco, Texas.
98.43% stockholder is also interested in Globe News Publishing Co.
Wichita Falls Post.....KWFT
*Licensee* — Wichita Falls Broadcasting Co., Wichita Falls, Tex.

## UTAH

Ogden Standard-Examiner .....KLO
*Licensee* — Interstate Broadcasting Corp., Ogden, Utah
Salt Lake City Tribune, Salt Lake City Telegram. KSL
*Licensee*—Radio Service Corp. of Utah, Salt Lake City, Utah.

## VERMONT

Burlington Daily News.....WCAX
*Licensee* — Vermont Broadcasting Corp., Burlington, Vt.

## VIRGINIA

Newport News Press.....WGH
Newport News Times-Herald
*Licensee* — Hampton Roads Broadcasting Corp., Newport News.
Ledger-Dispatch .....WTAR
Virginian Pilot
*Licensee*—WTAR Radio Corp., Norfolk, Va.
Petersburg Progress-Index .....WPIV
*Licensee* — Petersburg Newspaper Corp., Petersburg, Va.
Richmond News Leader.....WRNL
*Licensee* — WLBG, Inc., Richmond, Va.
Times-Dispatch .....WRTD
*Licensee*—The Times-Dispatch Radio Corp., Richmond, Va.
Roanoke Times .....WDBJ
World News
*Licensee*—Times World Corp., Roanoke, Va.

## WASHINGTON

Longview Daily News.....KWLK
*Licensee* — Twin City Broadcasting Corp., Longview, Wash.
Coos Bay Times .....KVAN
(See KOOS)
*Licensee* — Vancouver Radio Corp., Vancouver.

## WEST VIRGINIA

Bluefield Daily Telegram.....WHIS
Sunset-News & Times-Leader
*Licensee*—Daily Telegraph Printing Co., Bluefield, W. Va.
The Huntington Advertiser. . ....WCHS
The Herald-Dispatch
The Sunday Herald-Advertiser
(See WBLK and WPAR)
*Licensee* — Charleston Broadcasting Corp., Charleston, W. Va.
Clarksburg Exponent .....WBLK
Clarksburg Telegram
(See WCHS and WPAR)
*Licensee*—The Exponent Co., Clarksburg, W. Va.
Huntington Herald-Dispatch .....WSAZ
Huntington Advertiser
*Licensee*—WSAZ, Inc., Huntington, W. Va.
Clarksburg Exponent .....WPAR
Clarksburg Telegram
(See WBLK and WCHS)
*Licensee*—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.

## WISCONSIN

Superior Evening Telegram.....WEAU
Eau Claire Telegram
Eau Claire Leader
*Licensee*—Central Broadcasting Co., Eau Claire, Wisc.
FDL Commonwealth Reporter.....KFIZ
*Licensee*—Reporter Printing Co., Fond du Lac, Wis.
Janesville Gazette .....WCLO
*Licensee* — Gazette Printing Co., Janesville, Wis.
Madison Capital Times.....WIBA
Wisconsin State Journal
*Licensee*—Badger Broadcasting Co., Inc., Madison, Wis.
American Newspapers, Inc.....WISN
*Licensee*—Hearst Radio, Inc., Milwaukee, Wis.
The Milwaukee Journal .....WTMJ
*Licensee*—The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.
Racine Journal Times.....WRJN
Catholic Daily Tribune
*Licensee* — Racine Broadcasting Corp., Racine, Wis.
Stock & Dairy Farmer.....WJMC
*Licensee*—Walter H. McGenty, Rice Lake, Wisc.
The Sheboygan Press.....WHBL
*Licensee*—Press Publishing Co., Sheboygan, Wis.

## ALASKA

Fairbanks News-Miner .....KFAR
*Licensee*—Midnight Sun Broadcasting Co., Fairbanks, Alaska.

## HAWAII

Honolulu Advertiser .....KGU
*Licensee* — Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, T. H.
Garden City Publishing Co.....KTOH
*Licensee* — Garden City Publishing Co., Lihue, T. H.



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# HIGH FREQUENCY BROADCAST STATIONS

*The term "high frequency station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for the purpose of experimentation.*

| LOCATION Town and State | Call Letters | Licensee | Power Watts | Frequency (kc) or Groups |
|---|---|---|---|---|
| Albany, N. Y. | W2XOY | General Electric Co. | 150 | 43200 |
| Alpine, N. J. | W2XMN | Edwin H. Armstrong | 40000 | 42800, 117430 |
| Avon, Conn. | W1XEH | Travelers Broadcasting Service Corp. | 150 | 42460 |
| Avon, Conn. | W1XSO | Travelers Broadcasting Service Corp. | 1000 | 43200 (C.P. only) |
| Bethesda, Md. | W2XMC | McNary & Chambers | 100 | 42600 (C.P. only) |
| Boston, Mass. | W1XK | Westinghouse E. & M. Co. | 1000 | 42600 (C.P. only) |
| Boston, Mass. | W1XKA | Westinghouse E. & M. Co. | 50 | 42220 |
| Carteret, N. J. | W2XOR | Bamberger Broadcast'g Service. | 1000 | 43400 (C.P. only) |
| Chattanooga, Tenn. | W4XBW | WDOD Broadcasting Corp. | 100 | 26000 |
| Cincinnati, Ohio | W8XNU | The Crosley Corp. | 1000 | 25950 |
| Cleveland, Ohio | W8XNT | United Broadcasting Co. | 50 | 42340 |
| Columbus, Ohio | W8XVH | WBNS, Inc. | 250 | 43000 (C.P. only) |
| Dallas, Tex. | W5XD | A. H. Belo Corp. | 100 | 25300 |
| Denver, Colo. | W9XLA | KLZ Broadcasting Co. | 100 | 25400 |
| Detroit, Mich. | W8XWJ | Evening News Asso. | 500 | 42060 |
| Fairhaven, Mass. | W1XEQ | E. Anthony & Sons | 100 | 42300 |
| Flushing, N. Y. | W2XQO | Knickerbocker Broadcasting Co. | 100 | 25500 |
| Georgetown, D. C. | W3XO | Jansky & Bailey | 1000 | 43200 (C.P. only) |
| Holden, Mass. | W1XSQ | Worcester Telegram Pub. Co. | 1000 | 43400 (C.P. only) |
| Kansas City, Mo. | W9XA | Commercial Radio Equipm't Co. | 1000 | 26000 |
| Kansas City, Mo. | W9XBA | WHB Broadcasting Co. | 100 | 26100 |
| Kansas City, Mo. | W9XER | Midland Broadcasting Co. | 500 | 42460 |
| Los Angeles, Calif. | W6XDA | Columbia Broadcasting System. | 100 | 42300 |
| Los Angeles, Calif. | W6XKG | Ben S. McGlashan | 1000 | 25950 |
| Los Angeles, Calif. | W6XRE | Ben S. McGlashan | 500 | 42300, 116950 and 350000 |
| Memphis, Tenn. | W4XCA | Memphis Comm. Appeal Co. | 250 | 26150 |
| Meriden, Conn. | W1XPW | WDRC, Inc. | 1000 | 43400 |
| Milwaukee, Wisc. | W9XAO | The Journal Co. (The Milwaukee Journal) | 1000 | 42600 (C.P. only) |
| Milwaukee, Wisc. | W9XAZ | The Journal Co. (The Milwaukee Journal) | 500 | 42260 (C.P. only) |
| Minneapolis, Minn. | W9XHW | Columbia Broadcasting System. | 50 | 42300 |
| Nashville, Tenn. | W4XA | The Natl. Life & Accidt. Ins. Co. | 1000 | 26150 |



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| LOCATION Town and State | Call Letters | Licensee | Power Watts | Frequency (kc) or Groups |
|---|---|---|---|---|
| New York, N. Y. | W2XDV | Columbia Broadcasting System | 50 | 42300 |
| New York, N. Y. | W2XJI | Bamberger Broadcasting Service | 100 | 25300 |
| New York, N. Y. | W2XQR | John V. L. Hogan | 1000 | 43200 |
| New York, N. Y. | W2XVP | City of New York Municipal Broadcasting System | 1000 | 26100 (C.P. only) |
| New York, N. Y. | W2XWF | William G. H. Finch | 1000 | 42180 |
| New York, N. Y. | W2XWG | National Broadcasting Co., Inc. | 1000 | 42600 (C.P. only) |
| Oklahoma City, Okla. | W5XAU | WKY Radiophone Co. | 100 | 26125 |
| Paxton, Mass. | W1XOJ | Yankee Network, Inc. | 50000 | 43000 (C.P. only) |
| Philadelphia, Pa. | W3XIR | WCAU Broadcasting Co. | 100 | 42140 |
| Rochester, N. Y. | W8XAD | WHEC, Inc. | 1000 | 42600 (C.P. only) |
| Rochester, N. Y. | W8XVB | Stromberg-Carlson Tel. Mfg. Co. | 1000 | 43200 (C.P. only) |
| Sargents Purchase, N. H. | W1XER | Yankee Network, Inc. | 500 | 42340 |
| Schenectady, N. Y. | W2XDA | General Electric Co. | 50 | 43200 |
| South Bend, Ind. | W9XH | South Bend Tribune | 100 | 26050 |
| Springfield, Mass. | W1XKB | Westinghouse E. & M. Co. | 1000 | 42380 |
| Springfield, Mass. | W1XSN | Westinghouse E. & M. Co. | 1000 | 42600 |
| St. Louis, Mo. | W9XOK | Star Times Publishing Co. | 100 | 25300 |
| St. Louis, Mo. | W9XPD | Pulitzer Publishing Co. | 100 | 25900 |
| Superior, Wis. | W9XJL | Head of Lakes Broadcasting Co. | 250 | 26100 |
| Superior, Wisc. | W9XYH | Head of the Lakes B'casting Co. | 1000 | 43000 (C.P. only) |
| Yonkers, N. Y. | W2XAG | Carman R. Runyan, Jr. | 5000 | 117190 |

## *Pending Applications**

| | | | | |
|---|---|---|---|---|
| Addison, Ill. | not assigned | Moody Bible Institute of Chicago | 1000 | 43000 |
| Allison Park, Pa. | not assigned | Westinghouse E. & M. Co. | 1000 | 42600 |
| Alpine, N. J. | not assigned | Yankee Network, Inc. | 50000 | 43000 |
| Atlanta, Ga. | not assigned | Atlanta Broadcasting Co. | 1000 | 42800 |
| Atlanta, Ga. | not assigned | W. J. Holey | 100 | 43200 |
| Binghamton, N. Y. | not assigned | Howitt-Wood Radio Co. | 1000 | 42600 |
| Boston, Mass. | not assigned | Boston Edison Co. | 250 | 43200 |
| Chicago, Ill. | not assigned | WGN, Inc. | 1000 | 43200 |
| Chicago, Ill. | not assigned | Zenith Radio Corp. | 1000 | 42800 |
| Columbus, Ga. | not assigned | Columbia Broadcast'g System | 1000 | 43000 |
| Dayton, Ohio | not assigned | Miami Valley B'casting Corp. | 1000 | 42600 |
| Detroit, Mich. | not assigned | James F. Hopkins, Inc. | 1000 | 43400 |
| Greensboro, N. C. | not assigned | North Carolina B'casting Co. | 250 | 42600 |
| Kansas City, Mo. | not assigned | Midland Broadcasting Co. | 1000 | 42600 |
| Los Angeles, Calif. | not assigned | Echo Park Evangelistic Assn. | 500 | 25300 |
| Los Angeles, Calif. | not assigned | The May Dept. Stores Co. | 1000 | 43000 |
| Marshall, N. Y. | not assigned | WIBX, Inc. | 1000 | 43400 |
| Mt. Washington, N. H. | not assigned | Yankee Network, Inc. | 5000 | 42600 |
| Philadelphia, Pa. | not assigned | Pennsylvania Broadcasting Co. | 1000 | 43400 |
| Philadelphia, Pa. | not assigned | Westinghouse E. & M. Co. | 1000 | 42600 |
| Portland, Me. | not assigned | Portland B'casting System, Inc. | 1000 | 43400 |
| Providence, R. I. | not assigned | The Outlet Co. | 1000 | 43400 |
| St. Louis, Mo. | not assigned | Star-Times Publishing Co. | 250 | 43000 |
| Syracuse, N. Y. | not assigned | Central New York Broadcasting Corp. | 1000 | 43200 |
| Syracuse, N. Y. | not assigned | Onondaga Radio B'cast'g Corp. | 1000 | 43000 |

* All pending applications except the Echo Park Evangelistic Association are for frequency modulation emission.



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# F. C. C. Regulations Regarding High Frequency Broadcast Stations

## As of January 1st, 1940

*The term "high frequency broadcast station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception.*

### Requirements

A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting.

2. That substantial data will be taken on the propagation characteristics of these frequencies; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.

3. That the research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

### Non-Commercial

A licensee of a high frequency broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the high frequency broadcast station is given on its assigned frequencies only and the statement is made over the high frequency broadcast station that the program of a standard broadcast station or network (identify by call letters or name of network) is being broadcast. Immediately following any announcement of the call letter designation of a standard broadcast station, the program from which is being broadcast over a high frequency broadcast station, the call letter designation of the high frequency broadcast station shall be given. In case of the rebroadcast of the program of any broadcast station, the FCC regulation on rebroadcasting holds.

No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmissions of programs by the high frequency broadcast station, nor shall commercial accounts be solicited by a licensee of a standard broadcast station or network, or by others acting in their behalf upon representation that the commercial program will also be transmitted by a high frequency broadcast station.

### Frequency Assignment

The following groups of frequencies are allocated for assignment to high frequency broadcast stations:

| *Group A* | *Group B* | *Group C* | *Group D* |
|---|---|---|---|
| 25,300 kc | 25,900 kc | 26,300 kc | 42,060 kc |
| 25,325 | 25,925 | 26,500 | 42,100 |
| 25,350 | 25,950 | 26,700 | 42,140 |
| 25,375 | 25,975 | 26,900 | 42,180 |
| 25,400 | 26,000 | | 42,220 |
| 25,425 | 26,025 | | 42,260 |
| 25,450 | 26,050 | | 42,300 |
| 25,475 | 26,075 | | 42,340 |
| 25,500 | 26,100 | | 42,380 |
| 25,525 | 26,125 | | 42,420 |
| 25,550 | 26,150 | | 42,460 |



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| *Group E* | *Group F* | *Group G* | *Group H* |
|---|---|---|---|
| 42,600 kc | 116,590 kc | 117,190 kc | Any frequency |
| 42,800 | 116,710 | 117,430 | above 300,000 kc |
| 43,000 | 116,830 | 117,670 | excluding band |
| 43,200 | 116,950 | 117,910 | 400,000 to |
| 43,400 | 117,070 | | 401,000 kc |

A station assigned a frequency in Group A, B, D or F is authorized to operate exclusively with amplitude modulation (maximum band width of emission 30 kc). A station assigned a frequency in Group C, E or G is authorized to operate exclusively with frequency modulation (maximum band width of emission 200 kc). A station assigned a frequency in Group H is authorized to operate with either amplitude or frequency modulation with the above band widths of emission as applicable.

Stations serving the same area will not be assigned frequencies separated less than the following:

| *Group A or B* | *Group D* |
|---|---|
| 100 kc | 160 kc |

*Group C, E, F, G or H*

To be determined

One frequency only in a Group will be assigned to a station. A station assigned a frequency in Group A, B or C will not be assigned another frequency. A station assigned a frequency in Group D may also be assigned a frequency in Gronp F, and in Group E, also in Group G. In case more than one frequency is assigned to a station, the license authorizes operation on only one of the frequencies at one time.

A license of a station assigned a frequency in Group A or one of the last two frequencies in Group C shall make the necessary observations to determine that no interference is caused in international mobile service and international fixed service respectively; and that the operation is in accordance with international agreements on the assignments of stations to this band. If interference is caused to such services the licensee may be required to reduce the operating power of the station or cease operation until the Commission deems no further interference will result.

## Power

No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can show that greater power is needed to carry on a special program of research, provided, however, in no case will an operating power greater than 1000 watts be authorized to a station assigned a frequency in Group A or one of the last two frequencies in Group C.

While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 per cent of the assigned frequency.

## Renewal Application

A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.

2. Data taken in compliance with licensing requirements of these rules.

3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

4. Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.

5. All developments or major changes in equipment.

6. Any other pertinent developments.

7. Comprehensive summary of all reports received.



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# DEVELOPMENTAL BROADCAST STATIONS

*The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.*

| Licensee and Location | Call Letters | Frequency (kc) | Power | Emission |
|---|---|---|---|---|
| Bell Telephone Labs., Inc. Whippany, N. J. | W3XDD | 560, 900, 1340 | 50 kw | A3 |
| Bell Telephone Labs., Inc. Whippany, N. J. | W3XPY | 43200 | 5000 w | Special (C.P. only) |
| Central Broadcasting Co. Mitchellville, Iowa | W9XC | 1000 | 1000 w | A3 |
| Connecticut State College Storrs, Conn. | W1XCS | 39540, 139960, 300000-400000 | 250 w | A3 & Special |
| Connecticut State College Storrs, Conn. | W1XEV | 26300 | 500 w | Special |
| The Crosley Corp. Near Mason, Ohio | W8XO | 700 | 100 kw-500 kw | A3 |
| Natl. Broadcasting Co., Inc. Area of New York, N. Y. | W10XF | 1614, 2398, 3492.5, 4797.5, 6425, 9135, 12862.5, 17310, 23100, 30660, 31020, 31140, 31180, 31540, 33340, 33460, 33620, 35060, 35460, 37060, 37140, 37540, 39140, 39460, 39540, 132400, 132680, 133380, 134360, 135340, 137440, 137860, 138140, 138840, 139540, 139960, 162000-168000, 210000-216000, 264000-270000, 300000-400000, 401000 and above | 25 w | A1, A2, A3 |
| Natl. Broadcasting Co., Inc. Area of New York, N. Y. | W10XR | Same as above | 100 w | A1, A2, A3 |
| The National Life and Accident Insurance Co., Inc. Nashville, Tenn. | W4XFN | 300000-400000, 401000 and above | 15 w | A3 |



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# F. C. C. Regulations Regarding Developmental Broadcast Stations

Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.

2. That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.

3. That the program of research and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

A Licensee of developmental broadcast stations shall broadcast programs only when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

A Licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program of any broadcast station, the FCC Regulation on rebroadcasting holds.

## Frequency Allotted

The following frequencies are allocated for assignment to developmental broadcast stations:*

| | | | | |
|---|---|---|---|---|
| 1,611 | | | | |
| 2,396 | 2,398 | 12,855 | 12,862.5 | 37,140 |
| 2,400 | | 12,870 | | 37,540 |
| | | | | 39,340 |
| | | | | 39,460 |
| 3,490 | 3,492.5 | 17,300 | 17,310 | 39,540 |
| 3,495 | | 17,320 | | 132,400 |
| | | | | 132,680 |
| | | | | 133,389 |
| 4,795 | 4,797.5 | 23,100 | | 134,360 |
| 4,800 | | 30,660 | | 135,340 |
| | | 31,020 | | 137,440 |
| | | 31,140 | | 137,860 |
| 6,420 | 6,425 | 31,180 | | 138,140 |
| 6,430 | | 31,540 | | 138,840 |
| | | 33,340 | | 139,540 |
| | | 33,460 | | 139,960 |
| 8,650 | 8,655 | 33,620 | | 162,000-168,000 |
| | | 35,060 | | 210,000-216,000 |
| 8,660 | | 38,460 | | 264,000-270,000 |
| | | 37,060 | | 300,000-400,000 |
| 9,130 | 9,135 | | | 401,000 and above |
| 9,140 | | | | |

* Also available for assignment to all other stations in the experimental service.

A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

In cases of important experimentation which cannot be conducted successfully on the frequencies allocated herein, the Commission may authorize developmental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 40.01, provided, however, where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.



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# F.C.C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

*PLACE of filing; number of copies.* Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

3 copies via Inspector in Charge, radio district No. 14, Seattle, Wash.
1 copy direct to Washington, D. C.
1 copy direct to Washington, D. C.
2 copies direct to Washington, D. C.
1 copy direct to Washington, D. C.
2 copies direct to Washington, D. C.
1 copy to be sent as follows: (a) to proper district office if it requires personal appearance for operator examination under direct supervision from that office; (b) direct to Washington, D. C., in all other cases, including examinations for class C privileges.

*Contents.* Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

*Full disclosures.* Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

*Additional statements.* In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

*Installation or removal of apparatus.* Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

*Extension of time for construction.* Any application for extension of time within which to commence and/or complete construction of a station shall be filed at least thirty days prior to the expiration date of such permit: *Provided, however,* That any such application filed within less than thirty days may be accepted upon satisfactory showing to the Commission of sufficient reasons for the delay in filing such application. No application for reinstatement of a permit already forfeited will be granted, except upon a satisfactory showing to the Commission of sufficient reasons for the delay in filing such application.

*License following construction permit.* In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests. (All stations, except government, amateur, those on mobile vessels, railroad rolling stock or aircraft, must apply for construction permit.)

*Where construction permit not required.* Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

*Modification of license.* An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no



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change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

*Renewal of license.* Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

*Financial statements.* Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

*Filing directed by Commission.* Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

*Temporary extension of station licenses.* Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

*Assignment or transfer of control.* (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

*Special temporary authorizations.* (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; Provided, however, That no such request will be considered unless:

*Special Service Authorizations.* Special Service Authority may be issued to the licensee of a standard broadcast station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license



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upon proper application therefor; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations:

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however,* That any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared;

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the intereference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

*Inconsistent or conflicting applications.* When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

*Multiple applications; broadcast service.* In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

*Repetitious applications.* (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

(b) Other radio services. In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission



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will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

*Pending appeals.* Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast service and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

## Action on Applications

*Partial grants.* Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

*Designation for hearing.* In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, convenience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission one additional copy of the application and all papers incorporated as a part thereof and a written appearance, under oath, stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing.

## Answers to Notices of Violation

*Under Title III of the Act.* Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any,



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are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

## Revocation and Modification of Station Licenses

*Revocation.* Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

*Modification.* (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

## Suspension of Operator Licenses

*Order of suspension.* No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

*Proceedings.* Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.



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The CBC network assures Canadian Buyer Coverage. Broadcasting in Canada is a vital force and listening competition is at a minimum. Audiences are radio-minded. They feel the pulse of the world more consistently and with an intensity known in few other places. During both day and evening hours, listeners throughout the Dominion enjoy a wide variety of the finest entertainment through the CBC.

**CANADIAN BROADCASTING CORPORATION**

1 Hayter St., Toronto · Commercial Department · 1231 St. Catherine St. W., Montreal



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# CANADA

*Stations*

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*Networks*

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*Survey*

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*Newspaper*
*Owned Stations*

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# NETWORKS OF CANADA

## Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada
Montreal office: 1231 St. Catherine St., West.

DIRECTORS

Rene, Morin, Chairman; Brigadier General Victor Odlum, Vice-Chairman; J. Wilfred Godfrey, N. L. Nathanson, Alan B. Plaunt, Adrien Pouliot, Canon W. Eastland Fuller.

PERSONNEL

General Manager.....Gladstone Murray
Assistant General Manager.....Dr. Augustin Frigon
Chief Executive Assistant.....Donald Manson
Treasurer .....Harry Baldwin
General Supervisor of Programs.....E. L. Bushnell
Chief Engineer.....G. W. Olive
Commercial Manager-Supervisor of Press and Information.....E. A. Weir
Commercial Manager-Quebec Division.....J. A. Dupont
Supervisor of Station Relations ..H. N. Stovin
Traffic Manager.....E. W. Jackson
Secretary.....R. P. Landry

STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CBA, Sackville; CKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Quebec Regional Network: CHNC, New Carlisle; CJBR, Rimouski; CBJ, Chicoutimi; CBV, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Prairie Regional Network; CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CBK, Watrous; CKBI, Prince Albert; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

## The Foothills Network

804-805 Southam Bldg., Calgary, Alta., Canada
Phone: R 2021

PERSONNEL

General Manager.....H. R. Carson
Director (CFGP).....C. L. Berry
Director (CJCA).....Frank H. Elphicke
Director (CFAC).....G. S. Henry
Director (CJOC).....A. H. Nicholl

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

COVERAGE

Province of Alberta.

NATIONAL REPRESENTATIVES

All-Canada Radio Facilities Ltd.
Weed & Company



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# CANADIAN SURVEY

## General

At the end of the fiseal year, March 31, 1939, the Department of Transport reported 1,223,502 reeeiving station lieenses outstanding. It is estimated that the total number of sets in use at the end of 1938, including those unlieensed, was over 2,000,000, representing a 7 per eent inerease during the year.

It is also estimated that 76 per cent of all Canadian families own reeeivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 5 years 40 per cent of annual sales to dealers have been made during the last quarter and 33 per cent in the third quarter.

Principal faetors which handicap radio sales include the relatively high cost of reeeivers in Canada as compared with prices in the United States, lack of local broadcasting services in some areas, and the language handicap in Quebec where most of the listeners prefer Freneh language programs.

## Transmitting Equipment

A large proportion of the business in Canadian-made transmitting equipment is in medium power transmitters and accessories. Much of the requirements in microphoues, transmitting tubes, control apparatus, and similar adjuncts is supplied by imports. Transmitting tube requirements are the same as in the United States market for stations up to 50,000 watts. Canadian subsidiaries or affiliates of American companies are active in the broadcasting equipment market. United States jobbers of specialty radio apparatus generally cover Canada with catalogs and part of the business is on a mail order basis. Manufacturers often maintain direct agency representation. Organization of amateurs is parallel with that in the United States. Amateurs often use American reccivers. Police radio has beeu used effectively in a number of Canadian eities and in provincial police organizations. Use of radio in aircraft is growing and there is also a market in military work, the latter supplied largely by domestic and United Kingdom manufaeturers. Canadian shipping laws regarding the use of radio are similar to standard British requirements.

## Patents

Since 1927 the more important Canadian radio patents have been under the eontrol of a patent corporation known as Canadian Radio Patents Limited. This corporation, at 159 Bay Street, Toronto, originally took over for licensing purposes numerous patents formerly held by individual coneerns. It has since acquired patents and rights on its own aceount and has rights under foreign patents as well.

The privilege of the Canadian use of tbe patents controlled by Canadian Radio Patents Limited is given only to those firms which take out a license with the company and which manufacture in Canada. Even though the firm's receivers may be licensed under United States patents owned hy firms also represented in Canadian Radio Patents limited, an additional lieense under the Canadian company is also required. Such a license gives the manufacturer the right to produce reeeivers only for the reception of publie radio telephone broadcasting. At present, under ordinary circumstances, the corporation is not included to grant further lieenses by reason of the number already in the field.

The royalty rate is 10 per cent of the sales value of the ehassis plus the speaker portion of the receiver, with a minimum sales value for royalty purposes fixed as the eost to manufacture the reeeiver plus 50 per cent. This royalty arrangement has no effect upon the actual priee at which the merehandise is sold, but is merely a mininum established for royalty purposes. In 1937 the average royalty per set amounted to $2.17, not accounting for the produets of manufacturers who contribute patents to the pool and therefore pay uo royalties. The royalty on sets for export is 50 per cent of the charge for sets for domestic sale. In eertain cases in granting licenses the corporation requires a deposit, the amount of which would be determined by the patent eompany and from whieh would be taken the first year's royalties. The corporation does not make it a practice to undertake numerous court cases against individuals who import sets for their own use, but asserts that it is prepared to proceed against individuals.

The position of the patent organization with respect to its control seems to be firmly entrenched and it has been suceessful iu maintaining its patent rights.

## Television

This development is definitely in the experimental stage iu the Dominion and its early praetical application is discounted. Television presents a difficult geographic problem in Canada and as yet no coneern has been inclined to provide television broadcasts because of the indeterminate nature of teehnical developments and the lack of eoncentrated population area large enough to warrant the installation expense. Television is not eeonomically feasible in Canada at present.

## Facsimile

In the spring of 1939 a facsimile circuit was established with Somerton, England, in conneetion with the Royal visit to Canada. The circuit involved landlines between Montreal and the Marconi beam wireless station at Drummondville, Quebec. Facsimile service on news pictures has not been utilized directly by the press, so far as radio is concerned. Broadeast news facsimile bas not yet been introduced, but there has been some consideration of using such a service for the "broadcasting" of a radio listeners' publieation of programs and discussion of broadcasts.

Traeing transmission systems have been sold to a minor degree. One firm renting machines reports that after several years of selling effort there are only 20 customers in the Dominion. These include railroads, automobile manufacturers, public utilities, but efforts to sell machines for hotel and bank use have not been successful, with one exception. One difficulty has been the relatively high valuation established for customs



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purposes on imported machines placed in Canada for rental purposes. In addition, the rental revenue is itself subject to a 12½ per cent withholding tax.

## Short Wave

Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by commercial line wire service. During the winter of 1938-39, beginning in November, an average of about 300 messages per week were broadcast by friends and relatives of persons in the far North. From a reception standpoint, the increased sale of dual wave and all wave sets confirms the interest in such broadcasts. Short wave programs receive publicity in the radio pages of the press. The 19, 32, and 25 meter bands give best consistent reception. United States stations are picked up readily and at times when standard band reception from American outlets is unsatisfactory the short wave relays give good service.

## Broadcasting

Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of the broadcasting stations reverted to the Department of Transport under the Radio Telegraph Act. The Government owned corporation is headed by a board of 9 honorary governors and a general manager in charge of operations. The legislation charges the corporation to carry on broadcasting in Canada and authorizes it to establish, maintain, and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise function as a government broadcasting agency.

The legislation envisages gradual extension of public ownership of radio in Canada and enlargement of coverage with Federal finances. The principal difference between the Corporation and the Canadian Broadcasting Commission which it replaced is that under the Commission authority to act in matters of policy and administration were combined in one body whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation, government owned, rather than an activity under an administrative governmental organization. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order in-council up to $500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed $100,000 may be advanced by order in council.

Prior to 1932 Canadian broadcasting developments were similar to those in the United States, except that the size of the general markets limited the amount of advertising revenue available for program and talent development. In 1929 an inquiry was made into the entire question, and as a result of recommendations, a nationalized chain of non-commercial stations under the Commission was established. Private commercial stations were provided for. The nucleus of the national chain comprised the stations formerly operated by the government owned Canadian National Railways in principal cities throughout Canada. Although the nationalization of broadcasting is yet in a transitory stage, Government policy has consistently favored government ownership, and private licenses are issued only with the understanding that they may be taken over by the State without value attaching to goodwill.

Licenses are issued by the Department of Transport after recommendation by the Corporation.

## Programs

Canadian chain and local programs follow the same general classifications as those of American stations, and cooperative interchange with American chains has reached a considerable percentage of the total broadcast time. The local programs, however, are not so elaborate on the average, due to the lower revenue from advertising to the comparatively smaller markets. There is a greater conscious effort in Canada to provide programs of a distinctly Canadian character, as in most of the populated areas of the Dominion United States stations are readily received and the more generalized programs so provided. In view of the limited funds for program development Canadian broadcasters would find it difficult to compete successfully in this field to the extent possible under the program standards adopted.

## Advertising

Radio advertising from privately owned stations and outlets controlled by the Broadcasting Corporation is conducted in the usual manner under established regulations. Station time is usually sold through advertising agencies and rates vary according to the time of broadcast and station coverage. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissable material in advertising continuities.

## Recordings

The use of transcriptions is generally prohibited between 7:30 and 10 p.m., but at other hours they are extensively employed by the lower powered stations, particularly in the smaller population centers. Turntable speeds are 33 and 78 r.p.m.

The recording of incoming overseas broadcasts is frequently undertaken to permit more timely release, especially of direct outside broadcasts, for reception in the Canadian time zones. The broadcasting corporation has a special short wave receiving station with recording equipment for this purpose.

## Regulations

New radio regulations were published in the Canada Gazette, December 10 and 24, 1938, and January 26, 1939, and republished in a special supplement to World Radio Markets of March 28, 1939. Two minor amendments issued in 1939 concern beer and wine advertising and the operation of subsidiary network hookups of private broadcasting stations.

Under the laws of Ontario, all electrical devices, (excluding socket power sets) must be inspected and approved by the Inspection Department of the Ontario Hydro Electric Power Commission before being used. Hydro approval is generally accepted by inspection authorities of other Canadian provinces. The Ontario Government, however, does not make it a practice to prosecute individuals who import sets for their own use, but confines its activities to those interested in selling receivers in quantities. Part II of the Canadian Electrical Code, in specification No. 1, outlines the general minimum requirements for power operated radio devices and methods of test to be employed. A new code specification, effective June 15, 1939 provided for the manufacture and use of AC-DC sets of approved construction, a type heretofore prohibited under the Electrical Code. Under the code the approval of either the Laboratories of the Hydro Electric Power Commission of Ontario, the Underwriters' Laboratories of Chicago or a recognized Canadian Government Laboratory are acceptable. In Ontario and Quebec the Hydro Laboratory approval is required. The Canadian Electrical Code is in full effect in these two provinces, but only partially in effect in other Canadian areas. Electrical inspection is a provincial matter in Canada.



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# CANADA

## STATIONS—REGULATIONS—SURVEY

*The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.*

*Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.*

*Canadian network facilities covered in full on page 586.*

| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| CBA | Sackville, N. B. | 1050 | 50000 | 598 |
| CBF | Montreal, Que. | 910 | 50000 | 607 |
| CBJ | Chicoutimi, Que. | 1120 | 100 | 606 |
| CBK | Watrous, Sask. | 540 | 50000 | 611 |
| CBL | Toronto, Ont. | 840 | 50000 | 604 |
| CBM | Montreal, Que. | 960 | 5000 | 607 |
| CBO | Ottawa, Ont. | 880 | 1000 | 602 |
| CBR | Vancouver, B. C. | 1100 | 5000 | 594 |
| CBV | Quebec, Que. | 950 | 1000 | 608 |
| CBY | Toronto, Ont. | 1420 | 100 | 604 |
| CFAC | Calgary, Alta. | 930 | 1000 | 591 |
| CFAR | Flin Flon, Man. | 1370 | 100 | 596 |
| CFCF | Montreal, Que. | 600 | 500 | 607 |
| CFCH | North Bay, Ont. | 930 | 100 | 602 |
| CFCN | Calgary, Alta. | 1030 | 10000 | 591 |
| CFCO | Chatham, Ont. | 630 | 100 | 600 |
| CFCT | Victoria, B. C. | 1450 | 500 | 595 |
| CFCY | Charlottetown, P. E. I. | 630 | 1000 | 606 |
| CFGP | Grand Prairie, Alta. | 1200 | 100 | 592 |
| CFJC | Kamloops, B. C. | 880 | 1000 | 593 |
| CFLC | Prescott, Ont. | 930 | 100 | 602 |
| CFNB | Fredericton, N. B. | 550 | 1000 | 597 |
| CFOS | Owen Sound, Ont. C.P. | 1370 | 100 | 602 |
| CFPL | London, Ont. | 730 | 100 | 601 |
| CFPR | Prince Rupert, B. C. | 580 | 50 | 594 |
| CFQC | Saskatoon, Sask | 600 | 1000 | 611 |
| CFRB | Toronto, Ont. | 690 | 10000 | 604 |
| CFRC | Kingston, Ont. | 1510 | 100 | 601 |
| CFRN | Edmonton, Alta. | 960 | 100 | 592 |



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| Call Letter | City | Frequency in Kilocycles | Power in Watts | See Page |
|---|---|---|---|---|
| CHAB | Moose Jaw, Sask. | 1200 | 250 d., 100 n. | 610 |
| CHCK | Charlottetown, P. E. I. | 1310 | 50 | 606 |
| CHGB | St. Anne de la Pocatiere, Que. | 1200 | 100 | 609 |
| CHGS | Summerside, P. E. I. | 1450 | 50 | 606 |
| CHLN | Three Rivers, Que. | 1420 | 100 | 610 |
| CHLP | Montreal, Que. | 1120 | 100 | 607 |
| CHLT | Sherbrooke, Que. | 1210 | 100 | 609 |
| CHML | Hamilton, Ont. | 1010 | 100 | 600 |
| CHNB | North Battlefield, Sask. | C.P. 1420 | 100 | 610 |
| CHNC | New Carlisle, Que. | 610 | 1000 | 608 |
| CHNS | Halifax, N. S. | 930 | 1000 | 598 |
| CHRC | Quebec, Que. | 580 | 100 | 608 |
| CHSJ | Saint John, N. B. | 1120 | 100 | 598 |
| CHWK | Chilliwack, B. C. | 780 | 100 | 593 |
| CJAT | Trail, B. C. | 910 | 1000 | 594 |
| CJBR | Rimouski, Que. | 1030 | 1000 | 609 |
| CJCA | Edmonton, Alta. | 730 | 1000 | 592 |
| CJCB-CJCX | Sydney, N. S. | 1240 | 1000 | 599 |
| CJCJ | Calgary, Alta. | 690 | 100 | 591 |
| CJCS | Stratford, Ont. | 1210 | 50 | 603 |
| CJGX | Yorkton, Sask. | 1430 | 1000 | 611 |
| CJHC | Halifax, N. S. | C.P. 1420 | 1000 | 598 |
| CJIC | Sault Ste. Marie, Ont. | 1500 | 100 | 603 |
| CJKL | Kirkland Lake, Ont. | 1310 | 100 | 601 |
| CJLS | Yarmouth, N. S. | 1310 | 100 | 599 |
| CJOC | Lethbridge, Alta. | 1210 | 100 | 592 |
| CJOR | Vancouver, B. C. | 600 | 500 | 594 |
| CJRC | Winnipeg, Man. | 630 | 1000 | 596 |
| CJRM | Regina, Sask. | 950 | 1000 | 611 |
| CKAC | Montreal, Que. | 730 | 5000 | 607 |
| CKBI | Prince Albert, Sask. | 1210 | 100 | 610 |
| CKCA | Kenora, Ont. | 1420 | 250 d., 100 n. | 601 |
| CKCD | Vancouver, B. C. | 1010 | 100 | 595 |
| CKCH | Hull, Que. | 1210 | 100 | 607 |
| CKCK | Regina, Sask. | 1010 | 1000 | 611 |
| CKCL | Toronto, Ont. | 580 | 100 | 604 |
| CKCO | Ottawa, Ont. | 1010 | 100 | 602 |
| CKCR | Kitchener, Ont. (Waterloo) | 1510 | 100 | 601 |
| CKCV | Quebec, Que. | 1310 | 100 | 608 |
| CKCW | Moncton, N. B. | 1370 | 100 | 597 |
| CKFC | Vancouver, B. C. | 1410 | 50 | 595 |
| CKGB | Timmins, Ont. | 1440 | 100 | 603 |
| CKIC | Wolfville, N. S. | 1010 | 50 | 599 |
| CKLN | Nelson, B. C. | 1420 | 100 | 594 |
| CKLW | Windsor, Ont. | 1030 | 5000 | 605 |
| CKMC | Cobalt, Ont. | 1210 | 50 | 600 |
| CKMO | Vancouver, B. C. | 1410 | 100 | 595 |
| CKNB | Campbellton, N. B. | 1210 | 250 | 597 |
| CKNX | Wingham, Ont. | 1200 | 100 | 605 |
| CKOC | Hamilton, Ont. | 1120 | 1000 d., 500 n. | 600 |
| CKOV | Kelowna, B. C. | 630 | 1000 | 593 |
| CKPC | Brantford, Ont. | 930 | 100 | 599 |
| CKPR | Fort William, Ont. | 580 | 1000 | 600 |
| CKRN | Rouyn, Que. | 1370 | 250 | 609 |
| CKSO | Sudbury, Ont. | 780 | 1000 | 603 |
| CKTB | St. Catherines, Ont. | 1200 | 100 | 602 |
| CKUA | Edmonton, Alta. | 580 | 500 | 592 |
| CKVD | Val D'Or, Que. | 1200 | 100 | 610 |
| CKWX | Vancouver, B. C. | 1010 | 100 | 595 |
| CKX | Brandon, Man. | 1120 | 1000 | 596 |
| CKY | Winnipeg, Man. | 910 | 15000 | 596 |



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# ALBERTA

Population 789,000

Number of Families 167,872 — Number of Radio Homes 124,300

Retail Sales $152,408,000 — Auto Registrations 100,434

## CFAC

"CALGARY'S FRIENDLY STATION"
"ALL DAY—EVERY DAY THE FINEST IN RADIO ENTERTAINMENT"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Calgary Herald. OPERATED BY: Taylor Pearson & Carson. BUSINESS ADDRESS: 1006 Southam Bldg. PHONE: R 1036-7. STUDIO ADDRESS: 1006 Southam Bldg. TRANSMITTER LOCATION: Forest Lawn. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. Sunday, 9:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Calgary Daily Herald. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

### Personnel

President .....H. R. Carson
Manager .....Gordon S. Henry
Commercial Manager.....F. R. Shaw
Production Manager.....Pat Freeman
Publicity Director.....John N. Hunt
Continuity Director.....Madeline F. Austin
Chief Engineer.....Earl C. Connor

### Coverage

| | |
|---|---|
| Population—Primary ..... | 470,000 |
| Radio Homes— " ..... | 79,900 |

Source: Station survey.

### Representatives

All Canada Radio Facilities
Weed & Co.

●

## CFCN

"THE VOICE OF THE PRAIRIES"

CALGARY—EST. 1922

FREQUENCY: 1030 Kc. POWER: 10,000 Watts. OWNED BY: The Voice of the Prairies, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Toronto Gen. Trusts Bldg. PHONE: M 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Strathmore. TIME ON THE AIR: Daily, 6:30 A.M. to 12:00 midnight; Sunday, 9:30 A.M. to 10:30 P.M. NEWS SERVICES: Transradio Press, Radio News Assn, British United Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth, Davis & Schwegler.

### Personnel

President and Managing Director..H. G. Love
Commercial Manager .....E. H. McGuire
Program Director.....Ed Maloney
News Editor.....C. H. Stout
Sports Editor.....Doug Smith
Chief Engineer.....W. V. McLaughlin

### Coverage

| | |
|---|---|
| Population—Primary ..... | 917,200 |
| Radio Homes— " ..... | 131,800 |

Source: Mail response analysis.

### Representative

Jack Slatter

●

## CJCJ

CALGARY—EST. 1922

CALGARY

CBC

FREQUENCY: 690 Kc. POWER: 100 watts. OWNED BY: Albertan Publishing Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Renfrew Bldg. PHONE: R 2001 — M-9966. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grandview Heights. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 10:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Albertan Publishing Co., Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Lang-Worth, Titan Productions.

### Personnel

President .....Gordon Bell
Station Manager.....J. E. Gerke
Assistant Manager.....T. E. Snelgrove
Sales Manager.....V. Thompson
Chief Engineer.....M. McKenzie

### Coverage

| | |
|---|---|
| Population—Primary ..... | 172,900 |
| Radio Homes— " ..... | 35,100 |
| Population—Secondary ..... | 254,400 |
| Radio Homes— " ..... | 41,200 |

Source: Mail response analysis.



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# CFRN

"THE LITTLE GIANT"

## EDMONTON—EST. 1934

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts. OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 23561-267. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Highway, Edmonton West. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWS SERVICES: Canadian Press, Edmonton Bulletin, Ltd., British United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

### Personnel

Station Manager.....G. R. A. Rice
Commercial Manager.....H. F. Nielsen
Program Director.....S. S. Lancaster
News Editor.....G. Williamson
Chief Engineer.....E. Makepeace

### Coverage

| | |
|---|---|
| Population—Primary | 311,232 |
| Radio Homes— " | 43,464 |

Source: Station survey.

### Representatives

Joseph Hershey McGillvra (U.S.A. and Montreal)
Jack Slatter (Toronto)
Inland Broadcasting Service (Winnipeg)

•

# CJCA

"VOICE OF THE GREAT NORTH WEST"

## EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

FREQUENCY: 730 Kc. POWER: 1000 watts. OWNED BY: North Western Publishers, Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg., Jasper Ave. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 8:00 A.M. to 12:00 P.M. (Sunday). 6:30 A.M. to 12:00 P.M. (weekdays). 6:30 A.M. to 2:00 A.M. (Saturday). NEWSPAPER AFFILIATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

### Personnel

Station Manager.....Frank H. Elphicke
Assistant Manager.....Norman Botterill
Publicity Director.....Walter Dales
Continuity Editor.....James Allard
Technical Director.....Hastings McMahon

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 110,212* | 452,463 |
| Radio Homes—(Primary and Secondary) | 76,276 | |

*Families.

Source: Population estimate.

### Representatives

All Canada Radio Facilities Ltd.
Montreal, Toronto, Winnipeg, Calgary, Vancouver
Weed & Co.
N. Y., Detroit, Chicago, San Francisco

•

# CKUA

## EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK

FREQUENCY: 580 Kc. POWER: 500 watts. OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233-2-2131-12. STUDIO ADDRESS: Dept. of Extension, University campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:15 P.M. to 2:30 P.M., 5:00 P.M. to 8:30 P.M., Mondays to Fridays; 11:00 A.M. to 12:30 P.M., 9:15 P.M. to 11:00 P.M. Sundays.

### Personnel

President of the University.....W. A. R. Kerr
Station Manager.....Donald Cameron
Studio Director.....Richard MacDonald
Secretary.....Alice Mary Carpenter
Chief Engineer.....John Wardlaw Porteous

•

# CFGP

## GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Grande Prairie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: Sunday, 10:00 A.M. to 6:00 P.M. Weekdays, 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager.....C. L. Berry
Chief Engineer.....S. Findlay

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 80,000 | 85,000 |
| Radio Homes— " | 8,754 | 10,151 |

Source: Station estimate.

### Representative

All Canada Radio Facilities, Ltd.
Weed & Co.

•

# CJOC

## LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK
CANADIAN BROADCASTING CORP.

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Lethbridge Broadcasting Co. OP-



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ERATED BY: H. R. Carson, Ltd. BUSINESS ADDRESS: Marquis Hotel, Fourth Ave., South. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TRANSMITTER LOCATION: Marquis Hotel. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: British United Press, local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....J. G. Hutchings
Station Manager.....A. H. Nicholl
Commercial Manager.....R. Buss
Program Director.....F. McDowell
Publicity Director.....C. A. Perry
Traffic Manager.....A. Lewis
Chief Engineer.....G. J. Gow

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 32,500* | 32,500* |
| Radio Homes— " ..... | 20,000 | 20,000 |

* Families.
Source: Station survey.

### Representatives

All Canada Radio Facilities, Ltd.
Weed & Company

# BRITISH COLUMBIA

Population 774,000

Number of Families 164,680 — Number of Radio Homes 120,300

Retail Sales $232,740,000 — Auto Registrations 116,341

## CHWK

"THE VOICE OF THE FRASER VALLEY"

### CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 780 Kc. POWER: 100 Watts. OWNED BY: Chilliwack Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 16 Wellington Ave. PHONE: 6106. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President and Station Manager,C. Casey Wells
Assistant Manager.....R. G. Wells
Musical Director .....Bertram Turvey
Chief Engineer .....Jack Dilling

### Representatives

All Canada Radio Facilities
Weed & Co.

•

## CFJC

### KAMLOOPS—EST. 1926

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Review Pub. Co. OPERATED BY: Kamloops Sentinel, Ltd. BUSINESS ADDRESS: 209 Victoria St. PHONE: 1018 and 1000. STUDIO ADDRESS: 322 Victoria St. TRANSMITTER LOCATION: North Kamloops. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATIONS: Kamloops Sentinel, Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Transco and Hollywood Radio Attractions.

### Personnel

President .....R. E. White
Station and Commercial Manager
D. Homersham
Publicity Director .....L. Irvine
Musical Director.....V. Arduini
Chief Engineer.....T. Smalley

### Coverage

| | |
|---|---|
| Population—Primary ..... | 97,000 |
| Radio Homes— " ..... | 24,000 |

Source: Field strength measurements.

•

## CKOV

### KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Okanagan Broadcasters, Ltd. OPERATED BY. Okanagan Broadcasters, Ltd. BUSINESS ADDRESS: Mill Ave. STUDIO ADDRESS: Mill Ave. TRANSMITTER LOCATION: Kelowna. TIME ON THE AIR: 7:00 A.M. to



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11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Managing Director .....J. W. B. Browne
Women's Program Director....Mary E. Royle

### Representatives

John E. Baldwin, Vancouver
Dominion Broadcasting Co. (Toronto)
Joseph Hershey McGillvra

•

## CKLN

"THE KOOTENAYS' FAVORITE STATION"

### NELSON—EST. 1939

CBC

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: The Nelson Daily News. OPERATED BY: The Nelson Daily News. BUSINESS ADDRESS: 711 Radio Avenue. STUDIO ADDRESS: 711 Radio Ave. TRANSMITTER LOCATION: 711 Radio Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, except Saturday; 7:00 A.M. to 2:00 A.M., Saturdays. NEWSPAPER AFFILIATION: Nelson Daily News. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager.....Hume A. Lethbridge
Program Manager.....F. R. Halhed

### Coverage

| | |
|---|---|
| Population—Primary ..... | *8,500 |
| Radio Homes— " ..... | 6,970 |
| Population—Secondary | *12,500 |
| Radio Homes— " ... . | 12,250 |

* Families.

Source: Dominion Reports; Nelson Daily News.

### Representative

All-Canada Radio Facilities, Ltd.

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## CFPR

"VOICE OF NORTHERN BRITISH COLUMBIA"

### PRINCE RUPERT

FREQUENCY: 580 Kc. POWER: 50 watts. OWNED BY: F. E. Batt. OPERATED BY: Northwest Broadcast & Service Co. BUSINESS ADDRESS: P. O. Box 848. STUDIO ADDRESS: 336 Second Ave. PHONE: 863. TRANSMITTER LOCATION: Prince Rupert. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

Owner.....F. E. Batt
General Manager. . . . . C. H. Insulander
Advertising Manager. . . S. J. Anderson

### Coverage

| | |
|---|---|
| Population—Primary ..... | 14,500* |

* Additional 3,000 from April to October.

Source: Station survey.

### Representative

All-Canada Radio Facilities, Ltd.

## CJAT

"THE VOICE OF THE KOOTENAYS"

### TRAIL—EST. 1934

CBC

FREQUENCY: 910 Kc. POWER: 1000 Watts. OWNED BY: Kootenay Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Victoria St. PHONE: 737. STUDIO ADDRESS: Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWSPAPER AFFILIATION: Trail Daily Times. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....B. A. Stimmel
Manager.....A. J. Balfour
Accountant. . . . . A. D. Pettersen

### Coverage

| | |
|---|---|
| Population—Primary ..... | 202,800 |
| Radio Homes— " ..... | 27,800 |

Source: Station survey.

### Representatives

Weed & Company
All-Canada Radio Facilities

•

## CBR

"VOICE OF BRITISH COLUMBIA AT VANCOUVER"

### VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK

FREQUENCY: 1100 Kc. POWER: 5000 Watts. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Hotel Vancouver. PHONE: Trinity 2511. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Canadian Press.

### Personnel

Regional Representative.....I. Dilworth
Station Manager.....Peter Aylen
Regional Engineer.....N. R. Oldling

### Representative

Canadian Broadcasting Corp.

•

## CJOR

### VANCOUVER—EST. 1926

FREQUENCY: 600 Kc. POWER: 500 watts. G. C. Chandler. BUSINESS ADDRESS: Hotel Grovesnor, Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elburne. TIME ON THE AIR: Daily, 6:30 A.M. to midnight; Sunday, 9:00 A.M. to 9:45 P.M. NEWS SERVICES: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.



www.americanradiohistory.com

### *Personnel*

Station Manager.....G. C. Chandler
Commercial Manager.....Don Laws
Publicity Director.....D. R. Baird
Program Director.....R. A. Diespecker
Accountant.....L. Watkis

### *Coverage*

Population—Primary ..... 551,000
Radio Homes— " ..... 140,000
Source: Mail response analysis.

### *Representative*

Joseph Hershey McGillvra

•

## CKCD

### VANCOUVER

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Vancouver Daily Province. OPERATED BY: Pacific Broadcasting Co., Ltd. BUSINESS ADDRESS: 198 Hastings West. PHONE: Seymour 2750-7346. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 P.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Vancouver Daily Province. NEWS SERVICE: Local and national news tie-up.

### *Personnel*

President and Station Manager..W. G. Hassell
Musical Director.....Mabel Brown
Chief Engineer.....T. Derbyshire

•

## CKFC-CKFX

### VANCOUVER—EST. 1921

FREQUENCY: 1410 Kc. POWER: 50 Watts (CKFX: 10 Watts on 6080 Kc.) OWNED BY: Standard Broadcasting System, Ltd. OPERATED BY: Standard Broadcasting System, Ltd. BUSINESS ADDRESS: 1504-5 Sun Bldg., 500 Beatty St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Vancouver. TIME ON THE AIR: Shares time with CKMO (38 hours weekly). NEWSPAPER AFFILIATION: Vancouver Sun. NEWS SERVICE: Vancouver Sun.

### *Personnel*

Manager.....F. E. Rutland
Chief Technician.....A. L. Porter

•

## CKMO

"THE PIONEER VOICE OF BRITISH COLUMBIA"

### VANCOUVER—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1410 Kc. POWER: 100 watts. OWNED BY: British Columbia Broadcasting System, Ltd. OPERATED BY: British Columbia Broadcasting System, Ltd. BUSINESS ADDRESS: 812 Robson St. PHONE: Sey. 8778-9. STUDIO ADDRESS: 812 Robson St. TRANSMITTER LOCATION: Sun Bldg. TIME ON THE AIR: 8:00 A.M. to 3:00 P.M. and 5:00 P.M. to 10:15 P.M. and 12:00 midnight to 2:00 A.M. NEWS SERVICE: Canadian Press; News-Herald and Sun News. TRANSCRIPTION SERVICE: C. P. MacGregor.

### *Personnel*

President.....R. J. Sprott
Vice-President.....B. A. Arundel
Station Manager.....H. M. Cooke
Program Director.....R. H. Wright
Commercial Manager.....J. Short
Office Manager-Accountant.....T. C. Stewart

### *Coverage*

Population—Primary ..... 594,991
Radio Homes— " ..... 145,248
Source: Station survey.

•

## CKWX

### VANCOUVER—EST. 1923

CBC (Secondary)

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Western Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Georgia. PHONE: Seymour 2288. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1220 Seymour St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. (average, 104 hours weekly). NEWS SERVICE: Local news from Vancouver Sun. TRANSCRIPTION SERVICES: World Broadcasting System, Davis & Schwegler.

### *Personnel*

General Manager.....A. Holstead
Commercial Manager.....Reg. M. Dagg
Secretary.....Vera Rumble
Chief Engineer.....E. Ross MacIntyre

### *Coverage*

Population—Primary ..... 300,000
Radio Homes— " ..... 80,000
Population—Secondary ..... 400,000
Radio Homes— " ..... 100,000
Source: Survey based on licensed receivers.

### *Representatives*

Weed & Company (U.S.)
All-Canada Radio Facilities, Ltd.

•

## CFCT

### VICTORIA—EST. 1923

FREQUENCY: 1450 Kc. POWER: 500 watts. OWNED BY: Victoria Broadcasting Assn. OPERATED BY: Victoria Broadcasting Assn. BUSINESS ADDRESS: Radio Centre. PHONE: G-2014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Portage Inlet. TIME ON THE AIR: Unlimited. NEWS SERVICE: Transradio Press.

### *Personnel*

General and Commercial Mgr...G. W. Deaville

### *Representatives*

Associated Broadcasting Co.
Joseph Hershey McGillvra



www.americanradiohistory.com

# MANITOBA

Population 727,000

Number of Families 154,680 — Number of Radio Homes 94,200

Retail Sales $161,253,000 — Auto Registrations 80,860

## CKX

"THE FRIENDLY STATION"

BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: Manitoba Telephone System. OPERATED BY: Same. BUSINESS ADDRESS: City Hall Sq., 8th & Princess Ave. PHONE: 4532. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mental Hospital Grounds. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. (daily); 12:00 noon to 11:30 P.M. (Sunday). NEWS SERVICE: Canadian Press.

### Personnel

Station Manager ..... W. F. Seller
Chief Engineer ..... C. E. R. Collins

### Representatives

All Canada Radio Facilities
Weed & Company

## CFAR

"SERVING NORTHERN MANITOBA"

FLIN FLON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Arctic Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 120 Main St. PHONE: 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M., daily; 10:30 A.M. to 7:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President ..... G. W. Bridgman
Vice-President ..... J. M. Bridgman
Business Manager ..... E. T. Scott
Chief Engineer ..... Reg Durie

### Representatives

All-Canada Radio Facilities
Weed & Company

## CJRC

"MANITOBA'S FRIENDLY STATION"

WINNIPEG

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Royal Alexandra Hotel. PHONE: 9-2266-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Middlechurch. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M.; (Sunday), 10:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio, and Lang-Worth Features.

### Personnel

Station Manager ..... V. F. Nielsen
Assistant Manager ..... Jack Kemp
Program Director ..... Eddie Houston
Chief Studio Engineer ..... Ken Cameron

### Coverage

| | |
|---|---|
| Population—Primary | 527,600 |
| Radio Homes— " | 101,200 |

Source: Station survey.

### Representatives

Joseph Hershey McGillvra (U.S.A. & Montreal)
Jack Slatter (Toronto)
Inland Broadcasting Service (Winnipeg)

## CKY

"THE VOICE OF MANITOBA"

WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.
CANADIAN BROADCASTING CORP.

FREQUENCY: 910 Kc. POWER: 15000 Watts. OWNED BY: Manitoba Telephone System. OPERATED BY: Manitoba Telephone System. BUSINESS ADDRESS: Telephone Bldg. PHONE: 92-191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: St. Francis Xavier. TIME ON THE AIR: Sunday, 11:00 A.M. to 12:00 midnight. Week Days, 7:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press, Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

### Personnel

Commissioner of Telephones ..... J. E. Lowry
Station Manager ..... William Backhouse
Commercial Manager ..... Percy Gaynor
Program Director ..... R. H. Roberts
Public Relations Director ..... D. R. P. Coats

### Coverage

| | |
|---|---|
| Population—Primary | 563,800 |
| Radio Homes— " | 107,800 |
| Population—Secondary | 145,500 |
| Radio Homes— " | 25,600 |

Source: Station survey.

### Representatives

All-Canada Radio Facilities
Weed & Co.



www.americanradiohistory.com

# NEW BRUNSWICK

Population 451,000

Number of Families 95,957 — Number of Radio Homes 35,700

Retail Sales $76,656,000 — Auto Registrations 36,780

## C K N B

### CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Dr. Charles Houde. OPERATED BY: Dr. Charles Houde. BUSINESS ADDRESS: P. O. Box 840. STUDIO ADDRESS: Chateau Restigouche. PHONE: 8. TRANSMITTER LOCATION: Campbellton. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press.

#### *Personnel*

Station Manager.....C. S. Chapman

#### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 150,000 |
| Radio Homes— " ..... | 30,000 |

Source: Station survey.

## C F N B

### FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: James S. Neill & Sons Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Queen St. PHONE: 209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: University of New Brunswick. TIME ON THE AIR: 8:00 A.M. to midnight, daily; 11:00 A.M. to midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

#### *Personnel*

General Manager.....J. Stewart Neill
Chief Announcer.....Cleve Stillwell
Chief Engineer.....E. S. Cassidy

#### *Coverage*

| | |
|---|---|
| Population—Primary ..... | 467,226 |
| Radio Homes— " ..... | 49,039 |
| Population—Secondary ..... | 193,491 |
| Radio Homes— " ..... | 22,184 |

Source: Station survey.

#### *Representatives*

Weed & Co.
All-Canada Radio Facilities

## C K C W

### MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Moncton Broadcasting Co., Ltd. OPERATED BY: Moncton Broadcasting Co., Ltd. BUSINESS ADDRESS: K of P Bldg. PHONE: 1302-1432. STUDIO ADDRESS: K of P Bldg. TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 11:00 A.M. to 12:00 midnight, Sundays. NEWSPAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

#### *Personnel*

Station Manager.....F. A. Lynds
Program Director.....Earl McCarron

#### *Representative*

Joseph Hershey McGillvra


*BY POPULAR DEMAND!*

Radio Station

CKNB

Campbellton, N. B.

— *which is* —

158 AIR-LINE MILES FROM THE NEAREST MARITIME PROVINCE STATION

190 AIR-LINE MILES FROM NEAREST CBC STATION (CBA, Sackville)

• • •

A COMMUNITY STATION, serving a community's needs, CKNB enjoys the distinction of being Northern New Brunswick's most-listened-to radio station. Situated in the heart of industrial New Brunswick, CKNB carries your selling message to a prosperous, receptive audience.

SUCCESSFUL PROGRAMMING FOR SUCCESSFUL SELLING

*For full particulars, write to:*

Radio Station CKNB

250 *Watts* — P. O. Drawer 840, CAMPBELLTON, N. B. — 1210 *Kcs.*




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# C B A

SACKVILLE—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nova Scotian Hotel, Halifax, N. S. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sackville. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: Langworth.

### Personnel

General Manager.....Gladstone Murray
Acting Regional Representative, George Young
Regional Engineer.....James Carlisle

### Coverage

| | |
|---|---|
| Population—Primary | 531,254 |
| Radio Homes— " | 51,391 |
| Population—Secondary | 511,463 |
| Radio Homes— " | 43,964 |

Source: Field intensity measurements; Dominion Reports.

# C H S J

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

FREQUENCY: 1120 Kc. POWER: 100 Watts. OWNED BY: New Brunswick Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Admiral Beatty Hotel. PHONE: 3-2307. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:15 A.M.; Sunday, 9:00 A.M. to 12:15 A.M. NEWSPAPER AFFILIATIONS: Telegraph-Journal, Times-Globe. NEWS SERVICES: British United Press, Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....H. P. Robinson
Station Manager.....L. W. Bewick
Chief Engineer.....J. G. Bishop

### Coverage

| | |
|---|---|
| Radio Homes—Primary | 28,000 |

Source: Licensed Receivers.

### Representative

Joseph Hershey McGillvra

# NOVA SCOTIA

Population 554,000

Number of Families 117,872 — Number of Radio Homes 52,500

Retail Sales $99,336,000 — Auto Registrations 50,048

# C H N S

"THE KEY STATION OF THE MARITIMES"

HALIFAX—EST. 1926

CBC AND MARITIME NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts. OWNED BY: Maritime Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Lord Nelson Hotel. PHONE: B-8318. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bedford. TIME ON THE AIR: 8:00 A.M. to 12:15 A.M. NEWSPAPER AFFILIATION: Halifax Herald, Halifax Mail. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and Lang-Worth.

### Personnel

President.....Andrew Robb
General Manager.....William C. Borrett
Commercial Manager.....John Clare
Artists Bureau Head.....L. L. Shatford
Chief Announcer.....Fletcher Coates
Musical Director.....R. L. Fry
Chief Engineer.....A. W. Greig

### Coverage

| | |
|---|---|
| Population—Primary | 290,700 |
| Radio Homes— " | 40,200 |
| Population—Secondary | 58,390 |
| Radio Homes— " | 5,600 |

Source: Field strength measurements.

### Representatives

All-Canada Radio Facilities, Ltd.
Weed & Company

# C J H C *

HALIFAX

FREQUENCY: 1420 Kc. POWER: 1000 Watts. OWNED BY: Chronicle Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Halifax, N. S. NEWSPAPER AFFILIATION: Halifax Chronicle & Star.

### Personnel

President.....F. B. McCurdy

*Construction permit has been granted; no further information available at time of going to press.



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# CJCB-CJCX

"DOWN WHERE THE EAST BEGINS"

## SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Eastern Broadcasters, Ltd. OPERATED BY: Eastern Broadcasters, Ltd. BUSINESS ADDRESS: Radio Bldg. PHONE: 209-1412. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: South Bar, C.B. TIME ON THE AIR: 8:00 a.m. to midnight. NEWS SERVICE: Transradio Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

Commercial-Advertising Manager, N. Nathanson
Chief Announcer.....T. C. Robertson
Sales Manager.....C. H. McDougall
Publicity Director .....C. Nunn
Musical Director.....Mrs. A. F. McKinnon
Chief Engineer.....Chas. Atkinson

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 217,640 | 310,552 |
| Radio Homes— " ..... | 52,865 | 71,224 |
| Population—Secondary .. | 122,746 | 246,850 |
| Radio Homes— " ..... | 29,678 | 56,947 |

Source: Canadian Census Data.

### *Representatives*

All-Canada Radio Facilities
Weed & Co.

•

# CKIC *

## WOLFVILLE

FREQUENCY: 1010 Kc. POWER: 50 Watts. OWNED BY: Acadia University. OPERATED BY: Same. BUSINESS ADDRESS: Wolfville. PHONE: 270. STUDIO ADDRESS: Same TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time.

*Station is not operating during 1939-1940.

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# CJLS

"THE VOICE OF WESTERN NOVA SCOTIA"
"GATEWAY STATION TO MARITIME SALES SUCCESS"

## YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Gateway Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 684. PHONE: 500 and 316. STUDIO ADDRESS: Radio Bldg., Main St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:15 A.M. to 12:15 A.M., daily except Saturdays and Sundays; 8:15 A.M. to 1:00 A.M., Saturdays; 9:00 A.M. to 12:15 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth Programs.

### *Personnel*

Owner-Chief Engineer.....Laurie L. Smith
Program Director.....Earl Jeffrey
Commercial & Production Manager, Fin Hollinger

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 87,534 | 87,534 |
| Radio Homes— " ..... | 10,461 | 10,461 |
| Population—Secondary .. | 55,076 | 55,076 |
| Radio Homes— " ..... | 7,968 | 7,968 |

Source: Canadian Census Data.

### *Representative*

Dominion Broadcasting Co.

# ONTARIO

Population 3,752,000

Number of Families 797,872 — Number of Radio Homes 574,250

Retail Sales $1,022,068,000 — Auto Registrations 623,918

# CKPC

## BRANTFORD—EST. 1923

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glebe Property. TIME ON THE AIR: 7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICES: Canadian Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### *Personnel*

Commercial Manager.....J. D. Buchanan
Chief Engineer.....W. H. Clark

### *Representative*

Joseph Hershey McGillvra



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# CFCO

"WESTERN ONTARIO'S COMMUNITY STATION"

## CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts. OWNED BY: Western Ontario's Community Station. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 275. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Chatham. TIME ON THE AIR: Sundays, 8:30 A.M. to 10:30 P.M.; Week Days, 7:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

### Personnel

Owner-Manager ..... John Beardall
Sales & Commercial Director.... P. A. Kirkey
Program Director .. .... . Ross Wright
Special Events Director. .... Don Copeland
Chief Engineer ..... Gordon Brooks

### Coverage

| | |
|---|---|
| Population—Primary ... ..... . | 281,400 |
| Radio Homes— " .... ..... | 59,700 |
| Population—Secondary ..... . | 165,700 |
| Radio Homes— " ..... .. . | 36,300 |

Source: Station survey.

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# CKMC *

## COBALT

FREQUENCY: 1210 Kc. POWER: 50 watts. OWNED BY: R. L. MacAdam. OPERATED BY: Same.

*No further information available at time of going to press.

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# CKPR

## FORT WILLIAM-PORT ARTHUR—EST. 1931

CBC

FREQUENCY: 580 Kc. POWER: 1000 Watts. OWNED BY: Dougall Motor Car Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily: 1:00 P.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President and Station Manager..H. F. Dougall
Vice-President..... R. H. Parker
Secretary-Treasurer. .... .. .... Irma Jones
Commercial Manager... . . Jack Penson
Advertising and Publicity Manager, Gordon McClain
Artists' Bureau Head... ..... .... I. Jones
Chief Announcer..... Ralph Parker
Sales Manager ..... .H. F. Dougall
Chief Engineer... ..... .... T. Ross

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .. | 95,000 | 100,000 |
| Radio Homes— " .... | 25,000 | 26,000 |
| Population—Secondary . | 250,000 | 300,000 |
| Radio Homes— " .. . | 62,500 | 75,000 |

Source: Mail response analysis.

### Representatives

Jack Slatter (Toronto)
Weed & Co. (New York and Chicago)

•

# CHML

## HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts. OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: Pigott Bldg. PHONE: 7-1539-1530. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager..... .....Kenneth D. Soble
Assistant Manager.....F. P. Hardy
Program Director.....A. L. Smith
Chief Engineer. .... . . .C. R. Snelgrove

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# CKOC

"THE BRIGHT SPOT ON YOUR DIAL"

## HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Wentworth Bldg. PHONE: 4-4661. STUDIO ADDRESS: Wentworth Bldg. TRANSMITTER LOCATION: Fruitland. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 10:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

### Personnel

President ..... .. .....H. R. Carson
Station Manager.... ... ....M. V. Chestnut
Commercial Manager..... ..W. T. Cranston
Production Manager.. .. ..... ....W. Guild
Chief Engineer.....Leslie Horton

### Coverage

| | |
|---|---|
| Population—Primary . ..... ... | 635,942 |
| Radio Homes— " ..... ..... | 100,996 |

Source: Mail response analysis: Dominion Bureau of Statistics.

### Representatives

All-Canada Radio Facilities, Ltd.
Weed & Company



www.americanradiohistory.com

# CKCA

## KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Kenora Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kenricia Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jaffray Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: via CBC. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General Manager.....George A. Titus
Commercial Manager- Program Director, Clinton V. Godwin
Secretary .....B. E. Emma
Chief Engineer.....Edmund Tompkins

### Coverage

| | |
|---|---|
| Population—Primary ..... | 18,900 |
| Radio Homes— " ..... | 11,000 |
| Population—Secondary ..... | 12,000 |
| Radio Homes— " ..... | 4,500 |

Source: Station survey.

### Representative

All-Canada Radio Facilities, Ltd.

•

# CFRC

## KINGSTON—EST. 1923

CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Whig-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Business and Station Manager, James Annand
Chief Announcer .....Tom Warner
Chief Engineer .....Prof. H. S. Steward, M.S.

### Coverage

| | |
|---|---|
| Population—Primary ..... | 204,100 |
| Radio Homes— " ..... | 46,600 |

Source: Station survey.

### Representative

Weed & Co.

•

# CJKL

"MORE POWER TO THE GOLDEN NORTH"

## KIRKLAND LAKE—EST. 1934

FREQUENCY: 560 Kc. POWER: 1000 watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Sky Arcade Bldg. PHONE: 27. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dane, Ont. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Timmins Press (Kirkland Lake edition). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President .....R. H. Thomson
Station Manager .....Brian Shellon

### Representatives

All-Canada Radio Facilities, Ltd.

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# CKCR

## KITCHENER-WATERLOO—EST. 1926

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 4360—Waterloo 108. STUDIO ADDRESS: Waterloo Trust Bldg.; Kitchener, Ont. TRANSMITTER LOCATION: Waterloo. TIME ON THE AIR: 7:45 A.M. to 2:00 P.M. and 4:15 P.M. to 11:30 P.M. NEWS SERVICE: Transradio Press.

### Personnel

Station and Commercial Manager, W. C. Mitchell
Sales and Advertising Manager....G. Liddle

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 100,000 | 174,420 |
| Radio Homes— " ..... | 16,000 | 33,414 |
| Population—Secondary .. | 135,000 | 289,227 |
| Radio Homes— " ..... | 27,000 | 49,767 |

Source: Department of Marine; Radio Trade Builder.

### Representative

Dominion Broadcasting Co.

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# CFPL

## LONDON—EST. 1933 (CJGC est. 1922)

CANADIAN BROADCASTING CORP.

FREQUENCY: 730 Kc. POWER: 100 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: Free Press Bldg. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 A.M. to midnight. NEWSPAPER AFFILIATION: London Free Press. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station and Sales Manager....Philip H. Morris
Chief Engineer.....Lloyd York

### Coverage

| | |
|---|---|
| Population—Primary ..... | 436,000 |
| Radio Homes— " ..... | 62,000 |
| Population—Secondary ..... | 323,000 |
| Radio Homes— " ..... | 49,000 |

Source: Mail response analysis.

### Representative

Joseph Hershey McGillvra



www.americanradiohistory.com

# CFCH

## NORTH BAY—EST. 1931

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 2400-2401. STUDIO ADDRESS: Same. TORONTO OFFICE: Victory Bldg. TRANSMITTER LOCATION: Capitol Theater Bldg. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

### Personnel

President ..... R. H. Thomson
Station Manager ... Tom Darling
Commercial Manager. Cliff Pickrem
Advertising Manager Don Bassett
Chief Announcer ..... Bruce McLeod
Publicity Director ... J. Cooke
Musical Director... Hal Cooke
Chief Engineer... James Booke

### Representatives

All-Canada Radio Facilities, Ltd.
Weed & Co.

# CBO

"SERVES THE OTTAWA VALLEY"

## OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: Sundays, 8:45 A.M. to 12:00 midnight; Week days, 7:45 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

### Personnel

Station Manager. ....W. C. Anderson

# CKCO

"THE COMMUNITY VOICE OF CANADA'S CAPITOL"

## OTTAWA—EST. 1924

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Controller G. M. Geldert, M.D. OPERATED BY: Controller G. M. Geldert, M.D. STUDIO ADDRESS: 272 Somerset St., West. TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00 A.M. to 11:00 P.M.; Sundays, 2:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Le Droit, Montreal Gazette. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

Manager.. ....G. M. Geldert
Secretary ..... Irene Becksted
Advertising Manager.. ....Rolly Ford

### Representative

Joseph Hershey McGillvra

# CFOS *

## OWEN SOUND

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Howard Fleming. OPERATED BY: Same. BUSINESS ADDRESS: 869 Second Ave., East. PHONE: 113. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Owen Sound Sun-Times.

### Personnel

Manager.. ..Howard Fleming

*Construction permit has been granted; no further information available at time of going to press.

# CFLC

"THE VOICE OF THE MIGHTY ST. LAWRENCE"

## PRESCOTT—EST. 1925

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Radio Association of Prescott. OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. STUDIO ADDRESS: Hay Bldg., 307 George St. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Langworth.

### Personnel

President.... ....A. C. Halliday
Chief Engineer ....Loren Knight
Program Director .A. M. Halliday

### Representative

Joseph Hershey McGillvra

# CKTB

## ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: The Silver Spire Broadcasting Station Ltd. OPERATED BY: The Silver Spire Broadcasting Station Ltd. BUSINESS ADDRESS: Yates and St. Paul Sts. PHONE: 3900. STUDIO ADDRESS: Yates and St. Paul Sts. R.R. 2. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 7:45 A.M. to midnight; (Sunday) 10:45 A.M. to midnight. NEWS SERVICE: Transradio Press.

### Personnel

President.....E. T. Sandell
Station Manager. .....Paul Frost
Assistant Manager .....J. B. Mitchell
Musical Director . ..W. G. Adamson



www.americanradiohistory.com

Secretary .....Genevieve Smith
Chief Engineer.....W. H. Allen

### Coverage

| | |
|---|---|
| Population—Primary ..... | 500,000 |
| Radio Homes— " ..... | 100,000 |
| Population—Secondary ..... | 2,000,000 |
| Radio Homes— " ..... | 500,000 |

Source: Mail response analysis; Dominion Census.

### Representatives

Dominion Broadcasting Co., Toronto

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# CJIC

"YOUR RADIO STATION C J I C"

## S S MARIE—EST. 1934

CBC

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P.O. Box 504. PHONE: 360-I. STUDIO ADDRESS: Windsor Hotel. MICHIGAN OFFICE: Gage Bldg. PHONE: 1212-W. TRANSMITTER LOCATION: Tarantorus. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press.

### Personnel

General Manager.....J. G. Hyland
Program Manager.....J. C. Whitby
Manager, Michigan Office.....R. L. Warne
Continuity Editor.....M. F. Stonehouse
Chief Engineer .....S. C. Cusack

### Representative

Joseph Hershey McGillvra.

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# CJCS

## STRATFORD—EST. 1927

FREQUENCY: 1210 Kc. POWER: 50 watts. OWNED BY: F. M. Squires. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 1675-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:15 A.M. to 8:30 P.M. NEWS SERVICE: Local news and Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

### Personnel

President Station.....F. M. Squires
Commercial Manager.....S. E. Tapley
Sales and Advertising Manager..S. E. Tapley
Musical Director and Artists' Bureau Head .....C. Tretheway
Publicity Director.....M. R. Dunseith
Chief Engineer.....J. Camden

### Representatives

All-Canada Radio Facilities
Weed & Co.

# CKSO

"NORTHERN ONTARIO'S KEY STATION—THE VOICE OF THE NORTH"

## SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.
ONTARIO REGIONAL

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: W. E. Mason-Sudbury Star. OPERATED BY: W. E. Mason-Sudbury Star. BUSINESS ADDRESS: 21 Elgin St. PHONE: 280. STUDIO ADDRESS: 21 Elgin St. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 7:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Sudbury Star (local). TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

### Personnel

President.....W. E. Mason
General Manager.....W. J. Woodill
Program Director and Chief Announcer, Howard Clark
Publicity Director.....C. H. Smith
Musical Director.....R. T. Hill
Chief Engineer.....J. McRae

### Coverage

| | |
|---|---|
| Population—Primary ..... | 148,568 |
| Radio Homes— " ..... | 65,000 |
| Population—Secondary ..... | 348,895 |
| Radio Homes— " ..... | 125,000 |

Source: Station survey.

### Representatives

All-Canada Radio Facilities, Ltd.
Weed & Company

•

# CKGB

"THE VOICE OF THE NORTH"

## TIMMINS—EST. 1935

CBC

FREQUENCY: 1440 Kc. POWER: 100 watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Sky Block. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President .....R. H. Thomson
Station Manager.....Jack Cooke
Commercial Manager.....Rip Crotty
Advertising Manager.....Murray Morrison
Chief Announcer.....Bob Kesten
Musical Director.....Tod Graham
Chief Engineer.....Allan Taylor

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 80,000 | 80,000 |

Source: Station survey.

### Representative

All-Canada Radio Facilities



www.americanradiohistory.com

# CBL

"THIS IS THE CBC"

## TORONTO—EST. 1937

CBC—NBC

FREQUENCY: 840 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: One Hayter St. PHONE: Adelaide 7051. STUDIO ADDRESS: 805 Davenport Rd. PHONE: Lakeside 2817. TRANSMITTER LOCATION: Hornby. TIME ON THE AIR: 7:30 a.m. to 12:00 midnight (E.S.T.). NEWS SERVICE: CBC News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Coverage*

| | |
|---|---|
| Population—Primary | 2,489,100 |
| Radio Homes— " | 541,700 |

Source: Field intensity measurements.

### *Representative*

Canadian Broadcasting Corp.

•

# CBY

## TORONTO—EST. 1936

CBC

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 805 Davenport Rd. PHONE: Lakeside 2871. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 a.m. to 12:00 midnight.

### *Personnel*

Station Manager ..... J. R. Radford


*All by Ourselves We Nearly Elected a Mayor*

IN THE 1940 mayoralty elections in Toronto there were two candidates. One was supported by all the newspapers. The other's only means of publicity was our radio station. Here is an extract from a letter from the Tandy Advertising Agency Limited:

"It is also in order for us to congratulate you on the good work done by your station. Running for the office of Mayor, Major Duncan was opposing a candidate who was solidly supported by all Toronto daily papers. Major Duncan used small newspaper advertisements to call attention to his broadcasts on your station. Despite the combined editorial opposition of the papers together with the fact that his opponent was already the Mayor running for re-election, he ran neck and neck for mayoralty honors and was only defeated by a small majority.

"Major Duncan was indeed a 'radio candidate' and as he used only CKCL we wish to congratulate your station on the splendid work it did for him."

When one radio station can bring a candidate into a neck and neck mayoralty contest and have him lose by only about 3500 votes in a total poll of 120,000, that station has plenty of audience. You had best consider CKCL for your Toronto market.

**CKCL**

TORONTO, CANADA

*Henry S. Gooderham, President*


•

# CFRB

## TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 690 Kc. POWER: 10,000 watts. OWNED BY: Rogers Radio Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 37 Bloor St., W. PHONE: Mi. 3515-6—Mi. 4643-4-5. STUDIO ADDRESS: 87 Bloor St. and Telegram Bldg. TRANSMITTER LOCATION: Aurora. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 10:30 A.M. to midnight. TRANSCRIPTION SERVICE: Standard Radio, Langworth.

### *Personnel*

| | |
|---|---|
| President | E. S. Rogers |
| Managing Director | Harry Sedgwick |
| Station Manager | E. L. Moore |
| Chief Announcer | Wes McKnight |
| Musical Director | Roy Locksley |
| Chief Engineer | Jack Sharpe |

### *Coverage*

| | |
|---|---|
| Population—Primary | 2,123,100 |
| Radio Homes— " | 461,700 |
| Population—Secondary | 293,000 |
| Radio Homes— " | 58,900 |

Source: Field intensity measurements and mail response analysis.

### *Representative*

Joseph Hershey McGillvra

•

# CKCL

"CANADA'S GREATEST SPORTS STATION"

## TORONTO—EST. 1924

FREQUENCY: 580 Kc. POWER: 100 watts. OWNED BY: Dominion Battery Co., Ltd. OPERATED BY: Dominion Battery Co., Ltd. BUSINESS ADDRESS: 444 University Ave. PHONE: Adelaide 1014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 20 Trinity St. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight, daily; 9:00 a.m. to 10:30 p.m., Sundays. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Canadian Press, Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, Davis & Schwegler, Standard Radio.

### *Personnel*

| | |
|---|---|
| President | Henry S. Gooderham |
| Station and Commercial Manager | A. E. Leary |
| Artists Bureau Head | M. Rapkin |
| Publicity and Musical Director | Maurice Rapkin |
| Chief Engineer | Ernest O. Swan |



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# CKLW

"AT YOUR SERVICE"

WINDSOR—EST. 1933

MUTUAL—CBC

FREQUENCY: 1030 Kc. POWER: 5000 Watts. OWNED BY: Western Ontario Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Union Guardian Bldg., Detroit. STUDIO ADDRESS: Guaranty Trust Bldg., Windsor. TRANSMITTER LOCATION: Sandwich South Township. TIME ON THE AIR: 6:00 A.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General Manager.....J. E. Campeau
Station Manager.....William J. Carter
Commercial Manager .....L. J. Dumahaut
Publicity Director .....Val Clare
Chief Engineer.....William J. Carter

### Representative

Joseph Hershey McGillvra

# CKNX

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: W. T. Cruickshank & B. Howard Bedford. OPERATED BY: Same. BUSINESS ADDRESS: Fields Bldg. PHONE: 158-W, 158-J. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:30 a.m. to 9:00 p.m. NEWS SERVICE: Transradio Press, local staff. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....W. T. Cruickshank
Commercial Manager.....B. H. Bedford
Production Manager.....Harry J. Boyle
Merchandising Director.....R. G. Buckingham
Chief Engineer.....Scott Reid

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 254,721 | 254,721 |
| Radio Homes— " .... | 52,871 | 52,871 |
| Population—Secondary .. | 208,093 | 208,093 |
| Radio Homes— " .. | 45,620 | 45,620 |

Source: Mail response analysis.

### Representative

Joseph Hershey McGillvra


*Once upon a time there was an advertiser on*

**CKLW**

*—but now there are more than 100 every day!*

**THE REASON**

**CKLW** *has a responsive audience* **IN DETROIT**

5,000 WATTS DAY & NIGHT • MUTUAL BROADCASTING SYSTEM




www.americanradiohistory.com

# PRINCE EDWARD ISLAND

Population 95,000

Number of Families 20,212 — Number of Radio Homes 10,800

Retail Sales $11,748,000 — Auto Registrations 8,011

## CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

CHARLOTTETOWN—EST. 1924

CBC—MBS—NBC

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Island Radio Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Brace Bldg. PHONE: 741. STUDIO ADDRESS: Brace Bldg. TRANSMITTER LOCATION: Charlottetown. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

### Personnel

Managing Director . . . . . K. S. Rogers
Sales and Studio Manager . . . L. A. McDonald

### Coverage

| | |
|---|---|
| Population—Primary | 275,600 |
| Radio Homes— " | 25,500 |
| Population—Secondary | 116,300 |
| Radio Homes— " | 3,100 |

Source: Mail response analysis.

### Representatives

All-Canada Radio Facilities
Weed & Co.

## CHCK

"THE VOICE OF CANADA'S GARDEN PROVINCE"

CHARLOTTETOWN

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: CHCK Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. (CFCY). BUSINESS ADDRESS: 4 Brace Bldg. PHONE: 724. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 2:00 p.m. to 4:00 p.m.

### Personnel

Managing Director . . . . . K. S. Rogers
Sales & Studio Manager . . . L. A. McDonald

## CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1450 Kc. POWER: 50 watts. OWNED BY: R. T. Holman, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Water St. PHONE: 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holman Bldgs. TIME ON THE AIR: 7:30 A.M. to 8:30 A.M., 10:30 A.M. to 2:30 P.M. and 4:00 P.M. to 9:00 P.M., daily; 11:00 A.M. to 1:00 P.M. and 3:30 P.M. to 9:00 P.M., Sunday. NEWS SERVICE: Christian Science Monitor, Canadian Press.

### Personnel

President . . . . . H. T. Holman
Station Manager . . . . R. L. Mollison
Chief Announcer . . . . . J. E. Millman
Sales Manager . . . J. L. Holman
Chief Engineer . . . . . Arthur Rogers

### Coverage

| | |
|---|---|
| Population—Primary | 159,000 |
| Radio Homes— " | 35,000 |

Source: Mail response analysis.

### Representative

All-Canada Radio Facilities, Ltd.

# QUEBEC

Population 3,210,000

Number of Families 428,000 — Number of Radio Homes 317,800

Retail Sales $565,921,000 — Auto Registrations 197,917

## CBJ

CHICOUTIMI

CBC

FREQUENCY: 1120 Kc. POWER: 100 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Chicoutimi. PHONE: 155. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A. M. to 12:00 Midnight. NEWS SERVICE: Local news.

### Personnel

Station Manager . . . . . Vilmond Fortin
Chief Engineer . . . . . J. E. Roberts



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# CKCH

"BILINGUAL STATION OF THE OTTAWA VALLEY"

## HULL—EST. 1933

CBC (AND PROVINCIAL)

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Hull Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 85 Champlain. PHONE: 2-1701. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea Road. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus

### *Personnel*

President..... Josophat Pharand
Station Manager.....J. Alexander Dupont
Chief Engineer.....J. F. Champagne

### *Representative*

Dominion Broadcasting Co.

# CBF

## MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.
NBC (RED & BLUE)—For Programs With French Announcements.

FREQUENCY: 910 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West. PHONE: Marquette 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Vercheres, Que. TIME ON THE AIR: 8:00 A.M. to midnight.. NEWS SERVICE: Canadian Press.

### *Personnel*

Station Manager.....Maurice Goudrault
Program Director.....J. M. Beaudet
Commercial Manager .....J. A. Dupont
Chief Engineer.....E. D. Roberts

# CBM

## MONTREAL—EST. 1933

CANADIAN BROADCASTING CORP.
NBC—(RED)

FREQUENCY: 1060 Kc. POWER: 5000 Watts. OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West, Montreal. PHONE: Marquette 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Laprairie. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Canadian Press.

### *Personnel*

Station Manager.....Maurice Goudrault
Program Director.....J. M. Beaudet
Commercial Manager.....J. A. Dupont
Chief Engineer.....E. D. Roberts

# CFCF

## (Short Wave CFCX)

## MONTREAL—EST. 1918

NBC (Blue)

FREQUENCY: 600 Kc. POWER: 500 Watts. OWNED BY: Canadian Marconi Co. OPERATED BY: Canadian Marconi Co. BUSINESS ADDRESS: 1231 St. Catherine St., West. PHONE: Marquette 7086. STUDIO ADDRESS: 1231 St. Catherine St. W. TRANSMITTER LOCATION: Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### *Personnel*

President.....A. H. Ginman
Station and Commercial Manager .....James A. Shaw
Chief Announcer.....H. H. Hewetson
Sales and Publicity Director...Ernest H. Smith
Chief Engineer.....Kenneth R. Paul

### *Coverage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 1,500,000 | 1,200,000 |
| Radio Homes— " .... | 213,365 | 186,441 |
| Population—Secondary .. | 300,000 | ..... |
| Radio Homes— " .. | 26,924 | ..... |

Source: Radio Division, Department of Transport.

### *Representatives*

All-Canada Radio Facilities, Ltd.
Weed & Company (in the U. S.)

# CHLP

"THE SPORTS' STATION OF MONTREAL"

## MONTREAL—EST. 1933

FREQUENCY: 1120 Kc. POWER: 100 watts. OWNED BY: La Patrie Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Sun Life Bldg. PHONE: Plateau 5225. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 St. Catherine St., W. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATIONS: La Patrie, La Presse, Le Canada, Le Devoir, L'Illustration, Montreal Daily Star, Montreal Herald, Montreal Gazette. TRANSCRIPTION SERVICE: Standard Radio.

### *Personnel*

Station and Commercial Manager.....Marcel Lefebvre
Publicity Director .....Armand Goulet
Chief Engineer.....F. F. Tambling

# CKAC

"CANADA'S BUSIEST STATION"

## MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM
QUEBEC NETWORK

FREQUENCY: 730 Kc. POWER: 5000 Watts. OWNED BY: La Presse Pub. Co., Ltd. OP-



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ERATED BY: La Press Pub. Co., Ltd. BUSINESS ADDRESS: 980 St. Catherine St. West. PHONE: Marquette 3611. STUDIO ADDRESS: 980 St. Catherine St. West. TRANSMITTER LOCATION: St. Hyacinthe. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: La Presse, The Star, The Herald, La Patrie, The Gazette. NEWS SERVICE: British United Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and Parisian.

### *Personnel*

Managing Director . . . . . Phil Lalonde
Program Director . . . . . Yves Bourassa
Musical Director . . . . . Henri Letondal
Chief Engineer . . . . . Leonard Spencer
Public Relations Director . . . Louis Leprohon
Artists' Bureau Head . . . . Ferdinand Biondi
Local Sales Manager . . . . . Paul Ouellet
Promotion Manager . . . Andre Daveluy
Chief Engineer at Transmitter . . . Percy Smith

### *Corerage*

| | Daytime | Evening |
|---|---|---|
| Population—Primary . . | 2,782,065 | 2,641,988 |
| Radio Homes— " . | 254,337 | 227,012 |
| Population—Secondary | 655,315 | 722,985 |
| Radio Homes— " | 40,437 | 44,271 |

Source: CBS Listening Area Study.

### *Representative*

Joseph H. McGillvra

RADIO STATION


# CHNC

*Entering its 7th Year of Broadcasting announces*

increased coverage, more consistent signal, as a result of the following significant improvements

1. 404-Foot Blaw-Knox Vertical Radiator
2. 450-Foot Gas-Filled Transmission Line.
3. 1000-Watt Northern Electric High Fidelity Transmitter.
4. Backed-up by a LOW FREQUENCY —610 Kc.

## CHNC's audience

★ Is larger than ever
★ Enjoys well-planned programmes
★ Listens, approves, and buys

*LET CHNC INCREASE YOUR SALES!*

# CHNC

NEW CARLISLE, QUE.

1,000 Watts ★ 610 Kc.


# CHNC

'THE VOICE OF LA BAIE DES CHALEURS"

## NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 610 Kc. POWER: 1,000 Watts. OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: Main St. PHONE: 38. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: The Commons. TIME ON THE AIR: 8:00 A.M. to 12:30 A.M., daily; 9:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. THRANSCRIPTION SERVICE: Langworth, NBC Thesaurus, C. P. MacGregor.

### *Personnel*

President . . . . . Dr. Charles Dumont
Managing Director . . . . Dr. Charles Houde
Chief Announcer . . . . . V. Bernard
Chief Engineer . . . . . J. R. McGough

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# CBV

## QUEBEC—EST. 1934

CBC

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Room 4002 Chateau Frontenac. PHONE: 5658. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charlesbourg. TIME ON THE AIR: 8:30 A.M. to 12:00 Midnight. NEWS SERVICE: Canadian Press.

### *Personnel*

Station Manager . . . . . A. H. Houde
Chief Engineer . . . . . Charles Frenette

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# CHRC

"THE VOICE OF OLD QUEBEC"

## QUEBEC—EST. 1926

FREQUENCY: 580 Kc. POWER: 100 Watts. OWNED BY: CHRC, Limitee. OPERATED BY: CHRC, Limitee. BUSINESS ADDRESS: Victoria Hotel. PHONE: 2-8178. STUDIO ADDRESS: Victoria Hotel. TRANSMITTER LOCATION: Victoria Hotel. TIME ON THE AIR: (daily) 7:30 A.M. to midnight; (Sundays) 11:30 A.M. to midnight. NEWS SERVICE: Own News Service, British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and own disk dibrary of 20,000 selections.

### *Personnel*

Station Manager . . . . . J. N. Thivierge
Secretary-Treasurer . . . . . Henri Lepage
Sales Manager . . . . . J. A. Hardy
Artists Bureau Head . . . . . A. Pelletier
Chief Announcer . . . . . T. H. Burham
Publicity Director . . . . . J. D. Boudreau
Musical Director . . . . . Gaston Voyer
Chief Engineer . . . . . Arsene Nadeau



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### Coverage

| | |
|---|---|
| Population—Primary | 495,300 |
| Radio Homes— " | 36,700 |
| Population—Secondary | 189,900 |
| Radio Homes— " | 7,500 |

Source: Field intensity measurements.

### Representative

Joseph Hershey McGillvra (U.S.A.)

## CKCV

"LA VOIX DU CANADA FRANCAIS"

### QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: CKCV, Limited. OPERATED BY: CKCV, Limited. BUSINESS ADDRESS: 142 St. John St. PHONE: 2-1585. STUDIO ADDRESS: 142 St. John St. TRANSMITTER LOCATION: 254 Marguerite-Bourgeois Ave. TIME ON THE AIR: 7:45 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

Commercial Manager.....Paul Lepage
Chief Announcer.....Gilles Duhamel
Station Manager .....Paul Lepage
Sales Manager .....Paul Lepage
Publicity Director.....Jean Nel
Musical Director.....Edwin Belanger
Chief Engineer.....Leon Baldwin

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 381,000 | 289,421 |
| Radio Homes— " .... | 36,300 | 28,200 |
| Population—Secondary .. | 450,000 | ..... |
| Radio Homes— " .. | 39,000 | ..... |

Source: Radio Division, Department of Transport.

## CJBR

"THE VOICE OF THE LOWER ST. LAWRENCE"

### RIMOUSKI—EST. 1937

CANADIAN BROADCASTING CORP.
QUEBEC REGIONAL NETWORK

FREQUENCY: 1030 Kc. POWER: 1000 Watts. OWNED AND OPERATED BY: Lower St. Lawrence Power Co. BUSINESS AND STUDIO ADDRESS: 1 St. John St. PHONE, 396. TRANSMITTER LOCATION: Notre-Dame du Sacre Coeur. TIME ON THE AIR: Weekdays 8:00 A.M. to 11:30 P.M. Sundays, 12:00 noon to 11:30 P.M. NEWSPAPER AFFILIATION: Le Progres du Golfe. NEWS SERVICE: Transradio Press, Canadian Press (via CBC).

### Personnel

President.....J. A. Brillant
Manager .....G. A. Lavoie
Program Director.....P. E. Corbeil
Office Manager.....A. Morin

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 413,483 | 250,910 |
| Radio Homes— " .... | 88,696 | 55,131 |
| Population—Secondary .. | 425,350 | 259,400 |
| Radio Homes— " .. | 91,200 | 56,700 |

Source: Station survey.

### Representative

Weed & Co.

## CKRN

"TO SERVE THE NORTHWESTERN QUEBEC MINING INTERESTS"

### ROUYN—EST. 1938

CANADIAN BROADCASTING CORP.

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: La Cie Radiodiffusion. OPERATED BY: Same. BUSINESS ADDRESS: Reilly's Bldg. STUDIO ADDRESS: Reilly's Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A. M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Rouyn-Noranda Press. NEWS SERVICE: Transradio Press.

### Personnel

President.....L. Labelle
Vice-President.....T. Herbert
Vice-President.....M. P. Cuddihy
Secretary-Treasurer and
General Manager.....J. O. Tardif

## CHGB

### SAINTE ANNE DE LA POCATIERE —EST. 1938

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: G. T. Desjardins. OPERATED BY: Same. BUSINESS ADDRESS: Sainte Anne de la Pocatiere. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A. M. to 11:00 P. M., daily; 11:00 A. M. to 11:00 P. M. Sundays.

### Personnel

Station Manager.....G. T. Desjardins
Commercial Manager.....G. H. Bouchard

## CHLT

### SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: La Tribune Ltd. OPERATED BY: La Tribune Ltd. BUSINESS ADDRESS: La Tribune Bldg. PHONE: 971. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sherbrooke. TIME ON THE AIR: 7:45 A. M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: La Tribune. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE. Standard Radio.

### Personnel

President.....Hon. Jacob Nicol
Manager.....A. Gauthier
Chief Engineer .....C. Charlebois



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# CHLN

THREE RIVERS

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Le Nouvelliste. BUSINESS AND STUDIO ADDRESS: Chateau de Blois. TRANSMITTER LOCATION: Three Rivers. TIME ON THE AIR: Weekdays, 8:00 A.M. to 11:30 P.M. Sundays, 12:00 noon to 11:30 P.M. NEWSPAPER AFFILIATION: Le Nouvelliste. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Director — George Bourassa

# CKVD

VAL D'OR—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting & Publishing Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Val d'Or. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M. and 4:30 P.M. to 7:30 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Representative

All-Canada Radio Facilities, Ltd.
Weed & Co.

# SASKATCHEWAN

Population 949,000

Number of Families 201,915 — Number of Radio Homes 110,051

Retail Sales $129,166,000 — Auto Registrations 105,064

# CHAB

"THE BRIGHT SPOT ON THE DIAL"

MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Grant Hall Hotel. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; Sunday, 7:45 A.M. to 12:00 Midnight. NEWS SERVICE: British United Press, Canadian Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

| | |
|---|---|
| Station Manager | Carson Buchanan |
| Sales Manager | L. A. Bourgeois |
| Publicity Director | Louis Lewry |
| Program Director | Sid Boyling |
| Chief Engineer | A. E. Jacobson |

### Coverage

| | |
|---|---|
| Population—Primary | 277,294 |
| Radio Homes— " | 37,862 |

Source: Station survey.

### Representative

All-Canada Radio Facilities, Ltd., Canada
Weed & Company, U. S. A.

# CHNB *

NORTH BATTLEFIELD

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: C. R. McIntosh. OPERATED BY: Same. BUSINESS ADDRESS: North Battlefield. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

* Construction permit has been granted; no further information available at time of going to press.

# CKBI

"SERVING CANADA'S FASTEST GROWING COMMUNITY"

PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Sanderson Block. TRANSMITTER LOCATION: 37th St., West. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: British United Pres. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

| | |
|---|---|
| Manager | R. E. Price |
| Technical Director | L. E. Moffatt |

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary | 150,000 | 150,000 |
| Radio Homes— " | 29,000 | ..... |
| Population—Secondary | 225,000 | 225,000 |
| Radio Homes— " | 42,000 | ..... |

Source: Radio Trade Builder.

### Representative

All Canada Radio Facilities
Weed & Co.



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# CJRM

## REGINA—EST. 1926

CBC—GRAIN BELT NETWORK

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Saskatchewan Life Bldg. PHONE: 8424. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pilot Butte. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M.; Sundays, 9:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting Service, Lang-Worth and Standard Radio.

### Personnel

President.....Mrs. James A. Richardson
Station Supervisor.....F. V. Scanlon
Chief Announcer .....D. E. (Don) Wright
Mgr. Radio Division.....V. F. Nielsen
Commercial Director.....B. Pirie
Publicity Director.....J. S. Horton
Musical Director .....S. Hillier
Chief Engineer .....A. W. (Bert) Hooper

### Representative

Joseph Hershey McGillvra
Jack Slatter

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# CKCK

## REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 1000 watts. OWNED BY: Leader-Post, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Leader Bldg. PHONE: 8525-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Victoria Plains. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATION: Leader-Post, Ltd. NEWS SERVICES: British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor, All-Canada Radio Facilities, Ltd.

### Personnel

Station Manager.....G. Gaetz
Assistant Manager.....W. A. Speers
Publicity Director.....D. McMillan
Musical Director.....A. R. Smith
Chief Engineer.....E. A. Strong

### Representative

All-Canada Radio Facilities, Ltd. (Canada)
Weed & Co. (U.S.A.)

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# CFQC

"HUB CITY STATION"

## SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 600 Kc. POWER: 1000 watts. OWNED BY: A. A. Murphy & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 216 First Ave., N. PHONE: 5374-7282. STUDIO ADDRESS: 216 First Ave., N. TRANSMITTER LOCATION: Saskatoon. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:45 A.M. to 11:30 P.M. Sundays. NEWS SERVICES: British United Press, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President and Station Manager..A. A. Murphy
Commercial Manager .....Vernon Dallin
Program Director.....C. Cairns
Secretary.....Edna Jones
Chief Engineer.....S. Clifton

### Representatives

Joseph Hershey McGillvra (USA only)
Jack Slater, Toronto & Montreal
Inland Broadcasting Service

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# CBK

## WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 540 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Manitoba Telephone Bldg., Portage Ave., East, Winnipeg, Man. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Watrous, Sask. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight daily; 8:00 A.M. to 12:00 Midnight, Sundays.

### Personnel

Regional Director.....D. Claringbull
Regional Engineer.....R. D. Cahoon

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# CJGX

## YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Yorkton Broadcasting Co., Ltd. OPERATED BY: Yorkton Broadcasting Co., Ltd. BUSINESS ADDRESS: 171 McDermot Ave., Winnipeg. PHONE. Winnipeg 9235 L. STUDIO ADDRESS: 171 McDermot Ave., Winnipeg and Yorkton. TRANSMITTER LOCATION: Yorkton. TIME ON THE AIR: 7:30 A.M. to 11:00 P.M. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....A. L. Garside
Program and Publicity Director...C. F. Greene

### Coverage

| | Daytime | Evening |
|---|---|---|
| Population—Primary .... | 85,000 | 125,000 |
| Radio Homes— " .... | 20,000 | 30,000 |
| Population—Secondary .. | 70,000 | 100,000 |
| Radio Homes— " .. | 17,000 | 25,000 |

Source: Station survey.

### Representatives

Joseph Hershey McGillvra
Jack Slatter
Inland Broadcasting Service



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# CANADIAN STATIONS ☆ WITH NEWSPAPER ☆ AFFILIATIONS

## ALBERTA

CFAC—Calgary. 1000 Watts; 930 Kc. Gordon S. Henry, manager... .CALGARY DAILY HERALD
CJCJ—Calgary. 100 Watts; 690 Kc. J. E. Gerke, manager... .....CALGARY ALBERTAN
CJCA—Edmondon. 1000 Watts; 730 Kc. Frank H. Elphicke, manager... .EDMONTON JOURNAL

## BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 880 Kc. D. Homersham, manager. . . . . .KAMLOOPS SENTINEL
CKOV—Kelowna. 1000 Watts; 630 Kc. J. W. B. Browne, manager..... ....KELOWNA COURIER
CKLN—Nelson. 100 Watts; 1420 Kc. H. Lethbridge, manager.....NELSON DAILY NEWS
CJAT—Trail. 1000 Watts; 910 Kc. A. J. Balfour, manager..... .....TRAIL DAILY TIMES
CKCD—Vancouver. 100 Watts; 1010 Kc. W. G. Hassell, manager,
VANCOUVER DAILY PROVINCE
CKFC—Vancouver. 50 Watts (temporary); 1410 Kc. F. E. Rutland, manager....VANCOUVER SUN
CKMO—Vancouver. 100 Watts; 1410 Kc. H. M. Cooke, manager....VANCOUVER NEWS HERALD

## NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1370 Kc. F. A. Lynds, manager,
MONCTON TRANSCRIPT, MONCTON TIMES
CHSJ—Saint John. 100 Watts; 1120 Kc. L. W. Bewick, manager,
SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

## NOVA SCOTIA

CJHC—Halifax. 1000 Watts; 1420 Kc. F. B. McCurdy, manager. . .HALIFAX CHRONICLE & STAR
CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager.....HALIFAX HERALD

## ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager....KINGSTON WHIG-STANDARD
CJKL—Kirkland Lake. 100 Watts; 1310 Kc. Brian Shellon, manager.....TIMMINS PRESS
CFPL—London. 100 Watts; 730 Kc. Philip H. Morris, manager.....LONDON FREE PRESS
CFCH—North Bay. 100 Watts; 930 Kc. Tom Darling, manager..... .....TIMMINS PRESS
CFOS—Owen Sound. 100 Watts; 1370 Kc. Howard Fleming, manager..OWEN SOUND SUN-TIMES
CKSO—Sudbury. 1000 Watts; 780 Kc. W. J. Woodill, manager.....SUDBURY SUN
CKGB—Timmins. 1000 Watts; 1440 Kc. William Wren, manager.... . ...TIMMINS DAILY PRESS

## QUEBEC

CHLP—Montreal. 100 Watts; 1120 Kc. Marcel Lefebvre, manager... ....MONTREAL LA PATRIE
CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager..... ...MONTREAL LA PRESSE
CJBR—Rimouski. 1000 Watts; 1030 Kc. G. A. LaVoie..... ....LE PROGRES DU GOLFE
CHLT—Sherbrooke. 100 Watts; 1210 Kc. A. Gauthier, manager.....SHERBROOKE LA TRIBUNE
CHLN—Three Rivers. 100 Watts; 1420 Kc. George Bourassa, manager,
THREE RIVERS LE NOUVELLISTE

## SASKATCHEWAN

CKCK—Regina. 1000 Watts; 1010 Kc. G. Gaetz, manager ..... .....REGINA LEADER-POST

***For Cuba, Mexico and South America Stations Please Turn to Page 961.***



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# TELEVISION

*Stations*

*Personnel — Facilities*

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*Applications*

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*F.C.C. Regulations*

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*Research*

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*Highlights of 1939*

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*Facsimile*

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*R.M.A. Standards*

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# TELEVISION ACTIVITIES

## CBS

*By ADRIAN MURPHY*

*Executive Director of Television*

*Columbia Broadcasting System*

**The Columbia Broadcasting System will completely revise and to a large extent replace its initial studio equipment in preparation for actual television broadcasting. More sensitive studio cameras have been ordered, major revisions will be made in the present studio facilities, and work is going forward on a new-type mobile unit for covering outside events.**

Since November the CBS high power television transmitter atop the Chrysler Building has been sending test patterns, and constant adjustments have been made, producing a marked improvement in the quality of transmission.

Four of the new cameras to be installed will employ a new kind of electronic tube which is expected to require only a fraction of the light needed for present cameras and which will have truer black and white response to the color spectrum. A fifth camera, developed in the Columbia laboratories, is serving as a test unit for new optical and physical controls later to be incorporated in the other four.

These special controls, according to Gilbert Seldes, CBS director of television programs, have proved essential for the optical and physical flexibility required by Columbia's approach to the program problem. The five additional cameras when used for multiple pickup will permit production of highly complex programs.

Work is now under way on a new-type mobile unit which, when completed in 1940, CBS will use to cover outside events. Application for a construction permit for this mobile unit, which will operate between 336,000-348,000 kilocycles, has been made to the Federal Communications Commission. The unit will carry three new-type cameras of its own and will be completely independent of outside power sources, enabling it, while in motion, to pick up and transmit both pictures and sound.

## NBC

*By THOMAS H. HUTCHINSON*

*Manager, Television Program Division,*

*National Broadcasting Company*

**Writing of progress in television program production during 1939 is to chronicle its beginning under the rigorous demands of public service telecasting. For it was in this year that all the experience gathered in three years of experimental telecasting was put to test in the day-to-day operations of a going television service.**

With this backlog of experience, which will undoubtedly be of vast importance to other telecasters when they decide to go on the air, was inaugurated NBC's regular program service on April 30. Four days later, on May 3, American television's historic "First Night" went out over the air through Station W2XBS. Since that time eight months have passed.

Progress there has been. I am sure that everyone who has followed NBC service from its inception will agree that in December it had a certain finesse that was absent in May. In part this has been due to a closer cooperation between director and technician, in part to the facility that comes of handling cameras and program materials five days a week. Finally, we have explored more thoroughly than ever before the limitations and qualities inherent in present-day television.

Our choice of material has likewise taken a turn for the better. We realized as well as the most critical viewer that the variety programs of May and June were not the answer to television's problem. Straight vaudeville, in fact, is unsuited to the new art, at least within the technical framework of today's television. The telecast drama, on the other hand, has definitely proved itself. We have accordingly concentrated much attention on it. Our next problem is to bring other types of program up to the quality of these drama-casts.

Looking to the immediate future, I believe that we cannot too soon establish an experimental laboratory series for the testing of all sorts of program material prepared especially for television. That, we believe, is the only way we shall learn exactly what it is that distinguishes television from radio, the theater and motion pictures.



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# TELEVISION

## BROADCASTING STATIONS

*As of January 1st, 1940*

*The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public on an experimental basis.*

*Group A*—2000 to 2100 kc.; *Group B*—42000 to 56000 kc.; *Group C*—60000 to 86000 kc.; *Group D*—Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc.

| *Licensee and Location* | *Call Letters* | *Frequency (kc) or Group* | *POWER Visual* | *POWER Aural* |
|---|---|---|---|---|
| Columbia Broadcasting System<br>New York, N. Y. | W2XAB | B, C | 50 w | (CP only) |
| Don Lee Broadcasting System<br>Los Angeles, Calif. | W6XAO | B, C | C.P. 7500 w<br>1000 w | 7500 w<br>150 w |
| C.P. T-Hollywood | (44000-50000) | | | |
| Don Lee Broadcasting System<br>Portable-area of Los Angeles, Calif. | W6XDU | (321000-327000) | 6.5 w | |
| Allen B. DuMont Laboratories, Inc.<br>Portable-area of New York, N. Y. | W10XKT | D (156000-162000) | 50 w | (CP only) |
| Allen B. DuMont Laboratories, Inc.<br>Passaic, N. J. | W2XVT | B | 50 w | (CP only)<br>50 w |
| First National Television, Inc.<br>Kansas City, Mo. | W9XAL | B, C | 300 w | 150 w |
| General Electric Co.<br>Albany, N. Y. | W2XB | C | 10000 w | 3000 w |
| General Electric Co.<br>Bridgeport, Conn. | W1XA | C | 10000 w | (CP only)<br>3000 w |
| General Electric Co.<br>Schenectady, N. Y. | W2XH | B | 40 w | (CP only) |
| General Television Corp.<br>Boston, Mass. | W1XG | B, C | 500 w | (CP only) |
| National Broadcasting Co., Inc.<br>New York, N. Y. | W2XBS | B, C | 12000 w | 15000 w |
| National Broadcasting Co., Inc.<br>Portable—Camden, N. J. and New York, N. Y. | W2XBT | D (92000, 175000-180000)<br>S. A. (156000-162000) | 400 w | 100 w |
| Philco Radio & Television Corp.<br>Philadelphia, Pa. | W3XE | B, C | 10000 w | 10000 w |
| Philco Radio & Television Corp.<br>Philadelphia, Pa. | W3XP | D (204000-210000) | 15 w | |
| Purdue University<br>West Lafayette, Ind. | W9XG | A | 1500 w | |
| Radio Pictures, Inc.<br>Long Island City, N. Y. | W2XDR | B, C | 1000 w | 500 w |
| RCA Mfg. Co., Inc. (Portable)<br>Bldg. No. 8 of Camden Plant, Camden, N. J. | W3XAD | (321000-327000) | 500 w | 500 w |



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| Licensee and Location | | Frequency | Visual | Aural |
|---|---|---|---|---|
| RCA Mfg. Co., Inc.<br>Camden, N. J. | W3XEP | B, C | 30000 w | 30000 w |
| University of Iowa<br>Iowa City, Iowa. | W9XK | A | 100 w | |
| University of Iowa<br>Iowa City, Iowa. | W9XUI | B, C | 100 w | |
| Zenith Radio Corp.<br>Chicago, Ill. | W9XZV | B, C | 1000 w | 1000 w |

## *Pending Applications*

| | | POWER | |
|---|---|---|---|
| Earle C. Anthony, Inc.<br>Los Angeles, Calif. | 50000-56000 | 1000 w | 1000 w |
| Balaban & Katz Corp.<br>Chicago, Ill. | 66000-72000 | 1000 w | 1000 w |
| Bamberger Broadcasting Service<br>New York, N. Y. | 84000-90000 | 1000 w | 1000 w |
| Columbia Broadcasting System, Inc.<br>Portable-area of New York, N. Y. | Visual: 336,000-348,000<br>Aural: 180,000-186,000 | 25 w | 10 w |
| Crosley Corp.<br>Cincinnati, Ohio | 55000-56000 | 1000 w | 1000 w |
| Don Lee Broadcasting System<br>San Francisco, Calif. | 44000-50000 | 1000 w | 1000 w |
| Allen B. DuMont Laboratories, Inc.<br>Washington, D. C. | 44000-50000 | 1000 w | 1000 w |
| Allen B. DuMont Laboratories, Inc.<br>New York, N. Y. | 78000-84000 | 1000 w | 1000 w |
| R. B. Eaton<br>Des Moines, Ia. | 44000-50000 | 100 w | 100 w |
| Farnsworth Television & Radio Corp.<br>Fort Wayne, Ind. | 66000-72000 | 1000 w | |
| General Electric Co.<br>New Scotland, N. Y. | 156000-162000 | 10 w | |
| Grant Union High School District<br>Sacramento, Calif. | 50000-56000 | 1000 w | 1000 w |
| The Journal Co.<br>Milwaukee, Wisc. | 50000-56000 | 1000 w | 1000 w |
| Kansas State College of Agriculture and Applied Science<br>Manhattan, Kans. | 44000-50000 | 100 w | 100 w |
| B. B. Shapiro, F. P. Shapiro & H. Shapiro, d/b as Leroy's Jewelers<br>Los Angeles, Calif. | 66000-72000 | 1000 w | 1000 w |
| May Department Stores Co.<br>Los Angeles, Calif. | 78000-84000 | 1000 w | 1000 w |
| Metropolitan Television, Inc.<br>New York, N. Y. | 102000-108000 | 1000 w | 1000 w |
| Midland Broadcasting Co.<br>Kansas City, Mo. | 50000-56000 | 1000 w | 500 w |
| Television Productions, Inc.<br>Los Angeles, Calif. | 66000-72000 | 1000 w | 1000 w |
| The Travelers Broadcasting Service Corp.<br>Avon, Conn. | 66000-72000 | 1000 w | 1000 w |
| Henry Joseph Walczak<br>Springfield, Mass. | 1550 | 250 w | 250 w |
| WCAU Broadcasting Co<br>Philadelphia, Pa. | 78000-84000 | 1000 w | 1000 w |
| WDRC, Inc.<br>Meriden, Conn. | 66000-72000 | 1000 w | 1000 w |



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# TELEVISION STATIONS

## IN THE UNITED STATES
## LOCATION — PERSONNEL — FACILITIES

## W2XAB

### NEW YORK CITY

FREQUENCY: Sight 51.25 Mcs. SOUND, 55.75 Mcs. POWER: Sight, 15,000 Watts (measured at peak of synchronizing pulses); Sound, 7,500 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 485 Madison Ave. PHONE: Wickersham 2-2000. STUDIO ADDRESS: Grand Central Terminal Bldg., 15 Vanderbilt Ave. TRANSMITTER AND ANTENNA LOCATION: Chrysler Bldg.

### *Personnel*

Executive Director of Television, Adrian Murphy
Manager of Television Operations, Leonard Hole
Director of Television Programs..Gilbert Seldes
Chief Engineer.....Dr. Peter C. Goldmark
Assistant Chief Engineer.....John N. Dyer

### FACILITIES

The transmitter facilities of Station W2XAB are located on the 73, 74 and 75 floors of the Chrysler Building. The video transmitter radiates a single side band signal of negative polarity with a frequency band width of 30 cycles to 4.25 Mc. DC transmission is employed. The transmitter radiates about 15 kw on the peaks of the synchronizing pulses. The audio transmitter radiates about 7.5 kw of carrier power. Pre-emphasis of the high audio frequencies is used in accordance with suggested standards. The video and the audio input and monitoring equipment is located in a shielded room on the 74 floor where the transmitters also are situated. On the 73 floor transformers, reactors, motor generators and water cooling equipment is placed, while the air conditioning equipment and the single side band filter are on the 75 floor.

The video antenna consists of horizontal dipoles parallel to the building surface, located on each of the four sides of the building. The audio antenna is similar and is located above the video antenna. All antennas are electrically heated and thermostatically controlled so that detuning due to ice formation is prevented.

A coaxial cable carries the video signals from the studio to the transmitter.

The studio facilities of WCXAB are located in the Grand Central Terminal Building. Nearly one half of an available floor space of 270 ft. long by 60 ft. wide has been sound treated and air conditioned for use as a studio. The main control room is located at the east end of this studio and is practically as wide. An adequate number of studio cameras and telecine channels of these facilities with several more camera channels and mobile equipment is now under way.

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## W6XAO

### LOS ANGELES—EST. 1931

FREQUENCY: Sight, 45,250 Kc: Sound, 49,750 Kc (Channel). POWER: Sight, 150 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: Don Lee Bldg., Seventh & Bixel Sts. PHONE: VAndike 7111. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: Nightly (except Sundays and holidays), 8:00 to 9:00 P.M. or later depending upon program content; Tuesday and Thursday afternoons from 3:00 to 4:00 P.M.; and Saturday afternoons from 5:30 to 6:30 P.M.

### *Personnel*

President.....Thomas S. Lee
Director of Television.....Harry R. Lubcke
Assistant Director of Television Wilbur E. Thorp
Television Engineer.....William S. Klein
Television Engineer.....Harold W. Jury
Television Engineer.....Robert L. Pitzer
Television Producer..Thomas Conrad Sawyer
Public Relations Producer.....Ray Coffin
Assistant Directors, Whit Waldgrave, Estelle Van Sooey
Cameramen.....M. C. Edwards, K. Meade, J. Anderson, G. Landcaster
Makeup Men.....R. Novarro, L. Turner

### FACILITIES

SYSTEM IN USE: 441 line 30-60 frame RMA United States Standard, cathode-ray. Horizontal Polarization. Film equipment for broadcasting newsreels, shorts, and test items.

Mosaic live-pickup camera equipment for studio pickup. Portable television cameras



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and equipment for outside events. (W6XDU) RCA Manufacture.

DEVELOPMENTS OF 1938-1939: Fletcher Bowron, Mayor of Los Angeles, accompanied by Morton Downey, Maxine Gray (well known singer on Radio and Television in the East as well as the West). Betty Jane Rhodes (first Lady of Television), the King Sisters, Alvino Rey and his orchestra officially opened W6XAO to sustained program service and also the Los Angeles Automobile Show at the Pan Pacific Auditorium on October 14, 1939. Twenty-five thousand persons saw television images for three hours daily including Sunday at the Show, 5½ miles from W6XAO.

Interviews with popular personalities such as Bobby Breen, The Brewster Twins, Max Reinhardt, Rube Wolfe, Edith Fellows, James Finlayson, Commander E. P. Sauer of U. S. Navy, Jimmy Starr, Rob Wagner, Martha Hilton, Clarence Muse, Buron Fitts and many other notables.

Max Reinhardt and his players have produced several dramas which are becoming a regular feature.

The Shirley Thomas Players have presented all types of plays varying from light comedy to Shakespearian dramas.

U. S. C. has a weekly program consisting of activities of the school, interviews with the Heads of different departments and demonstrations from the Physical Education Department.

Geo. Fisher, of Mutual Broadcasting System, has presented his Hollywood news program about the various notables of the film industry.

The Sons of The Pioneers, a musical group, are on a weekly program.

Weekly News broadcasts have been televised throughout the entire year.

Numerous fashion shows from the large department stores commentated by Jean Markel have been televised.

There has also been a variety of singers, dancers, impersonators, dramatic readers, and demonstrations such as archery, Indian Jewelry, Oriental Art, Rare Laces and unmerous other items of interest appearing weekly during the past year.

RECEIVERS: Receivers are on sale to the public in large department stores and radio dealers. A few hundred receivers are estimated to be in operation in Los Angeles, Hollywood, Inglewood, West Hollywood, North Hollywood, Burbank, Glendale,, Pasadena, Long Beach and Pomona. The greatest distance of public reception is recorded at the city of Pomona which is thirty miles airline east of W6XAO and behind a range of hills.

PUBLIC DEMONSTRATIONS: Public demonstrations of the Don Lee television transmission are held almost daily by large downtown department stores and radio dealers.

PATENTS: United States and foreign patents covering film and live pickup, amplification, scanning sources, synchronization, receivers and cathode-ray tubes of Harry R. Lubcke are used in the work. The methods and equipment of the Don Lee System, though producing RMA Standard images functions considerably differently from those of other television organizations.

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# W2XVT

## PASSAIC, N. J.—EST. 1938

FREQUENCY: Sight, 42,250 Kc.; Sound, 49,750 Kc. POWER: 50 Watts (Sight and Sound). OWNED AND OPERATED BY: Allen B. DuMont Laboratories, Inc. BUSINESS ADDRESS: 2 Main Ave. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same.

### FACILITIES

The transmitter is being used to test out the features of the DuMont Television System which does away with the necessity of the standardization of the number of pictures per second or lines per picture. This system requires approximately one-half the frequency band over that required by conventional systems now in use. At the end of 1939 transmitter was testing with 735 lines and 15 pictures per second. Test schedule: midnight to 9:00 A.M.

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# W10XKT

## AREA OF PASSAIC, N. J.

## PORTABLE

FREQUENCY: Sight 157, 250 Kc.; Sound, 161,750 Kc. POWER: 50 Watts (Sight and Sound). OWNED AND OPERATED BY: Allen B. DuMont Laboratories, Inc. BUSINESS ADDRESS: 2 Main Ave., Passaic, N. J. STUDIO ADDRESS: Variable. TRANSMITTER AND ANTENNA LOCATION: Variable. TIME ON THE AIR: No stated schedule.

### FACILITIES

This transmitter is used to pick up outside events.



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# W9XAL

## KANSAS CITY, MO.—EST. 1932

FREQUENCY: Sight, 42000 to 56000 Kc. and 60000 to 86000 Kc.; Sound, same. POWER: Sight, 300 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: First National Television Inc. BUSINESS ADDRESS: 22nd floor, Fidelity Bldg., Ninth and Walnut Sts. STUDIO LOCATION: Same. TRANSMITTER LOCATION: 34th floor, Fidelity Bldg.

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# W2XB

## SCHENECTADY—EST. 1939

FREQUENCY: Sight, 67,250 Kc.; Sound, 71,750 Kc. (Channel 3). POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS ADDRESS: 1 River Road. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Helderberg Mountains, 12 miles south of Schenectady.

### *Personnel*

Technical Supervisor.....W. J. Purcell
Program Director.....J. G. T. Gilmour
12 miles south of Schenectady. TIME ON THE AIR: No stated schedule.

### FACILITIES

G. E. will use a system similar to the RCA-NBC equipment but contemplates several entirely new variations. This includes low level modulation with radio relay link between studio and transmitter and linear Class B R. F. amplifiers to bring the power up to 40 kilowatts block level. It is an all-electric system designed to produce a 441-line definition, 30 frames per second, 60 fields per second with an aspect ratio of 4 to 3. General Electric has developed high power transmission at television frequencies and proper modulation of the television carrier signal. It has also developed improved vacuum tubes which exhibit more favorable characteristics, developed wide band output coupling circuits without sacrificing plate efficiency and increased transmission fidelity by expanding the frequency range up to 4 megacycles. Simultaneous operation of stations at Schenectady and Bridgeport on the same frequency is expected to increase knowledge of diurnal and seasonal signal strength variations and determination of the amount of interference permissable, necessary geographic separation and effect of directional antennas.

This transmitter provides a high signal level to Albany, Troy and Schenectady.

Engineering field tests are now in progress and a regular schedule of public broadcasts is expected to be announced late in 1939 or early in 1940. Engineering tests also under way on receiving equipment at a special receiving site in the Helderbergs near the transmitter which are expected to result in high quality reception of programs from New York City suitable for rebroadcast transmission over W2XB.

Technical supervision under W. J. Purcell; program director, J. G. T. Gilmour.

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# W2XD-W2XH

## SCHENECTADY—EST. 1939

FREQUENCY: W2XD: 156,000 to 162,000 Kcs., used for relaying programs; W2XH: 288,000 to 294,000 Kcs., used for experimental laboratory work. POWER: 40 Watts (Sight, only). OWNED AND OPERATED BY: General Electric Co. BUSINESS AND STUDIO ADDRESS: 1 River Road. TRANSMITTER AND ANTENNA LOCATION: Schenectady. TIME ON THE AIR: No stated schedule.

### FACILITIES

These stations, on completion, will be used for the most part in connection with experimental work in the laboratory and to supplement the experimental public service television programs of the G.E.'s Helderberg and Bridgeport transmitters. One of the Schenectady transmitters, W2XD, will serve as a relay visual station to transmit programs from the studio to the transmitter on a sharply directive beam obviating the necessity of a coaxial cable. For further information concerning system used for these stations, facilities, etc., see information listed under W2XB, Schenectady, N. Y. (above).

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# W1XA

## BRIDGEPORT—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS: Bridgeport. TIME ON THE AIR: No stated schedule.

### FACILITIES

This station will, on completion, serve as a locally controlled source of signal for ob-



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taining propagation data and for use in connection with the development of television receivers. For further information concerning system used, facilities, etc., see information listed under W2XB, Schenectady, N. Y. (above).

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# W1XG

## BOSTON

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. POWER: 500 Watts (visual). OWNED AND OPERATED BY: General Television Corp. BUSINESS ADDRESS: 70 Brookline Ave. STUDIO, TRANSMITTER AND ANTENNA LOCATION: 70 Brookline Ave.

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# W2XBS

## NEW YORK CITY—EST. 1928

FREQUENCY: Sight, 45,250 Kc.; Sound 49,750 Kc. POWER: Sight, 12000 Watts; Sound, 15000 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Empire State Bldg. TIME ON THE AIR: Wednesday through Sunday, inclusive: 2:30 to 3:30 P.M. and 8:30 to 9:30 P.M.; a similar amount of test pattern transmission on same days, plus special programs.

### *Personnel*

Vice-President In Charge of Television, A. H. Morton
Television Coordinator.....Clarence Farrier
General Production Director of Television, Max Gordon
Manager of Television Program Division, Thomas H. Hutchinson
Chief Engineer.....O. B. Hanson

## FACILITIES

This station uses the RCA television system.

Beginning on April 30, 1939, a regular television program service for the public in the New York City area was inaugurated. These transmissions have been in accordance with the RMA Technical Standards, utilizing RCA studio and transmitter equipment. The programs are supplied from a direct pickup studio equipped with three cameras, a film studio equipped with two cameras and a mobile unit having two cameras for televising scenes outside the studio. A large variety of programs utilizing all three forms of pickup has been transmitted, and a systematic study of audience reaction to each individual program feature is being made. In the operation of its television activities, The National Broadcasting Co. employs over 75 persons. At the end of 1939 these were roughly divided as follows: technical, 50; production, 27; and mobile unit, 9.

Signals of this station have been satisfactorily received within a radius of approximately 60 miles.

Besides this station the National Broadcasting Co. operates Television Station W2XBT, mobile television station which is licensed to operate on 92,000 Kc. and from 175,000 to 180,000 Kc. with a power of 400 Watts for sight transmission and 100 Watts for sound transmission.

## HISTORY

Experimental television station W2XBS was originally installed at the RCA Technical and Test Laboratory, Van Cortlandt Park, New York City. The first construction permit was granted on April 4, 1928 and the first temporary license was issued in June, 1928. From time to time various station permits allowed television experimental transmission on 4800 Kc., 2300 to 3300 Kc., 2050 to 2150 Kc., 2000 to 2100 Kc. and 2100 to 2200 Kc. The first permanent license was issued on December 1, 1928 with an assigned frequency band of 2100 to 2200 Kc. In the latter part of 1928 the station was moved to the RCA Photophone Building, 411 Fifth Avenue. On June 27, 1930, it was moved to the Times Square Studio of the National Broadcasting Company, where on July 7, 1930 it passed from RCA to NBC management.

In 1931 NBC television was carried on from W2XBS's present location on the top of the Empire State Building.

During 1936 and 1937 NBC operated with the new high definition standards, demonstrating television to groups representing diverse interests, such as:

a. Political
b. Motion Picture
c. Foreign (political and commercial)
d. Press
e. Advertisers (manufacturers)
f. Advertising agencies
g. Artists (talent and musicians)
h. Naval and Military
i. Educational
j. Financiers, Bankers
k. Retailers
l. Radio Station men
m. Trade associations
n. Institutional (4H Club, Atlanta School of Air winners, etc.)

The technical standards of transmission from W2XBS have been and are expected to continue to be those recommended by the Radio Manufacturers Association.

For a summary of NBC television activities



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for 1939-40 see feature titled "The Forward March of Television" in another section of this RADIO ANNUAL.

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# W2XBT

## AREA OF NEW YORK, N. Y. PORTABLE

FREQUENCY: Sight, 159,000 Kc. POWER: Sight, 400 Watts; Sound, 100 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Variable (outdoor and indoor remotes). TRANSMITTER AND ANTENNA LOCATION: Variable (Mobile Unit 1B). TIME ON THE AIR: No stated schedule.

### FACILITIES

This transmitter is a mobile unit used for pickups of remote programs with public interest such as baseball, football, boxing, wrestling, parades, public meetings, sidewalk interviews, aircraft flying and performance, etc. The technical staff for the unit consists of nine persons. Two cameras connect to the unit by means of 250 feet of 32 conductor cable. Picture in its completed state is sent to the transmitter unit through the cable and thence to the Empire State Building receiving location by means of a permanent antenna on the unit or a portable antenna which is affixed to roof tops, etc. At the end of 1939 power was obtained from public utility mains (750 foot cable carried). The greatest distance of successful transmissions at the time of going to press was 27 miles on test and 24 miles on a regularly scheduled tennis telecast.

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# W3XE

## PHILADELPHIA—EST. 1931

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 10000 Watts; Sound, 10000 Watts. OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: No stated schedule; at the end of 1939 station was maintaining a minimum program schedule of 10 hours per week.

### *Personnel*

Engineer in Charge.....William N. Parker

### FACILITIES

This station uses the Philco Television System. Reception which is heard in the homes of the company's engineers has been reported from points 12 miles from the transmitter.

This station which is used for experimentation and research in connection with television development radiates signals in accordance with the proposed RMA Television Standards. It employs the newly developed modulation system and is operating in the 50-56 Mc. channel.

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# W3XP

## PHILADELPHIA—EST. 1938

FREQUENCY: 204,000 to 210,000 Kc. POWER: 15 Watts (Sight and sound). OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: No stated schedule.

### *Personnel*

Engineer in Charge.....William N. Parker

### FACILITIES

This station uses the Philco transmission line modulation system. It is used principally for a survey in Philadelphia of the possibilities of broadcasting at frequencies above 200 Mcs. The transmitter radiates signals in accordance with the proposed RMA television standards.

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# W9XG

## LAFAYETTE, IND.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. POWER: 1500 Watts. OWNED AND OPERATED BY: Purdue University. BUSINESS ADDRESS: Electric Bldg., Purdue University. PHONES: 6475, 2917. TRANSMITTER LOCATION: West Lafayette. TIME ON THE AIR: Tuesday, at 7:30 P.M. Thursday, at 8:00 P.M.

### *Personnel*

Head of School of Electrical Engineering
C. Francis Harding



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## FACILITIES

This station uses a television system that has been developed at Purdue University.

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# W2XDR

## LONG ISLAND CITY, N. Y.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 1000 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: Radio Pictures, Inc.

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# W3XAD

## CAMDEN, N. J.—EST. 1931

FREQUENCY: 321,000 to 327,000 Kcs. POWER: Sight, 500 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Portable Laboratories in Camden, N. J. TIME ON THE AIR: No stated schedule.

## FACILITIES

This station is an experimental portable unit and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 1, November, 1934).

Several experimental television receivers have been set up within a 2 or 3 mile radius for experimental purposes.

The frequency band occupied by this transmitter varies from one to six megacycles on each side of the carrier. The band emitted during a particular test period is dependent upon the particular experimental project under test. This band width is determined by measuring the overall frequency characteristics of the system.

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# W3XEP

## CAMDEN, N. J.—EST. 1935

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. (FCC application for assignment of 84000 to 90,000 Kcs.) POWER: Sight, 30000 Watts: Sound, 30000 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Camden, N. J. TIME ON THE AIR: No stated schedule.

## FACILITIES

This station is experimental and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 11, November, 1934).

Several experimental television receivers have been set up within 2 or 3 miles of each other. The receivers are a part of the equipment used in television research.

The frequency band occupied by the transmitter varies from one to six megacycles on each side of the carrier. The band emitted during a particular test period is dependent upon the particular experimental project under test. This band width is determined by measuring the overall frequency characteristics of the system.

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# W9XK

## IOWA CITY

FREQUENCY: 2000 to 2100 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

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# W9XUI

## IOWA CITY

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

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# W9XZV

## CHICAGO, ILL.—EST. 1938

FREQUENCY: Sight, 45,250; Sound, 49,750. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Zenith Radio Corp. BUSINESS ADDRESS: 6001 Dickens Ave. PHONE: BErkshire 7500. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: Daily except Saturday and Sunday, experimentally; no stated schedule.



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# TELEVISION STANDARDS

## Status as of Jan. 1st, 1940

THE First Report of the Television Committee of the Federal Communications Commission which was issued on May 22, 1939, was the result of the request of the Radio Manufacturers Association for approval of the technical standards proposed by that association in September 1938. The report itself is a careful study of the question of standards as made by the Committee in Washington and in the field at various television laboratories. While it commends the engineers of the RMA for their "contribution and honest efforts in the interests of orderly progress in the development of the technical aspects of television" and states that "it is entirely possible that the technical quality of television produced in accordance with the proposed standards may be accepted by the public as a practical beginning," the report contends that it would be hazardous to both the best interests of the industry and the public to attempt by administrative fiat to freeze the art at this stage of its development.

The Committee declared that the proposed standards do not contain a maximum degree of flexibility and that additional research may prove advantageous. Of the four definite recommendations, the first specifically refers to the RMA standards and is as follows:

### RMA

"That the Federal Communications Commission neither approve or disapprove the standards proposed by the Radio Manufacturers Association. This recommendation is made first because the Commission by law is required to grant licenses to applicants for television stations, who prove that the granting of such applications would be in the public interest, and, second, because it appears undesirable to take any action which discourages private enterprise or which decreases the incentive for undertaking research to effect further improvements.

"The Committee suggests that in taking this action the public be informed that in failing to approve the standards the Commission does not believe the proposed standards to be objectionable as a phase of a rapidly developing service. The public should also be informed that the Commission desires to be free to prescribe better performance for the transmitters it may license in the future



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when and if such improvements are proved to be in the interest of the public.

"Also, in making this recommendation the Committee suggests that it be made clear that the proposed standards do not at this time appear suitable for the 12 undeveloped higher frequency channels reserved for television."

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The proposed television transmission standards as presented to the FCC by the Radio Manufacturers Association are as follows:

T-101 **Television Channel Width**

The standard television channel shall not be less than 6 megacycles in width.

T-102 **Television and Sound Carrier Spacing**

It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25 Mc. shall be superseded.)

T-103 **Sound Carrier and Television Carrier Relation**

It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

T-104 **Position of Sound Carrier**

It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

T-105 **Polarity of Transmission**

It shall be standard for a decrease in initial light intensity to cause an increase in the radiated power. (See Standard M9-121.)

T-106 **Frame Frequency**

It shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced.

T-107 **Number of Lines per Frame**

It shall be standard to use 441 lines per frame.

T-108 **Aspect Radio**

The standard picture aspect ratio shall be 4:3.

T-109 **Percentage of Television Signal Devoted to Synchronization**

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard to use not less than 20 per cent nor more than 25 per cent of the total amplitude for synchronizing pulses.

T-110 **Method of Transmission**

It shall be standard in television transmission that black shall be represented by a definite carrier level independent of light and shade in the picture.

T-111 **Synchronizing**

The standard synchronizing signals shall be as shown on Drawing T-111.

T-112 **Transmitter Modulation Capability**

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard for the signal amplitude to drop to 25 per cent or less of peak amplitude for maximum white.

T-113 **Transmitter Output Rating**

It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

T-114. **Relative Radiated Power for Picture and for Sound**

It shall be standard to have the radiated power for the picture approximately the same as for sound.



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# Television Headlines
## Of 1939 — From Radio Daily

### JANUARY

Jan. 10—Four Television Licenses Are Granted to General Electric.

### FEBRUARY

Feb. 8—NBC's Tele Scripts Ready for "Shooting."

Feb. 27—Baird's Television Invasion; Important English Firm to Establish Giant Screen Projection Suitable for Theater Audiences.

### MARCH

Mar. 6—Fort Wayne Television Center; Farnsworth Moving Entire Facilities and Will Erect Huge Transmitter; To Retain Philly Office.

Mar. 10—Baird Television (Will Raise) $2,000,000 for Further Expansion.

Mar. 14—DuMont Television Opening Transmitter April 1.

Mar. 22—New Television Attachment for Radio Receivers Announced by Wald Radio & Television Laboratories.

Mar. 23—CBS Reveals Television Setup; Expects to be Ready to Begin Active Television on a Test Schedule, but Will Not Tie Up With Fair.

Mar. 31—Film Television Scanner Ironed Out by CBS.

### APRIL

Apr. 5—Baird Theater-Television Showing Will Get Under Way May 15.

Apr. 7—Stewart-Warner Television Reality This Spring.

Apr. 10—BBC New Television Budget Upped to $2,500.000.

Apr. 13—FCC Television Committee Opens Active Survey.

Apr. 14—FCC Television Committee Is Wary on "Standards."

Apr. 17—Reception Is No Problem, Says Philco Television Head.

Apr. 18—First U. S. Television Schedule Is Completed by NBC.

Apr. 21—RCA Television Sets May 1; Prices $300 to $600.

Apr. 24—Picture Standards Okay for Television Purposes.
McDonald Television Fight Carried to NAB.

Apr. 25—Major Film Concerns to Refuse Television Pictures.

Apr. 27—Crosley Explains Television Setup; Has Already Built Receivers.

Apr. 28—Television Rounds the "Corner"; Production Cost Estimated by NBC at $2,500 per Hour; Advertisers Interested Unofficially.

### MAY

May 1—Television Stars at the Fair; Huge Crowds Attracted to Television on Grounds

May 2—Two Types of Television Programs Mulled by RCA; Home and Theater.

May 5—ASCAP Holds Television Rights; Television Covering United States Possible with New Technique: Boosters.
General Electric Television Begins in Two Weeks; Other Manufacturers Set Plans.

May 9—DuMont Planning to Install Penthouse Television Transmitter.

May 10—New Television Lighting System Devised by NBC Engineer.

May 11—Fair Television Draws 300,000; Exhibit of RCA-NBC Attracts Most of the Television-Minded Visitors During First Nine Days.

May 15—British Television Solved Two Major Problems.

May 16—Suggests Television Pool of U. S. Experiments.
General Electric Merges Its Radio and Television Activities.

May 17—Asks Advertisers' Aid in Television Presentations.

May 18—Mutual Assistance Plans Proposed for Television-Films.

May 19—Don Lee Television Going to 441 Lines.

May 22—Screen Actors Guild to Fight Equity on Television Jurisdiction.

May 23—"Network Television" Hopes Rise.

May 25—Hold Off Television Standards; in Accord with Industry Testimony FCC Committee Avoids "Freezing" Until Further Developments.

May 26—Seek Interstate Law Change Due to Television.

May 29—Majestic Television License Issued by DuMont Laboratories.

May 31—Television Experimenting with 16 mm. Films.

### JUNE

June 2—American Television Co. New Set to Retail for $185.

June 5—British Television Control Stays with the British Broadcasting Corp.

June 8—New RCA Television Tube Is Announced; No Receiver Change.

June 9—Television Status Today; Activity Prevalent in Key Centers as Public Evinces Keen Interest Throughout the Country. (RADIO DAILY's Television Issue)

June 13—See Commercial Television as Need to Progress.

June 14—Radio, Television and Facsimile to Highlight Army Maneuvers.

June 16—Two Television Improvements are Shown by Philco.

June 19—Large Television Screen in First U. S. Showing.

June 21—RCA Bearing Brunt of Television Exploitation.



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June 22—Canada Holds Rule on Non-Profit Television.
June 26—Inter-Store Television Pictures on Commercial Basis.
June 27—DuMont Speeds Television on 882-Line Setup.
June 29—NBC-RCA Television Schedule Revised for Summer.
June 30—First Television Network Links RCA with General Electric.

## JULY

July 6—ASCAP Readies Talks for Television Licenses.
July 21—NBC Television Talent Cost $115,000 During First Year.
July 25—Form Wired Television Group; Otterson Heads New Film Planning to Install Wired Television System as Feasible Method.

## AUGUST

Aug. 8—WOR Files Television Construction Permit for Midtown Station.
Aug. 9—Web Television Plans Proceed; RCA-NBC Going Ahead with General Electric Tieup with First Link Ready in Fall; G. E. Reports 185-Mile Pickup.
Aug. 23—Department Store Inaugurates Intra-Store Wired Television.

## SEPTEMBER

Sept. 1—Television Gains Impetus with Today's Schedule.
Sept. 12—WCAU Application for Television License Is Filed.
Sept. 21—NBC Perfecting Television Commercial Standards.
Sept. 22—General Electric Patent Agreement Revises Television Status.
Sept. 26—Television Promotion Intensified by RCA.
Sept. 28—Femme Product Firms Lead on Television Cooperation.

## OCTOBER

Oct. 3—RCA and Farnsworth in Patent Exchange.
Oct. 17—CBS Engineers Using New Television Methods.
Oct. 18—Television Airplane Reception 200 Miles from Transmitter.
Oct. 19—Settle Television Jurisdiction; AFRA-Equity-SAG Seen Near Accord on Joint Control Over Industry; Meeting with NBC Tuesday.
Oct. 25—Expect FCC Television Break; Conciliatory Attitude in Second Report with "Limited Commercials" Seen; U. S. Subsidy a Possibility.
Oct. 31—Coast Television Market Looms.

## NOVEMBER

Nov. 7—AFM Television Committee Report Advises Local Supervision.
Nov. 8—"Television in Education" To Be Shown By KSTP.
Nov. 9—Television Network Relay Being Built By General Electric.
Nov. 13—Plea For Television "Freedom"; McDonald Asks FCC For Continued Development Unhampered By U. S.
Nov. 14—Actor Unions Ponder Standard Television Scale.
General Electric Appoints Gilmour.
Nov. 15—FCC Gets Television Report; Committee Favors Two Classifications Of Licenses To Aid Development; Limited Commercial Aspect.
Nov. 16—See Compromise In FCC Television Report.
Nov. 17—Unions Renew Television Feud; Equity Attacks Report That It Lost Field To AFRA And Screen Union.
Nov. 20—See Lower Television Sets To Stimulate Market.
Nov. 21—Television Draws 100,000 In Oklahoma City And Chicago.
Nov. 24—Actors Unions Discuss Wage Scales For Television.
FCC Television Permit Sought In Springfield, Mass.
First "Return" Television Show Scheduled By NBC On December 6.
Nov. 28—Television-Purchase Survey Indicates Huge Sales.
Nov. 29—Television Networks Not Remote; See Small "Booster" Units.
Nov. 30—RCA's New Television Camera.

## DECEMBER

Dec. 1—Actor Unions Considering Joint Report On Television.
Dec. 4—RCA New Television Camera Revealed In Capital.
Dec. 5—Television Sports Feasible; NBC Expanding Plans.
Dec. 7—Actor-Union Committee Lining Up Its Television "Code."
Dec. 8—"Premature" Move Avoided; Unions Delay Television Scale.
Dec. 11—Television Chain Feasible Says Major Armstrong.
Dec. 12—DuMont Television Reveals Its New Developments.
Mark Woods To Attend Actors' Television Committee Meet.
Dec. 14—Tells Actor Unions Need For Television Cooperation.
Dec. 15—Television In San Francisco Soon As Site Is Selected.
Dec. 18—DuMont Television Receivers Marked Down For Xmas.
Dec. 19—Over 800 Television Receivers Now In Los Angeles Area.
Dec. 20—Television Was 1939 High Spot; Viewed As Pacing All Other Aspects During The Year.
CBS-Philco Agree To Share Time On Television Wavelength.
Dec. 26—Public Television Hearing Will Be Held By FCC.
RCA Mfg. Co. President's Report Optimistic Over Television.
Equity Reaffirms Stand On Television Jurisdiction.
Dec. 27—More Tests For Television As Aviation Medium.
Dec. 28—Farnsworth Mobile Television Unit Resuming Tour On January 8.



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# Allocation Table

*(The following table was proposed to the FCC by its Television Committee on Nov. 15, 1939. The material contained herein is suggested as a guide for the Commission, but is by no means to be a hard and fast distribution of facilities.)*

| Metropolitan District | Population | Area Square Miles | Channel | Power kw. | (feet) Antenna Height |
|---|---|---|---|---|---|
| Lowell-Lawrence | 332,028 | 292 | 1 | 0.1 | 250 |
| Boston | 2,307,897 | 1023 | 4 | 10 | 500 |
| | | | 6 | 1 | 250 |
| | | | 7 | 0.1 | 250* |
| Providence | 963,686 | 818 | 5 | 1 | 250 |
| | | | 7 | 0.1 | 250* |
| Worcester | 305,293 | 400 | | | |
| Springfield | 398,991 | 519 | 6 | 1 | 250 |
| Hartford | 471,185 | 565 | 3 | 1 | 500 |
| Waterbury | 140,575 | 207 | | | |
| New Haven | 293,724 | 249 | 5 | 1 | 250 |
| Bridgeport | 203,969 | 169 | 7 | 1 | 250 |
| New York | 10,901,424 | 2514 | 1 | 10 | 1000 |
| | | | 2 | 10 | 1000 |
| | | | 4 | 1 | 500 |
| Trenton | 190,219 | 173 | 6 | 0.1 | 250 |
| Philadelphia | 2,847,148 | 994 | 3 | 10 | 500 |
| | | | 5 | 10 | 500 |
| | | | 7 | 1 | 250 |
| Wilmington | 163,592 | 229 | | | |
| Atlantic City | 102,024 | 53 | 6 | 0.1 | 250 |
| Baltimore | 949,247 | 559 | 6 | 1 | 250 |
| | | | 7 | 1 | 250 |
| Washington | 621,059 | 485 | 4 | 10 | 500 |
| | | | 1 | 1 | 250 |
| Scranton | 652,312 | 395 | 6 | 1 | 250 |
| | | | 7 | 0.1 | 250 |
| Reading | 170,486 | 157 | 6 | 0.1 | 250 |
| Harrisburg | 161,672 | 130 | 7 | 1 | 250 |
| Lancaster | 123,156 | 232 | | | |
| Allentown | 322,172 | 335 | | | |
| Albany | 425,259 | 472 | 7 | 1 | 500 |
| Buffalo | 820,573 | 459 | 1 | 10 | 500 |
| | | | 4 | 1 | 250 |
| Detroit | 2,104,764 | 747 | 1 | 10 | 500 |
| | | | 3 | 1 | 500 |
| | | | 5 | 1 | 250 |
| Cleveland | 1,194,989 | 310 | 2 | 10 | 500 |
| | | | 4 | 1 | 250 |
| | | | 6 | 1 | 250 |
| Chicago | 4,364,755 | 1119 | 1 | 10 | 1000 |
| | | | 3 | 10 | 500 |
| | | | 5 | 1 | 500 |
| Pittsburgh | 1,953,668 | 1626 | 1 | 10 | 500 |
| | | | 4 | 1 | 500 |
| | | | 6 | 1 | 250 |
| Utica | 190,918 | 358 | 3 | 1 | 250 |
| Binghamton | 130,005 | 183 | 3 | 1 | 250 |
| Rochester | 398,591 | 304 | 3 | 1 | 250 |
| Syracuse | 245,015 | 140 | 4 | 1 | 250 |
| Altoona | 114,232 | 133 | 5 | 1 | 250 |
| Johnstown | 147,611 | 180 | 3 | 1 | 250 |
| Erie | 129,817 | 89 | 3 | 1 | 250 |
| Youngstown | 364,560 | 363 | 5 | 1 | 250 |
| Akron | 346,681 | 243 | 7 | 1 | 250 |
| Canton | 191,231 | 238 | 3 | 1 | 250 |



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| | | | | | |
|---|---|---|---|---|---|
| Wheeling | 190,623 | 399 | 7 | 1 | 250 |
| Columbus | 340,400 | 219 | 3 | 1 | 250 |
| Dayton | 251,928 | 180 | 5 | 1 | 250 |
| Cincinnati | 759,464 | 520 | 2 | 10 | 500 |
| | | | 4 | 1 | 250 |
| Racine | 133,463 | 185 | 7 | 1 | 250 |
| Milwaukee | 743,414 | 242 | 2 | 1 | 500 |
| | | | 4 | 1 | 250 |
| Rockford | 103,204 | 139 | 4 | 1 | 250 |
| Flint | 179,939 | 141 | 4 | 1 | 250 |
| Grand Rapids | 207,154 | 136 | 4 | 1 | 250 |
| South Bend | 146,569 | 154 | 2 | 1 | 250 |
| Ft. Wayne | 126,558 | 139 | 3 | 1 | 250 |
| Louisville | 404,396 | 464 | 5 | 1 | 250 |
| Charleston | 108,160 | 277 | 1 | 1 | 250 |
| Huntington | 163,367 | 264 | 3 | 1 | 250 |
| Richmond | 220,513 | 335 | 2 | 1 | 250 |
| Norfolk | 273,233 | 469 | 1 | 1 | 250 |
| Roanoke | 103,120 | 231 | 3 | 1 | 250 |
| Evansville | 123,130 | 149 | 3 | 1 | 250 |
| St. Louis | 1,293,516 | 822 | 2 | 10 | 500 |
| | | | 4 | 1 | 250 |
| | | | 6 | 1 | 250 |
| Indianapolis | 417,685 | 312 | 6 | 1 | 250 |
| Toledo | 346,530 | 204 | 6 | 1 | 250 |
| Peoria | 144,732 | 106 | 4 | 1 | 250 |
| Davenport | 154,491 | 127 | 2 | 1 | 250 |
| Kansas City | 608,186 | 455 | 2 | 10 | 500 |
| | | | 4 | 1 | 250 |
| Omaha | 372,851 | 205 | 1 | 1 | 250 |
| Des Moines | 160,963 | 203 | 3 | 1 | 250 |
| Minneapolis, St. Paul | 832,258 | 525 | 2 | 10 | 500 |
| | | | 4 | 1 | 250 |
| Duluth | 155,390 | 444 | 1 | 1 | 250 |
| Wichita | 119,174 | 143 | 1 | 1 | 250 |
| Tulsa | 183,207 | 391 | 1 | 1 | 250 |
| Oklahoma City | 202,163 | 181 | 1 | 1 | 250 |
| Dallas | 309,658 | 504 | 1 | 1 | 250 |
| Ft. Worth | 174,575 | 171 | 3 | 1 | 250 |
| Houston | 339,216 | 799 | 1 | 1 | 250 |
| San Antonio | 279,271 | 467 | 1 | 1 | 250 |
| Knoxville | 135,714 | 193 | 1 | 1 | 250 |
| Nashville | 209,422 | 323 | 3 | 1 | 250 |
| Chattanooga | 168,589 | 490 | 2 | 1 | 250 |
| Atlanta | 370,920 | 221 | 1 | 1 | 250 |
| Birmingham | 382,792 | 308 | 3 | 1 | 250 |
| Memphis | 276,126 | 221 | 1 | 1 | 250 |
| Jacksonville | 148,713 | 218 | 1 | 1 | 250 |
| Pampa | 169,010 | 266 | 2 | 1 | 250 |
| Miami | 132,189 | 112 | 1 | 1 | 250 |
| Savannah | 105,431 | 370 | 2 | 1 | 250 |
| Little Rock | 113,137 | 109 | 2 | 1 | 250 |
| New Orleans | 494,877 | 287 | 1 | 1 | 250 |
| Denver | 330,761 | 305 | 1 | 1 | 250 |
| Salt Lake City | 184,451 | 451 | 1 | 1 | 250 |
| El Paso | 118,461 | 291 | 1 | 1 | 250 |
| Spokane | 128,798 | 270 | 1 | 1 | 250 |
| Seattle | 420,663 | 210 | 1 | 1 | 250 |
| Tacoma | 146,771 | 191 | 3 | 1 | 250 |
| Portland | 378,728 | 277 | 2 | 1 | 250 |
| San Francisco | 1,290,094 | 826 | 1 | 10 | 500 |
| | | | 3 | 1 | 500 |
| | | | 5 | 1 | 250 |
| Sacramento | 126,995 | 462 | 4 | 1 | 250 |
| San Jose | 103,428 | 210 | 7 | 1 | 250 |
| Los Angeles | 2,318,526 | 1474 | 1 | 10 | 500 |
| | | | 3 | 1 | 500 |
| | | | 5 | 1 | 250 |
| San Diego | 181,020 | 332 | 4 | 1 | 250 |



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# FCC TELEVISION COMMITTEE REPORT

SECOND important step in television was taken by the FCC on Nov. 15 when a television committee submitted its findings covering an extensive study of the visual broadcasting medium. The committee favored two classifications of licenses to aid development of the new industry, and included in its report explanations regarding the advisability of commercial television on a limited basis.

The committee, headed by Commissioner T. A. M. Craven, and including Commissioners Norman S. Case and Thad H. Brown, recommended that one group of stations be licensed for technical research while another group be licensed to develop program technique.

Although the rules would prohibit television broadcast licensees to make any charge, directly or indirectly, for the transmission of either aural or visual programs, sponsorship is not banned provided such sponsorship is primarily for the purpose of experimental program development. It was understood that the committee is adamant against exploitation of television time but was not opposed to the licensee receiving funds for program material and talent.

## 96 Allocations

A plan of allocation was outlined for the commission which would permit the granting of licenses in 96 metropolitan centers throughout the nation, however it was pointed out that departures might be necessary as experience is gained by the FCC from actual operations of licensed stations. Only seven of the nineteen television channels are developed sufficiently now, the committee found, and these seven (below 108,000 kc.) were suggested as the starting point for broadcast operations.

"In order to insure a fair and equitable distribution of the seven lower frequency channels to the various communities of the nation, the Committee is of the opinion that as a general allocation plan or policy, not more than the following number of these seven channels should be made available for the licensing of television stations in cities below indicated:

"Cities whose metropolitan districts exceed 1,000,000 population, 3 channels.

"Cities whose metropolitan districts are not less than 500,000 or more than one million population, 2 channels.

"Cities whose metropolitan districts are less than 500,000 population, 1 channel."

## Time-Sharing Suggested

Where there are more applicants from any one district than there are facilities available, it was suggested that advantage should be taken, for the time being, of time-sharing agreements. However, the committee declared that every encouragement should be given to experimentation on the twelve upper channels, and before resorting to time-sharing it should be determined whether or not one of the twelve higher channels could be used.

The public is the key to further progress in television, the committee reiterated throughout its report and although steps were taken to encourage television, there was repeated warning that extreme promises might easily mean irreparable damage. Programs having a high public appeal were recommended as the means for wooing public support for television but immediate commercialization of television program service would not, in the opinion of the committee members, increase the sale of receivers. On the contrary, they warned, it might easily result as a retardation of the ultimate sale of such receivers on a large volume basis.

Lengthening its warning against complete commercialization in television, the committee weighed its possible effect upon the industry itself. "Premature commercialization," it was said, "might crystallize employment and wage levels before a new-born art and industry has any opportunity to gain sufficient experience to obtain the stability in this phase of the service which is so essential to employer and employee alike."

## Commercial Tele Considered

Keeping in mind that the rules of today can be different than those of tomorrow, the three Commissioners declared that there is no "circulation" in television to attract any sponsor as a logical media. "It appears obvious," said they, "that before commercialization of television can become feasible, the service should be ready to sell some reasonable basis of circulation value to the sponsor."



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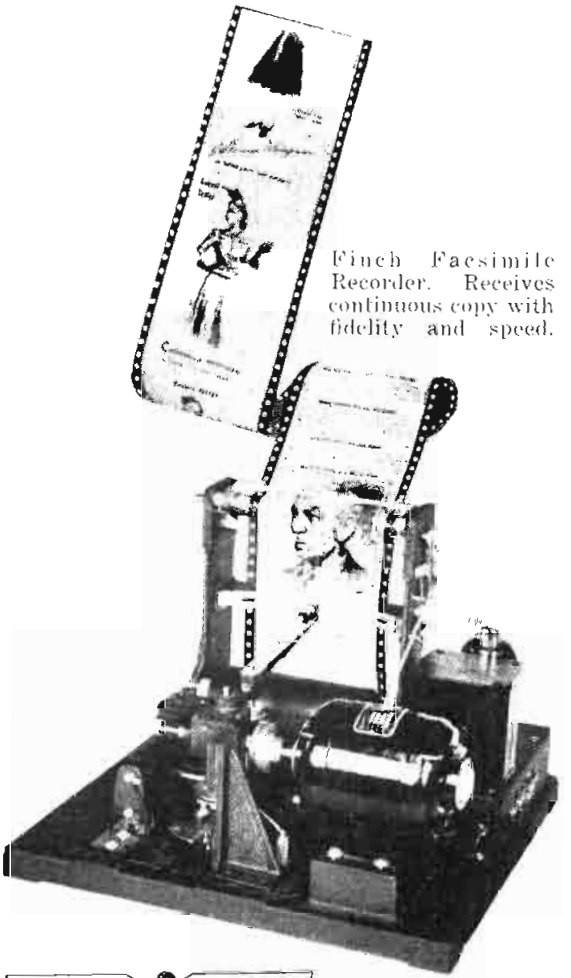
# BROADCASTERS —

# finch facsimile



Finch Facsimile Recorder. Receives continuous copy with fidelity and speed.

## Opens New Fields for Profits!!

NOW is the time to equip your station with FINCH FACSIMILE apparatus so that by experimentation you will be prepared to establish yourself in a position in this new field.

Facsimile—which is the transmission of printing, drawings, comics, and sketches, as well as advertisements, holds big profits possible for the future.

Revenues can be obtained immediately to offset present installation cost.

•

***Write immediately to us for information.***

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# EXPERIMENTAL FACSIMILE BROADCAST STATIONS

| *Licensee and Location* | *Call Letters* | *Frequency Kilocycles* | *Power Watts* | *Emission* |
|---|---|---|---|---|
| Bamberger Broadcasting Service<br>New York, N. Y. | W2XUP | 25250 | 100 | A3 & A4 |
| A. H. Belo Corporation<br>Dallas, Texas | W5XGR | 25250 | 100 | A4 |
| The Cincinnati Times-Star Co.<br>Cincinnati, Ohio | W8XVC | 25175 | 100 | A4 (C.P. only) |
| The Crosley Corporation<br>Cincinnati, Ohio | W8XUJ | 25025 | 1000 | A3 & A4 |
| The Evening News Association<br>Detroit, Mich. | W8XTY | 25250 | 150 | A4 |
| W. G. H. Finch<br>New York, N. Y. | W2XBF | 43740 | 1000 | A4 |
| The Louisville Times Co.<br>N. E. of Eastwood, Ky. | W9XWT | 25250 | 500 | A3 & A4 (C. P. only) |
| The National Life & Accident Insurance Co.<br>Nashville, Tenn. | W4XIH | 25250 | 1000 | A4 |
| The Pulitzer Publishing Co.<br>St. Louis, Mo. | W9XZY | 25100 | 100 | A4 |
| Radio Pictures, Inc.<br>Long Island City, N. Y. | W2XR | 43580 | 500 | A3 & A4 |
| Sparks-Withington Co.<br>Jackson, Mich. | W8XUF | 43900 | 100 | A4 |
| Star Times Publishing Co.<br>St. Louis, Mo. | W9XSP | 25250 | 100 | A4 |
| United Broadcasting Co.<br>Cleveland, Ohio | W8XE | 43620 | 100 | A4 |
| WBEN, Inc.<br>Buffalo, N. Y. | W8XA | 43700 | 100 | A4 |
| WBNS, Inc.<br>Columbus, Ohio | W8XUM | 25200 | 100 | A4 |
| WOKO, Inc.<br>Albany, N. Y. | W2XWE | 25050 | 500 | A3 & A4 (C. P. only) |

## BROADCAST STATIONS LICENSED FOR EXPERIMENTAL TRANSMISSION OF FACSIMILE SIGNALS

| *Call Letters* | *Licensee and Location* | *Frequency Kilocycles* | *Power Authorized Watts* |
|---|---|---|---|
| KFBK | McClatchy Broadcasting Co.<br>Sacramento, Calif. | 1490 | 10000 |
| KMJ | McClatchy Broadcasting Co.<br>Fresno, Calif. | 580 | 1000 |
| WGN | WGN, Inc.<br>Chicago, Ill. | 720 | 50000 |
| WHK | United Broadcasting Co.<br>Cleveland, Ohio | 1390 | 1000 |
| WHO | Central Broadcasting Co.<br>Des Moines, Iowa | 1000 | 50000 |
| WLW | Crosley Corp.<br>Cincinnati, Ohio | 700 | 50000 |
| WOKO, Inc., Albany, N. Y. | | 1430 | 500 |
| WOR | Bamberger Broadcasting Service, Inc.<br>Newark, N. J. | 710 | 50000 |
| WSM | National Life & Accident Insurance Co.<br>Nashville, Tenn. | 650 | 50000 |

### PENDING APPLICATION

| | | | | |
|---|---|---|---|---|
| Unassigned | Symons Broadcasting Co., Spokane, Wash. | 25150 | 100 | A4 |



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# F.C.C. REGULATIONS

## Applicable to Television
## and
## Facsimile Broadcasting Stations
## As of January 1st, 1940

*(The following rules applicable to television were presented by the Federal Communications Commission Television Committee consisting of Commissioners Craven, Case and Brown as its recommendation for the liberalization of existing regulations to help popularize this method of visual broadcast. They are contained in the Second Report of the Committee dated November 15, 1939 and await consideration from the Commission sitting en banc at the time of going to press.)*

*The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.*

### Television Broadcast Stations

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be authorized for both visual and aural broadcast as hereinafter set out.

There shall be two types of experimental television stations, namely, "Experimental Research Stations" and "Experimental Program Stations" which shall be known as Class I and Class II stations, respectively.

A license for a television Class I station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation in the technical phases of television broadcasting, not requiring a service directly to the public, which indicates reasonable promise of substantial contribution to the development of the television art.

2. That the program of research and experimentation will be conducted by qualified engineers.

3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

A license for a Class II station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of experimentation in the television broadcast service including scheduled programs which indicates reasonable promise of substantial contribution to the advancement of television broadcasting as a service to the public.

2. That the program of experimentation will be conducted by qualified personnel.

3. That a minimum scheduled program service of five hours per week will be maintained throughout the license period. (This provision modifies Section 4.4 as it applies to Class II television broadcast stations.)

4. That program material is available and will be utilized by the applicant in rendering broadcast service to the public.

5. That the applicant will install and operate adequate transmitting and studio equipment to render a satisfactory service to the public within the designated service area and with the television transmission standards recognized by the Commission for Class II television stations.



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6. That the operation with respect to fidelity of transmission, spurious emissions, carrier noise, safety provisions, etc., will be in accordance with the standards of good engineering practice applicable to television broadcasting stations in all phases not otherwise specifically included in these regulations. (The specifications for operation deemed necessary to meet the requirements of good engineering practice as applied to television stations will be published from time to time. These specifications will be altered as the art progresses and upon a showing being made that such changes are desirable in the public interest.)

7. That operation as proposed by the application will not result in objectionable interference to any other Class II station as determined by the Standards of allocation applicable to television broadcast stations.

8 That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

9. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

### Operation

(a) A licensee of a television broadcast station (Class I and Class II) shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

## CLASS I STATIONS

### Scope of Experimentation; Limitations and Restrictions

(b) Class I stations shall operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate for rendering regularly scheduled broadcast service to the public.

(c) Class I stations will not be required to adhere to the television transmission standards recognized by the Commission for Class II television stations.

(d) No Class I station shall operate when interference would be caused by such operation to the regularly scheduled broadcast service of a Class II station.

## CLASS II STATIONS

### Scope of Experimentation; Service Requirements

(e) Class II stations shall operate to render scheduled television broadcast service for public consumption, and in connection therewith may carry out experiments with respect to program technique, determine power and antenna requirements for satisfactory broadcast service and perform all research and experimentation necessary for the advancement of television broadcasting as a service to the public.

(f) Class II stations shall operate in accordance with the television transmission standards (scanning, synchronization, etc.) which the Commission recognizes for this class of station. The Commission will recognize a modification in these standards upon a showing by the applicant proposing the changes that it will be in the public interest to require all Class II stations to adopt the proposed changes.

(g) Class II stations shall make all equipment changes necessary for rendering the external transmitter performance required by the Commission.

(h) Class II stations shall maintain a minimum scheduled program service of five hours per week throughout the license period. (The Commission may modify this minimum schedule in accordance with the showing on the merits in individual cases.)

(i) In case of failure of a Class II station to render its minimum of scheduled program service per week, the license therefor will not be renewed unless it be shown that the failure of program service was due to causes beyond the control of the licensee.

(j) Class II stations may broadcast sponsored programs, provided such sponsorship and the program facilities or funds contributed by sponsors are primarily used for experimental development of television program service. Solicitation, or the offering on the part of a licensee to anyone, of its licensed facilities for hire as a regular service to the public or as a service to sponsors on other than an experimental basis is prohibited.

### Frequency Assignment

(a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

| *Group A* | | *Group B* | |
|---|---|---|---|
| Channel | | Channel | |
| No. 1 | 44,000-50,000 kc | No. 8 | 156,000-162,000 kc |
| 2 | 50,000-56,000 | 9 | 162,000-168,000 |
| 3 | 66,000-72,000 | 10 | 180,000-186,000 |
| 4 | 78,000-84,000 | 11 | 186,000-192,000 |
| 5 | 84,000-90,000 | 12 | 204,000-210,000 |
| 6 | 96,000-102,000 | 13 | 210,000-216,000 |
| 7 | 102,000-108,000 | 14 | 234,000-240,000 |
| *Group C* | | 15 | 240,000-246,000 |
| Any 6000 kc band above 300,000 kc excluding band 400,000-401,000 kc. | | 16 | 258,000-264,000 |
| | | 17 | 264,000-270,000 |
| | | 18 | 282,000-288,000 |
| | | 19 | 288,000-294,000 |



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(b) Each Class II television broadcast station will be assigned only one channel from Groups A or B. Class I television stations may be assigned one or more channels as the program of experimentation requires. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel. The assignment of channels in Group A to Class II television broadcast stations does not preclude the use of these channels by Class I stations although the Class II television station has priority for the use of the channel for scheduled program service.

(c) Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations and developmental mobile service. However, no mobile or portable stations will be licensed for the purpose of transmitting television programs to the public directly.

(d) The assignment of frequency channels in group (a) for Class II television broadcast stations will be limited as follows: (This limitation upon the use of the channels for metropolitan districts having different populations can be departed from, providing the applicant shows that no other metropolitan district would be restricted to fewer channels than provided for by the table.)

| | |
|---|---|
| Cities whose metropolitan districts exceed 1,000,000 population..... | 3 channels |
| Cities whose metropolitan districts are not less than 500,000 population or more than 1,000,000 population ..... | 2 channels |
| Cities whose metropolitan districts are less than 500,000 population.. | 1 channel |

(e) A license for only one Class II television station, on a channel in Group A, will be granted to a person to serve in whole or substantial part the same service area.

(f) No Class II television broadcast station will be assigned a channel in Group A for time sharing operation unless it is shown that the service proposed can not be rendered on a channel in Group B.

## Power

(a) The operating power of a Class I station shall not be in excess of that necessary to carry forward the program of research.

(b) The operating power of a Class II station shall not be in excess of that necessary to provide adequate service to the service area designated for the station.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

(a) *For Class I Television Broadcast Stations*:

1. Number of hours operated.

2. Comprehensive report of research and experimntation conducted.

3. Conclusions and program for further developments of the television broadcast service.

4. All developments and major changes in equipment.

5. Any other pertinent developments.

(b) *For Class II Television Broadcast Stations*:

1. Number of hours operated during which programs were transmitted classified as studio performances, special events (with appropriate description), films, etc.

2. Description of studio equipment used and any developments made during the license period.

3. Statement of the progress made in the advancement of television broadcasting as a service to the public.

4. Itemized financial statement showing cost of operation during the license period.

5. Field intensity measurements and visual and aural observations to determine the service area of the station (required for first report only and whenever changes are made which would tend to cause a change in the service area.)

## Facsimile Broadcast Stations

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.

2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.

3. That the program of research and



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experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

### Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

### Frequencies Allotted

The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

| *Group A* | *Group B* | *Group C* | *Group D* |
|---|---|---|---|
| 25,025 kc | 43,540 kc | 116,110 kc | Any frequency above 300,000 kc excluding band 400,000 to 401,000 kc. |
| 25,050 | 43,580 | 116,230 | |
| 25,075 | 43,620 | 116,350 | |
| 25,100 | 43,660 | 116,470 | |
| 25,125 | 43,700 | | |
| 25,150 | 43,740 | | |
| 25,175 | 43,780 | | |
| 25,200 | 43,820 | | |
| 25,225 | 43,860 | | |
| 25,250 | 43,900 | | |
| | 43,940 | | |

Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

One frequency only will be assigned to a facsimile station from the Groups in subsection (a) of this rule. More than one frequency may be assigned under provisions of subsection (b) of this rule if a need therefor is shown.

Each applicant shall specify the maximum modulating frequencies proposed to be employed.

The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 40.01, provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

### Power Limitations

The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Sections 40.01 to 40.11 of the FCC Regulations.

### Power Limitations

The power output rating of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.

2. Comprehensive report of research and experimentation conducted.

3. Conclusions and program for further developments of the facsimile broadcast service.

4. All developments and major changes in equipment.

5. Any other pertinent developments.



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# FACSIMILE PROGRESS IN THE U.S. DURING 1939

*By*

***W. G. H. FINCH***

*President, Finch Telecommunications, Inc.*

THAT a picture is worth ten thousand words fits communication as it does other arts. The famous Chinese sage may not have thought of facsimile communication via electrical flutterings; nevertheless, centuries ago when he propounded that axiom he admirably stated the case for this precise means of modern communication.

## Equipment

Today's facsimile equipment, however, by virtue of automatic recording and synchronizing methods, may be considered as communications tools which may be applied to existing wire and radio circuits just as today's microphones, amplifiers and other related apparatus may be employed for transmission and reception of aural intelligence.

The latest possibilities of facsimile as a general communications medium extend to many services now employing telephony or telegraphy. As an adjunct to press services, it may be applied on existing telephone or radio channels to transmit news, proofs for correction, and other intelligence. In the allied field of advertising, methods now employed in exchanging proofs, layouts, and other illustrated copy between offices in different cities.

## Future

The potentialities of facsimile broadcasting as a future form of mass communications comparable in scope to that of aural broadcasting have been a subject of increasing interest to many in various fields. In the report of the National Resources Committee, published in July, 1937, facsimile broadcasting was included with television as one of the major technical developments which hold great promise for public service, and therefore may be expected to influence the social and economic life of the nation.

Under the regulations established by the Commission to cover experimental facsimile broadcasting, each station was required to place test recorders in homes within its primary service area to aid in determining public reaction to the projected service. The regular assigned frequencies and broadcasting equipment of the stations were to be employed in early-morning transmissions from midnight to 6:00 a. m., when aural broadcasting facilities would ordinarily be idle. Time switches were to be installed in homes to effect control of receivers and recorders at pre-determined hours.

## Progress

Since the Fall of 1937, a total of 23 experimental facsimile broadcasting stations in various parts of the country have inaugurated daily transmissions of illustrated facsimile news bulletins and other copy to recorders in their primary service areas. In some cases, regular broadcasting channels are employed during early-morning schedules. In others, ultra-high-frequencies provide an experimental service during daylight or evening hours.



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Now thousands of families are availing themselves of a regular facsimile newspaper consisting of daily news broadcasts sent out by the various facsimile broadcasters.

## Methods

Briefly, in non-technical language, facsimile in its electrical communications sense, involves the conversion of illustrations, or other copy such as printed matter, into an electrical signal which can be sent over telephone or radio communications circuits. At the receiver the signal is automatically converted back into its visible form, appearing as a recorded replica of the original copy. The received copy is permanent and, like a printed page, can be handled, observed or read whenever desired.

The more technical phases of facsimile transmission and reception are generally understood by radio and sound engineers. For those who want to know just how radio facsimile transmission is effected a brief description of the Finch Facsimile transmitter, now used by the majority of experimental facsimile broadcasters as licensees under the Finch patents, will probably clarify some points in question.

## Transmitter

The facsimile transmitter of the type to be employed by the pioneering stations in the forthcoming experimental service employs a scanning machine in which the copy to be sent over the air is inserted in what is termed the "copy head." This holds and advances the copy in front of a "scanning head," consisting of a small electric bulb, lens system and photocell. Light from the bulb is focused as a small spot on the surface of the paper carrying the copy, and the reflected light is picked up by the light-sensitive photocell. The scanning head is moved from side to side by an electric motor so that the spot of light traces a series of parallel paths across the copy, which is moved upwards through a distance equal to the diameter of the light spot at the end of each scanning stroke. In this manner, the entire surface of the paper is scanned, line by line, the black, half-tone and white areas reflecting to the photocell varying amounts of light ranging from minimum to maximum. These variations in reflected light effect a change in the amount of electric current flowing through the photocell, which in turn controls the loudness of a high-pitched whistle-like tone. The tone, called the "facsimile carrier" with its rising and falling aural characteristics, is then applied to ordinary broadcast amplifiers. These deliver it to the radio transmitter in the same manner in which aural broadcast signals are handled. Any conventional broadcasting receiver tuned to the frequency of the transmitter will then pick up the signals. However, in order for the broadcasting listener to utilize these signals he must have a recording machine to convert them back into their visible equivalents on paper.

## Home Recorder

The Home Facsimile Recorder is used for this purpose. The recording machine in many ways is similar to the scanning instrument. What is termed a "receiving copy head," holds the dry electro-sensitive recording paper, which is fed as a continuous strip two columns wide from a roll carried in the lower part of the machine. A recording stylus is then moved by a small electric motor from side to side across the surface of the paper, forming marks on the paper corresponding in position and quality to the elements of the copy at the transmitter. When the incoming signal is loudest the line traced is darkest, when it is weakest no trace is formed. At the end of each of these recording strokes the paper is moved up by an amount equal to that of the width of each line element. By means of extremely short low-tone synchronizing control impulses sent out by the transmitter just before the start of each recording stroke and by the use of a small motor turning over at a predetermined speed the recording stylus always moves across the paper in step with the scanning head of the transmitter, recording copy in its proper position, regardless of the type of electrical power supply of the different states in which transmitter and receivers may be located. The recorded copy is built up line by line to appear as a duplicate of the original.

## Conclusion

The actual home recording machine is small enough to be housed as a complete unit in a cabinet approximately a foot square. It may be connected without auxiliary amplifying equipment to the output circuit of any broadcast receiver having a power rating of three watts or more. A switch in the loud speaker circuit is then employed to cut the speaker off during the recording of facsimile broadcasts. The broadcasting station from which facsimile signals are sent is tuned in with the receiver as if regular aural programs were to be received. The facsimile recorder is switched on and the volume control of the receiver is turned to the point where copy has the desired contrast. The actual recording operation is wholly automatic and requires no attention.



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# *News* . . . . .

***recorded on the scene of action!***

# AMERICAN RADIO NEWSREEL

An accredited news gathering organization presenting the *actual* personalities who make feature and page-one headlines along the newsfronts of the world, plus fast, on-the-spot coverage direct from the *actual* scenes of important news stories. *Three Releases Per Week.*

**Available for National Sponsorship**

**AMERICAN RADIO NEWSREEL, INC.**
**Room 907, Time and Life Bldg., New York, N. Y.**




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# RADIO PRODUCTION

***What's What and Who's Who Back Stage With Radio Production 1939 - 1940***

***F.C.C. Regulations***

•

***Production***

•

***Programs***

•

***Nation Wide Talent***

•

***Transcriptions***

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***Producers***

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***Script Libraries***

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***Promotion Digest***

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***Agents***

•

***Music Publishers***

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**GRIPPING ACTION** . . . "Secret Agent K-7" thrilled millions on an NBC nation-wide network for 1½ years. The gripping action of K-7's adventures on land and sea and in the air · based on his actual experience in intelligence work and the exploits of secret agents in many lands—has created a ready-made audience which eagerly awaits new K-7 adventures.

**TIMELY THRILLS** . . . As he tracks down spies and exposes plotters, K-7 relives the stories behind today's headlines. Here's a program packed with thrills as timely as the news of the hour!

**SUSTAINED INTEREST** . . . Each K-7 program is complete in itself . . . but one adventure leads to another, thus sustaining listener-interest and assuring an increasing audience as the series progresses.

# "SECRET AGENT K-7 RETURNS"

## gives spot advertisers these audience-building features!

This recorded program series is available for local, regional or national spot broadcasts. May be used on one or one hundred stations one, two or three times weekly, as needed. 78 quarter-hour episodes each a complete story.

K-7 is an outstanding program for product promotion directed to both youngsters and adults. And it offers almost unlimited opportunities for exploitation and merchandising.

*Expertly produced in association with*

**HEFFELFINGER RADIO FEATURES**

For presentation and merchandising guide, write:

# NBC Radio-Recording Division

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

**RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood**



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# BACKSTAGE

## Radio Production During 1939

*By*
***NORMAN S. WEISER***
*Associate Editor*
*RADIO DAILY*

GRADUALLY climbing into the leading brackets in industry, radio, in 1939 surpassed all previous endeavors in so far as production was concerned, and according to all indications during the early part of the first quarter of the current new year, the climb will continue without interruption. Highlighting radio's greatest year was the mark set by MBS, CBS and NBC in gross cumulative billings, of $84,000,000, an increase of $13,000,000 over the previous year. NBC's Red and Blue networks surpassed their previous record by chalking up gross billings totaling more than $45,000,000, thus becoming the leading single medium in the advertising field.

### Television

Television moved into the radio picture, and on April 30 began active operations. During the balance of the year, the new visual-audio art marked strides even larger than the steps taken by radio in its first 8 months of commercial life. At the turn of the decade, television was an established factor in the entertainment world, and gave every indication of continued health during the coming year. Another newcomer to the industry, from a production angle, was frequency-modulation. Although this new form of staticless broadcasting has been known for years, it was in 1939 that first transmissions took place, and opening 1940 was the word that development of frequency modulation had expanded to such a degree that receivers were to be marketed, and regular experimental transmissions were to be heard over more than 25 outlets.

### Programs

While program likes and dislikes were only slightly changed during 1939, one important development in the production of commercial shows was noted — the heavy influx of cash giveaways. Quiz programs also maintained their heavy listening audiences, with "Information Please" leading the list in popularity. From Hollywood came the fact that motion picture concerns were more or less revising their anti-radio policies, even to the extent of purchasing time for the promotion of pictures via radio. The Screen Actors' Guild chalked up another year of broadcasting, with Gulf paying $400,000 to the fund for the privilege of presenting name talent from the film capitol.

The European war created for radio another niche in the hall of fame. For it was through the unrelenting coverage of radio that the entire world was kept abreast of the happenings in trouble-torn Europe. The networks, operating under emergency measures, maintained a sane schedule of programs, and offered their listeners world-wide coverage, even broadcasting the epoch-making speech in which Chamberlain declared war. With transmission from Europe almost an hourly affair during the height of the activity, production in radio reached a new all-time high that undeniably made it "the greatest show on earth."

### Labor

Unionism reached a peak, with AFRA signing contracts with the networks, 57 agencies and seven producers, and also putting through contracts with local stations throughout the country. AFM negotiations were started for new contracts, and the broadcasters formed BMI to counteract Ascap, whose contract expires at the close of the current year.

While the radio industry has grown to maturity and has taken under its wing several subsidiaries, the eventual height to which it will climb is still in the offing. That there will be continued improvement throughout 1940, what with television readying its commercialism and network debut, frequency modulation champing at the bit to get started, and the networks already indicating still another year of record gross billings, is a certainty.



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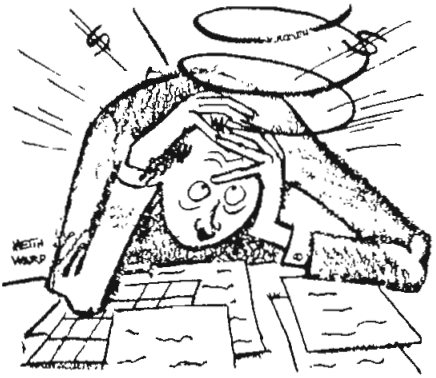

# WHY RADIO MEN MISS THE 5:15

Once upon a time a radio executive ate dinner at home. Years ago.

There are 300 reasons why a man we know never catches the 5:15. Account Executives do. Art Directors do. He doesn't.

These 300 reasons are the 300 program suggestions thrown at him during an average month. To give even fleeting thought to each, this man must develop cauliflower ears from listening—overwork his waste basket—or miss his train. He misses his train.

At Gellatly, Inc. we have established a policy that we hope will help him catch more trains—even if we may miss some business. But we believe it will help us make more friends.

We can discount the self-starting enthusiasm of suggesters of "terrific" shows. We know that sometimes today's thrill is tomorrow's headache.

We have set ourselves up as sparring partners for geniuses with ideas. When the genius packs an authentic punch we will bring his ideas around to you just as soon as we come out of the haze of our enthusiasm.

We may tell you about only one program idea a month but that one will be well worth listening to because we know radio's selling values from both sides of the mike—and are pretty good at recognizing a hit when we hear one.

The programs we will bring you will possess qualities you can definitely recommend to clients. They will have entertainment value. They will have selling value. They will build audiences or they are written to appeal to a ready-built audience of multiple millions familiar with the characters in the show. They will offer merchandising possibilities that ingenuity can go to town with.

In short, they will be good.

This pre-audition testing on *our* time will save *your* time — get you home more frequently for dinner — build up your contacts with your family — and perhaps make you look even more often than ever to *"Gellatly for good shows."*

## GELLATLY, INC.

9 ROCKEFELLER PLAZA, NEW YORK

WILLIAM B. GELLATLY, *President* LOUIS J. F. MOORE, *Vice-President*



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# Federal Trade Commission Review Of Commercial Continuities

NATIONAL and regional networks and producers of electrical transcription recordings are regularly called upon to submit copies of their commercial radio broadcast continuities to the Federal Trade Commission which reviews them through its Radio and Periodical Division. The procedure in handling continuities is discussed in another article concerning the activities of the Commission appearing in the legal section of this volume.

In its examination of advertising, the Commission's only purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what untruths or half truths he may not continue to say under the law. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices deemed to be unfair methods of competition or unfair or deceptive acts or practices in interstate commerce.

It is not the policy of the Commission to indicate its opinion, or give legal advice upon any assumed or given state of facts, but its findings, after full investigation and hearings, are expressed only in the manner provided by the statutes which it administers, and in the manner provided by its rules of practice and procedure adopted pursuant thereto.

The Commission receives many requests from radio stations, advertisers and advertising agencies for advice and information concerning certain advertisers and their products. The Commission cannot give the information requested in many cases, either because the matter may be under investigation or the Commission is not fully advised of all the facts and cannot render opinions therein; and, in any case, it is not the Commission's policy to pass on the merits of products advertised and it would be obviously impracticable for it to give counsel concerning unpublished or prospective advertising.

Twenty-five years of experience in the many thousands of advertisements in the entire field of trade, has enabled the Commission and its staff to standardize, for their own guidance, some types of advertising commonly observed.

### Types of Advertising Reviewed

Claims based upon false statements or misleading exaggerations.

Claims ambiguous in wording which may mislead.

Claims indirectly misrepresenting a product through distortion of detail.

Claims of an illogical nature and contrary to common sense.

Claims holding out the prospect of excessive profits or earnings.

Misleading price claims.

Contests of a dubious nature, and omission or concealment of any essential factor of a contest.

Lotteries and contests depending upon chance and lottery in their development.

Representing that various articles are given "free," i.e., creating a false impression that something additional is being given without charge, when in fact its cost is fully covered in the price of the main article advertised.

Statements tending to disparage competitors.

Psuedo-scientific claims which are untrue and assertions that distort the true meaning or application of statements made by accredited professional and scientific authorities; false advertisement of food, drugs, devices or cosmetics where the use of the same may be injurious to health because of results from such use under the conditions prescribed in the advertisement, or from customary and usual use; also where the false adver-



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*You are cordially invited to write, wire or phone*

## *KASPER-GORDON, Incorporated*

## *140 BOYLSTON STREET, BOSTON*

*For suggestions and prices on your next transcription job — whether it be for ½ hour — ¼ hour — 5-minute — 1-minute — 100-word — or 30-word spots. Also — "live" productions — syndicated tested transcriptions — air-checks — sound-on-film — original theme songs. Now serving some of the finest agencies, advertisers and stations in the world. — No account or job too large or too small. — Our studios are organ-equipped — lines to all Boston stations. An experienced personnel is ready to serve you. — Affiliates in principal cities - - -*



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tising is with intent to defraud or mislead. Closely related to this group are direct and inferential claims of remedy, relief, or cure when such claims are false. Testimonials are considered as a direct representation by the advertiser as to the truth of the contents thereof.

## Commercial Announcement Requirements

Only the commercial portions of programs or continuities are required by the Federal Trade Commission for its review of advertising by radio broadcast.

The term "commercial" includes all announcements, statements or assertions tending to or intended to create a demand for or to induce the purchase of any article of commerce, whether such commercial script opens, is interspersed with, or concludes a program.

Those portions of a program are deemed non-commercial and copies are not required, which are of a purely entertaining, informative, civic or political, educational or religious nature. Examples of non-commercial script are music, addresses, lectures, political speeches, sermons, discussions of current events, etc.

The criterion of a commercial station is whether its broadcasting is paid for by some sponsor, either as a sales lead or otherwise. Those stations which do not charge for their broadcasting services, and do not advertise their owners' commodities for sale, have been listed as non-commercial and excused from reporting.

Copies of spot announcements by or for local merchants are desired, as these often refer to articles of commerce moved interstate; and, in any event, every radio broadcast or transmission of intelligence may be an interstate matter.

Whenever the commercial announcements appended to or given in connection with a transcription program (electrical or otherwise) are read or delivered by an announcer in a local station, copies of such announcements are to be reported.

Chain programs transmitted over networks are reported directly to the Commission by the network headquarters, and need not be reported by the individual stations, except in cases of originating key stations, supplying commercial programs for cooperative networks, which may not have established headquarters.

Where commercial broadcasts are given extemporaneously, it is desired that typewritten reports be submitted of any portions construable as promotional sales effort, or likely to induce the purchase of commodities.

The Commission requests that an English translation be submitted for commercial continuities which were broadcast in any foreign language.

Only one copy of a commercial announcement need be reported where the identical announcement has been broadcast several times during the 15-day specified broadcast period covered by the request.

However, when continuity returns are submitted in response to subsequent requests of the Commission, additional copy should be included, even though some broadcasts may be identical to those rendered in response to a prior request.

Obviously, new Commission actions, orders and stipulations involving parties named as respondents in previous cases would require specimens of current broadcasts in order to check for compliance.

No standard form of report is needed. The carbon copies submitted by the stations serve the purpose.

It is essential, and the Commission specifically requests, that the call letters of the station and also the date of broadcast be printed, stamped or written upon each sheet of continuity submitted.

The name and address of the advertiser should also be indicated where it does not clearly appear.

## Recent Amendments

New duties and responsibilities, as well as added powers, were conferred upon the Federal Trade Commission by the Wheeler-Lea amendment of March 21, 1938, amending the Federal Trade Commission Act. Certain additional sections were added to the earlier Act, specifically applying to food, drugs, devices and cosmetics. These sections specifically make it unlawful for anyone to disseminate or cause to be disseminated, any false advertisement by the United States mails, or in commerce by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of such commodities. Such sections also make it unlawful to disseminate any false advertisement by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase in commerce of food, drugs, devices or cosmetics.



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# GENE STAFFORD

*Radio Writer*

☆

MANAGEMENT--BEN TAFT

HARRY NORWOOD AGENCY, INC

45 ROCKEFELLER PLAZA • Circle 6-5242-3



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# Program Producers

### *Aerogram Corporation*

1611 Cosmo St., Hollywood, Cal. Phone, Hillside 7211. General Manager, G. Curtis Bird. REGIONAL REPRESENTATIVES: Charles J. Basch, Jr., 171 Madison Ave., New York, N. Y. Phone, MUrray Hill 4-4717. Jones & Hawley, 228 N. LaSalle St., Chicago, Ill. Phone, State 5096. F. R. Jones, Scott Kingwill, Jones & Hawley, Bulkley Building, Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, air checks, studio rental, all types of lateral recording.

### *Air Features, Inc.*

247 Park Ave., New York. Phone, WIckersham 2-0077.

### *Albany School of Cooking*

13 Fern Ave., Albany, N. Y. Phone, 2-7291. Director, Jennie N. Parkinson. STUDIO: 16 Albany-Schenectady Road, Albany, N. Y. SERVICES OFFERED: Production of cooking school of the air.

### *Alton Alexander*

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-1621. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

### *Arthur Ashley*

457 West 47th St., New York, N. Y. Phone, COlumbus 5-1348. Owner, Arthur Ashley; Office Manager, Louise Sesti; In Charge of Italian Programs, Gino Falconi; In Charge of Polish Program, Erna Granicka. SERVICES OFFERED: Foreign language program production; scripts and continuity, recording, talent, merchandising.

### *Associated Music Publishers, Inc.*

25 West 45th St., New York, N. Y. Phone, Bryant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, scripts, recording facilities, both vertical and lateral.

### *Authors & Artists, Inc.*

30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-1811-2-3. President, Norman H. White, Jr.; Vice-President, Gerald Dickler; Secretary, Robert J. Prescott; Treasurer, S. Kirby Ayers. SERVICES OFFERED: Program ideas and production, scripts.

### *Ayers-Prescott, Inc.*

30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-1811. President, Robert J. Prescott; Program and Production Director, S. Kirby Ayers. SERVICES OFFERED: Program production, talent.

### *Joseph M. Barnett*

666 West End Ave., New York, N. Y. Phone, SChuyler 4-8200. SERVICES OFFERED: Scripts, production, talent.

### *Basch Radio Productions*

171 Madison Ave., New York, N. Y. Phone, MUrray Hill 4-4717, 4-4632. Owners, Charles J. Basch, Jr., and Frankie Basch. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production; custom and syndicated recordings; Eastern Representative for Aerogram Corp.

### *Beck Recording Studio*

1208 Second Ave., South, Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast and sound-slide films; radio program building; scripts, talent; production; audition service; off-the-air recordings.

### *Walter Biddick Co.*

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, M. Thompson. BRANCH OFFICES: Exchange Bldg., Seattle, Wash. Phone, Main 6440. Russ Bldg., San Francisco, Cal. Phone, Sutter 5415. SERVICES OFFERED: Transcriptions, production, scripts.



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# ROY WILSON

WILSON, POWELL and HAYWARD, Inc.
JAS. V. PEPPL, Gen. Mgr.
444 Madison Avenue New York City
ARTISTS' REPRESENTATIVES—RADIO PRODUCERS

PRODUCTIONS FOR RADIO

# HENRY SOUVAINE INC.

30 ROCKEFELLER PLAZA Circle 7 5666 NEW YORK CITY




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### *Joseph Bloom*

19 West 44th St., New York, N. Y. Phone, VAnderbilt 6-3816. President, Joseph Bloom. SERVICES OFFERED: Program production.

•

### *Broadcasters Mutual Transcription Service, Inc.*

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary, E. H. Harmon; Treasurer, Charles E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif.; Organisacao "Mercurio" Caixa Postal 3133, Rio de Janeiro, Brazil; Broadcasting Programme Service, 12 Rue Able-Ferry, Paris, France. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

•

### *Broadcast Productions*

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Director, John Stamford. SERVICES OFFERED: All types of programs produced. Electrical transcriptions and recordings.

•

### *Kenneth Burton*

117 West 12th St., New York, N. Y. Phone, GRamercy 7-5384. SERVICES OFFERED: Program production and direction.

•

### *The Bruce Chapman Co.*

145 West 41st St., New York, N. Y. Phone, WIsconsin 7-2179. President, Bruce Chapman. SERVICES OFFERED: Production, scripts.

•

### *Ted Collins Corporation*

1819 Broadway, New York, N. Y. Phone, CIrcle 7-0094. President, Program Director and Producer, J. M. Collins; Director of Public Relations, William P. Maloney; Production, Sylvan Taplinger; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Don Sharpe and Jane Tompkins; Talent, Sam Schiff; Musical Arranger, Tony Gale. SERVICES OFFERED: Program building and producing.

### *Commercial Broadcasting Service, Ltd.*

Hermant Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, J. C. Tobin; Secretary-Treasurer, A. G. Irwin; Program Department, E. E. Goodman; Script Department, Don Insley. SERVICES OFFERED: Live talent production, syndicate transcriptions, custom recordings, time placements: Type of transcription manufactured: lateral cut on acetate for play-back, custom.

•

### *Paul Cruger*

588 Carlton Way, Hollywood, Calif. Phone, Hollywood 9352. SERVICES OFFERED: Complete servicing for commercial radio broadcasting; specialist in trade programs; productions, scripts; creation of live and recorded shows.

•

### *Cosmopolitan Broadcasting Co.*

7100 Broadway, Cleveland, Ohio. Phone, Diamond 3010, 0808. James J. Rattay, Paul Faut. SERVICES OFFERED: Foreign language programs.

•

### *Czech Broadcasting Service*

333 N. Michigan Ave., Chicago, Ill. Phone, State 9344. President and Managing Director, Adele J. Fiala. SERVICES OFFERED: Preparation and production of foreign language (Czech and Slovak) programs.

•

### *Davis & Schwegler*

1009 West 7th St., Los Angeles, Calif. Phone, Trinity 2006. BRANCH OFFICE: New Washington Hotel, Seattle, Wash. Executive in Charge, Nina Andrews. SERVICES OFFERED: Music publishers and recorders of tax free tunes and a tax free library; recording of phonograph records (10 inch and 12 inch) and pressings.

•

### *Dominion Broadcasting Co.*

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Dean Hughes. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.



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706 South Detroit St., Los Angeles, Calif. Phone, Walnut 4528. Writer-Producer, Marie Isabel Draesmer. SERVICES OFFERED: Personalized building of shows for sponsors or advertising agencies, talent, coaching of talent, preparation of auditions, continuity conferences.

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### *Harry S. Dube*

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

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### *Earnshaw Radio Productions*

443 Western Pacific Bldg., Los Angeles, Calif. President, Harry A. Earnshaw; Secretary-Treasurer, H. L. Earnshaw; Vice-President and Sales Manager, Fenton W. Earnshaw. BRANCH OFFICES: 545 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-3376. Manager, Charles Michelson. SERVICES OFFERED: Custom-built transcribed or live shows, transcribed and live features for local, regional and national release.

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### *W. M. Ellsworth*

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

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### *Fanchon & Marco*

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-5630. Radio Director, Samuel Shayon; Publicity, Dorothy Haas. SERVICES OFFERED: Production, talent.

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### *Fields Brothers Radio Corporation*

Equitable Bldg., Hollywood, Calif. Phone, Hollywood 7305. President, Leo Fields; Executive Vice-President, Harry David Fields; Secretary, E. B. Hazelton. SERVICES OFFERED: Producers of custom-built radio shows, live and transcribed.

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### *Irving Fogel & Associates*

1041 N. Las Palmas, Hollywood, Calif. Phone, Hollywood 5107. Irving Fogel, Howard Esary. REPRESENTATIVES: Francis J. Sullivan, 69 Yonge St., Toronto, Ont., Canada. Phone, Elgin 4086; R. C. Miller, U. S. Recording Co., 712 11th St., N.W., Washington, D. C. Phone, District 1640. M. M. Pitcher, 127 Seventh Ave., E. Calgary, Alberta, Canada; Herbert Rosen, 12, Rue Abel Ferry, Paris, France. SERVICES OFFERED: Production of live and transcribed radio presentations, foreign syndication of radio scripts and transcribed radio programs.

•

### *Paul M. Frailey Productions*

Fidelity-Philadelphia Bldg., Broad and Sansom Sts., Philadelphia, Pa. Phone, Pennypacker 8450-1. Owner, Paul M. Frailey; Sales Manager, Jason Johnson; Script Department, Robert Enders; Research, Edwin Stanley; Office Manager, Marie Louise Sanderson. SERVICES OFFERED: Live talent shows, electrical transcriptions, talking slide films, sound motion pictures.

•

### *Gellatly, Inc.*

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-6120-1. President, William B. Gellatly; Vice-President, L. J. F. Moore; Secretary-Treasurer, E. M. Gellatly; Manager of Foreign Department, Jack Arthur. SERVICES OFFERED: Selling and promotion of selected live and transcribed programs.

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### *General Broadcasting System*

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Sales Manager, Raymond C. Leonard; Program Director, J. L. Brownell. BRANCH OFFICE: 1227 Prospect Ave., Cleveland, Ohio. Phone, Prospect 7716. SERVICES OFFERED: Custom-built transcriptions, production, script, recording, talent.

•

### *Ghostwriters Bureau*

17 East 49th St., New York, N. Y. Phone, WIckersham 2-8996. Director, Fred E. Baer. SERVICES OFFERED: Writing of speeches, trade journal and general magazine articles, pamphlets and all forms of commercial literature.

•

### *Arthur M. Godfrey Productions*

808 Earle Bldg., Washington, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Production of (personal) program.



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### *Harry S. Goodman Radio Productions*

19 East 53rd St., New York, N. Y. Phone, WI. 2-3338. SERVICES OFFERED: Program production for live talent and transcribed shows.

•

### *Max Graf Productions*

221 Chronicle Bldg., San Francisco, Calif. Phone, Garfield 9155. General Manager, Max Graf. REPRESENTATIVES: Press-Radio Features, Inc., 360 N. Michigan Ave., Chicago. Phone, Randolph 9333. Paul Weichelt. SERVICES OFFERED: Special transcriptions syndicated features.

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### *Grombach Productions, Inc.*

113 West 57th Street, New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Senior Director in Charge of Production, Chester H. Miller; Treasurer-Assistant Director (drama), Margaret Kearney; Assistant Director (music), Joseph Corhan. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley. 6200 Franklin St., Los Angeles, Calif. Manager, Galen Bogue. 50 New Bond St., London, England. Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Unit productions (package shows), program creation, production, scripts, casting directing, live talent or transcribed programs, television production.

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### *Jean V. Grombach, Inc.*

113 West 57th St., New York, N. Y. Phone, CIrcle 6-6540. President, Jean V. Grombach; Treasurer, Margaret Kearney; Chief Recording Engineer, Hazard E. Reeves; Music Rights, Joseph Corhan. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley, 6200 Franklin Ave., Los Angeles, Cal. Manager, Galen Bogue. 50 New Bond St., London, England, Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Production, recording, manufacture and distribution of electrical transcriptions, high-fidelity wax recordings for rebroadcast purposes, spot announcements.


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### *Ubaldo Guidi's Italian Radio Programs*

139 Richmond St., Boston, Mass. Phone, Capitol 4035. Owner, Ubaldo Guidi. SERVICES OFFERED: Production, spot announcements.

•

### *Sam Hammer Radio Productions*

2 West 45th St., New York, N. Y. Phone, MUrray Hill 2-0174. President, Sam Hammer; Vice-President in Charge of Production, Floyd Buckley; Vice-President in Charge of Script Department, Augustus Barrat; Women's Program Director, Eve VeVerka; Secretary and Recording Manager, Jose Yovin; Treasurer, C. F. Comly. SERVICE OFFERED: Program Production.

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### *Hansen Associates*

420 Lexington Ave., New York, N. Y. Phone, LExington 2-5457. General Manager, Robert R. Hansen. SERVICES OFFERED: Transcribed features, radio and television scripts, production.

### *Harvey & Howe, Inc.*

919 North Michigan Ave., Chicago, Ill. Phone, Delaware 1155. President, W. S. Harvey, Jr.; Vice-President, Eleanor Howe. BRANCH OFFICES: 122 East 42nd St., New York, N. Y. Phone, LExington 2-6910; 610 Union Bldg., Cleveland. Phone, Main 0728. Manager, William E. Coates. SERVICES OFFERED: Planning and writing of women's programs, radio cooking schools, talent, transcriptions.

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### *Sam Hayes*

NBC Radio City, Hollywood, Calif. Phone, Hollywood 6161. SERVICES OFFERED: Production of radio commentator programs, scripts.

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### *Heffelfinger Radio Productions*

522 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-2450. Manager, Radio Division, C. H. Pearson. BRANCH OFFICE: 924 Second Ave., S., Minneapolish, Minn. Phone, Bridgeport 4730. SERVICES OFFERED: Production of live and transcribed programs.

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### Hispano Broadcasting Co.

105 E. First St., Los Angeles, Calif. Phone, MIchigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish programs, live and transcribed.

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### Intercontinental Audio-Video Corp.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-4560. President, Mark H. Hawley; Secretary-Treasurer, Winton L. Miller, Jr. SERVICES OFFERED: Electrical transcriptions of programs and spot announcements, auditions, program production.

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### International Commercial Broadcasting Co.

3212 West Roosevelt Road, Chicago, Ill. Phone, Van Buren 6680. Manager, Max Sosewitz. SERVICES OFEFRED: Production of Jewish-language broadcasts.

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### International Radio Productions

20 East 57th St., New York, N. Y. Phone, PLaza 8-2600. General Manager, Loren L. Watson; Production Manager, Ed Harvey. SERVICES OFFERED: Program production.

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### Italradio, Inc.

193 Hanover St., Boston, Mass. Phone, Capitol 3406-3407. President-Treasurer, Silene M. Irving; Secretary, Rinaldo Fiata. SERVICES OFFERED: Creation, direction and production of Italian and English programs.

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### Jacky & Thorndyke

520 North Michigan Ave., Chicago, Ill. Phone, Delaware 3262. Partners, Fred Jacky and George Thorndyke. SERVICES OFFERED: Program planning, continuity, scripts and production.

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### *Archie Josephson Enterprises, inc.*

6313 Bryn Mawr Drive, Hollywood, Calif. Phone, Gladstone 6802. President-General Manager, Archie Josephson. SERVICES OFFERED: Transcribed programs.

●

### *Judea Broadcasting Studio*

(Esseff Universal Studios—Universal Radio & Stage Guild)

17 Devon St., Roxbury, Mass. Phone, Garrison 8768. Production Manager, Samuel Fisher; Executive Secretary and Assistant Program Director, Doris Cibley; Musical Director, Harry Goodman; Assistant Production Managers, Charles Sobelman, Jack Stein; Recording Manager, Milton Yarkus. SERVICES OFFERED: Productions of foreign language programs, recordings.

●

### *Kasper-Gordon Studios, Inc.*

140 Boylstor. St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Scripts, Robert R. Giffen, Albert P. Burke; Production, Robert R. Giffen, Robert W. Graham; Recording Manager, E. N. Buzzell. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, air-checks, program production and talent.

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### *Jesse L. Kaufman, Inc.*

22 West 48th St., New York, N. Y. Phone, PEnnsylvania 6-2409. President, Jesse L. Kaufman; Musical Director, William F. Wirges. SERVICES OFFERED: Program production.

●

### *King-Trendle Broadcasting Corp.*

1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. President, George W. Trendle; General Manager-Treasurer, H. Allen Campbell; Commercial Manager, Harry Sutton, Jr.; Advertising, Sales & Promotion Manager, Charles C. Hicks; Traffic Manager, James G. Riddell. SERVICES OFFERED: Program production.

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### *Landau Broadcasting Service*

270 Broadway, New York, N. Y. Phone, REctor 2-5311. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

•

### *Langlois & Wentworth, Inc.*

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Secretary-Treasurer, R. C. Wentworth; Talent, W. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.

•

### *Lang-Worth Feature Programs, Inc.*

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, R. C. Wentworth; Secretary-Treasurer, C. O. Langlois; Talent, W. O'Keefe; Continuity Chief, Neal Hopkins. SERVICES OFFERED: Syndicated transcribed programs for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of tax-free music in transcription form.

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### *Leading Attractions, Inc.*

515 Madison Ave., New York, N. Y. Phone, PLaza 3-8093. Director and Production, Aaron B. Steiner. SERVICES OFFERED: Production of live talent and transcribed programs.

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### *Lippe & Lazarus Productions*

429 North Orange Drive, Hollywood, Calif. Phone, Walnut 2445. General Manager, M. M. Lippe. SERVICES OFFERED: Transcriptions, custom-built programs, scripts, talent.

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### *Phillips H. Lord, Inc.*

501 Madison Ave., New York, N. Y. Phone, WIckersham 2-2211. President, Phillips H. Lord. SERVICES OFFERED: Production of live talent programs.

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### *Estelle Lutz Artists Bureau*

(Successor to Armand-L'Estelle)

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 6061. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

### *C. P. MacGregor*

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor. SERVICES OFFERED: Musical and dramatic library, transcriptions, recordings, studio rental.

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### *Harry Martin Enterprises*

306 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin. SERVICES OFFERED: Program production, scripts, transcriptions, syndicated programs, "program suggestor" service.

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### *R. U. McIntosh and Associates, Inc.*

10558 Camarillo St., N. Hollywood, Calif. Phone, SUnset 2-9275. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. SERVICES OFFERED: Transcriptions, production of programs and recordings.

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### *Alexander McQueen*

185 East Chestnut St., Chicago, Ill. Phone, SUperior 9139. SERVICES OFFERED: Program productions, scripts, research, spot announcements, transcriptions.

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### *Mertens & Price, Inc.*

3923 W. Sixth St., Los Angeles, Calif. Phone, Drexel 1118. General Manager, George Logan Price. SERVICES OFFERED: Transcribed programs, custom-built transcribed or live shows, script service, talent service, merchandising and copy service.

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### *Metropolitan Broadcasting Service Limited*

Hermant Bldg., Toronto, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; General Manager, J. M. Sasley; Sales Manager, Paul Morris; Program Director, "Doc" Lindsey. SERVICES OFFERED: Program production, talent.

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### *Charles Michelson*

67 West 44th St., New York, N. Y. Phone, Murray Hill 2-3376. President, Charles Michelson. Representative for: Speedy-Q Sound Effect Records, Earnshaw Radio Productions, Porto-Playback Co. and Walter Biddick Co. SERVICES OFFERED: Transcribed program representative, sound effect record library, portable transcription playback machines.



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### *Mid-West Transcriptions, Inc.*

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

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### *George Miller Productions, Inc.*

Mart Bldg., St. Louis, Mo. (also P. O. Box 1424, Detroit, Mich.). President, George Miller. SERVICES OFFERED: Production of programs, live and transcribed.

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### *Moonbeams Broadcasts, Inc.*

1440 Broadway, New York, N. Y. Phone, LOngacre 5-8005. President, George Shackley; Secretary-General Manager, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs; transcriptions, talent.

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### *Raymond R. Morgan Co.*

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Production, transcriptions.

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### *Lilian Okun, Inc.*

15 Central Park, West, New York, N. Y. Phone, COlumbus 5-0060. President, Lilian Okun. REPRESENTATIVE: Galletly, Inc., 9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-6120. SERVICES OFFERED: Program production, live and transcribed, talent, publicity, scripts.

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### *Pacific Productions, Inc.*

8780 Sunset Blvd., Hollywood, Calif. Phone, Crestview 50280. President, Frank W. Purkett. SERVICES OFFERED: Production.

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### *Pan American Broadcasting Co.*

330 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-0811. Manager, A. Alexander. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings.

### *Donna Parker Productions*

540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 2277. SERVICES OFFERED: Productions, talent.

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### *Harold E. (Hal) Pearce*

White Henry Stuart Bldg., Seattle, Wash. Phone, Main 6626. Manager, Hal E. Pearce. SERVICES OFFERED: Transcription company representatives, air-check, scripts.

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### *Peck Radio Production*

3275 Wilshire Blvd., Los Angeles, Calif. Phone, Fi. 8131. President, William M. Peck; Secretary, Thorbe Deakers; Program Director, Clinton Jones. SERVICES OFFERED: Production.

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### *Peterson Radio Production Co.*

1457 Broadway, New York, N. Y. Phone, Wisconsin 7-0069. President, Donald Peterson; Production and Public Relations, Gilbert Braun; Script Manager, Ruth Travers. SERVICES OFFERED: Program planning, writing, producing and transcribing. Publicity, special sound effects.

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### *Playcrafters*

207 East Ave., Bridgeton, N. J. Director, Jack B. Plumley; Assistant Director, Forrest Hoyt. SERVICES OFFERED: Scripts for advertising agencies and transcription companies, continuity, announcements.

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### *Premier Radio Enterprises Inc.*

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, wax and film recording, sales presentations.

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### *Press Radio Bureau, Inc.*

551 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-5670. President, James W. Barrett. SERVICES OFFERED: News digests, special reports, news features and recordings.



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### *Press Radio Features, Inc.*

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 9333. President, F. W. Hemingway; Secretary, Paul C. Weichelt. SERVICES OFFERED: Transcriptions, distributors of transcribed programs.

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### *Radioart Guild of America*

122 South Benton Way, Los Angeles, Calif. Phone, FEderal 2236. Manager, Ruth Clark. SERVICES OFFERED: Program production.

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### *Radio Attractions, Inc.*

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4483. President, Herbert R. Ebenstein; Manager, Howard Carnow. SERVICES OFFERED: Feature transcribed programs.

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### *Radio Centre Limited*

100 Adelaide St., West, Toronto, Ont., Canada. Phone, Waverly 2036 and 2846. General Manager, D. Spencer Grow; Vice President, Stewart L. Grow; Production Manager, Douglas Marshall; Transcription Supervisor, David Fenn. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Custom - built transcriptions, syndicated transcriptions, studio recordings, air checks, production, talent.

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### *Radio Events, Inc.*

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. President, Joseph M. Koehler. SERVICES OFFERED: Production, scripts, casting.

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### *Radio House, Inc.*

56 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3808. Chairman of Board of Directors-Vice-President in Charge of Production, Martha Jayne Rountree; President-Treasurer, William Exton, Jr.; Musical Director, Byron Dalrymple; Assistant Musical Director, John Philip Sousa, 3rd; Script Department, Davis & Douglas, John McKay, John Philip Sousa, 3rd, Martha Jayne Rountree; Program Directors, Dinny Dinsdale, Martha Jayne Rountree, John McKay. SERVICES OFFERED: Building and production of live talent and transcribed programs, casting, scripts, direction, commercial spots.

### *Radio Producers of Hollywood*

930 N. Western Ave., Hollywood, Calif. Phone, Hollywood 6288. OWNER: Lou R. Winston. SERVICES OFFERED: Transcribed feature programs.

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### *Music Corporation of America*

745 Fifth Ave., New York, N. Y. Phone, WIckersham 2-8900. Executive Vice-President, William R. Goodheart; Vice-President, David A. Werblin; Vice-President, Charles Miller; Vice-President, W. H. Stein; Vice-President-Radio Director, Harold Hackett. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President J. C. Stein, Manager, Taft Schreiber, In Charge of Radio, Walter Johnson; 111 Sutter St., San Francisco, Calif. Phone, Exbrook 8922. Manager, Lyle Thayer; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; 520 Michigan Bldg., Detroit, Mich. Phone, Cadillac 4312. Manager, Merle Jacobs; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. Manager, Norman Steppe; 520 Rhodes Haverty Bldg., Atlanta, Ga. Phone, Main 4770. Manager, George Walker; 16 Old Bond St., London, England. Phone, Regent 6506. Manager, Herman Stein. SERVICES OFFERED: Production, talent.

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### *Robert S. Nash Co.*

5437 Lisette Ave., St. Louis, Mo. Phone, Flanders 4758. President, Robert S. Nash. SERVICES OFFERED: Transcriptions, scripts, talent, production, recordings, air checks, sound effects records.

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### *National Radio Advertising Agency*

Hollywood Center Bldg., Hollywood, Calif. Phone, HEmpstead 1551. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

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### *NBC Radio-Recording Division*

Radio City, New York, N. Y. Phone, Circle 7-8300. Manager, C. L'oyd Egner;



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Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, RCA-NBC Orthacoustic transcriptions.

•

### *Radio Programme Producers*

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1184. Director of English Programs, Ivan F. Tyler; Director of French Programs, Paul L'Anglais; Musical Director, Edouard Beique; Special Field Producer, Gilbert Wall; Assistant Producers, Francoise Loranger and Katherine Cross. SERVICES OFFERED: Production, scripts, talent.

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### *Radio-Rundfunk Corporation*

207-11 East 84th St., New York, N. Y. Phone, Rhinelander 4-9609. President, Herbert F. Oettgen; Treasurer and Secretary, Wm. C. Foerster. SERVICES OFFERED: Foreign language radio production, outdoor transcriptions.

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### *Radioscript Productions Co.*

1775 Broadway, New York, N. Y. Phone, CIrcle 7-2849. President, Maury Ascher; Manager, Stanley M. Ascher. SERVICES OFFERED: Production.

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### *Radio Transcription Co. of America, Ltd.*

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, Hollywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, Clyde L. Wood. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

•

### *Mark Richelson*

11 West 42nd St., New York, N. Y. Phone, PEnnsylvania 6-7838. SERVICES OFFERED: Production of syndicated news scripts, radio relations counsel.

### *Rocke Productions, Inc.*

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7630. President, Ben Rocke; Production Manager, Charles A. Schenck; Sales Manager, Norman S. Livingston; Secretary, Rachel Palis. SERVICES OFFERED: Syndicated programs, production of live talent programs, talent.

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### *Norman Ross*

605 North Michigan Avenue, Chicago, Ill. Phone, Superior 2168. SERVICES OFFERED: Scripts, casting, production.

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### *R-W Productions, Inc.*

RKO Bldg., Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-4943. President, Roger White; Director, Ted Cott; Casting Director, Kermit K. Schafer; Secretary, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

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### *Selviair Broadcasting System, Inc.*

75 East Wacker Drive, Chicago, Ill. Phone, Randolph 8877. President, Arthur A. Kohn; Secretary-Treasurer, Irving Rocklin; Production Manager, Edna Glover Handleman. SERVICES OFFERED. Creating and producing of transcriptions and special program features.

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### *Service Programs, Inc.*

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3489. President, Gladys Miller. BRANCH OFFICE: 601 N. Rossmore, Hollywood, Calif. Phone, Hollywood 1691. Manager, Marque Richard. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

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### *Stephen Slesinger, Inc.*

250 Park Ave., New York, N. Y. Phone, Eldorado 5-2544. President, Stephen Slesinger. SERVICE OFFERED: Exclusive radio representatives for NEA comics and news features.

•

### *Edward Sloman Productions*

8782 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-2242. President, Edward Sloman; Vice-President-General Manager, Sam Martin Kerner; Writer.



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Maurice Zimm; Musical Director, Paul Sawtell; Secretary, Vicki Matisse. REPRESENTATIVE: Radio Attractions, Inc., 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4483. President, Herbert R. Ebenstein. SERVICES OFFERED: Program producers, transcription producers.

•

### *Southern Radio Features*

1009 Mercantile Bldg., Dallas, Texas. General Manager, A. M. Cohen. SERVICES OFFERED: Production of radio cooking schools.

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### *Henry Souvaine, Inc.*

30 Rockefeller Plaza, New York, N. Y. CIrcle 7-5666. SERVICES OFFERED: Production of live talent and transcribed programs for national or regional networks, talent.

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### *Standard Radio*

6404 Hollywood Blvd., Hollywood, Cal. Phone, HOllywood 0188. President, Gerald King; Production Manager, Don Allen. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Alex Sherwood; 30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-1811. Manager, Robert McCullough; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny; White-Henry-Stuart Bldg., Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

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### *Douglas F. Storer, Radio*

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-1150. President, Douglas Storer. SERVICES OFFERED: Personal representation and program counsel.

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### *Ernest Cutting's Talent Development Center*

538 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-5995. Owner, Ernest Cutting. SERVICES OFFERED: Studio recordings, transcriptions, production, casting, direction, live talent or transcribed programs, talent.

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### *TransAir, Inc.*

105 West Adams St., Chicago, Ill. Phone, Central 0320. President, William F. Arnold. SERVICES OFFERED: Electrically transcribed programs.

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### *Transamerican Broadcasting & Television Corp.*

One East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. BRANCH OFFICES: 230 No. Michigan Ave., Chicago, Ill. Phone, State 0366; Hollywood, Calif. SERVICES OFFERED: Live and transcribed programs.

•

### *Transcribed Radio Shows, Inc.*

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. President, M. E. Moore, SERVICES OFFERED: Custom-built and syndicated transcribed programs and spot announcements.

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### *Twentieth Century International Radio Newsreel*

1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. President, Victor E. Dalton. BRANCH OFFICE: National Press Bldg., Washington, D. C. SERVICES OFFERED: Portable-equipment programs, on-the-spot transcriptions, program production.

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### *Twentieth Century Radio Productions*

1611 Cosmos St., Hollywood, Cal. Phone, Granite 9021. General Manager, Archie Josephson. SERVICES OFFERED: Transcriptions.

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### *United Broadcasting Co.*

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling. SERVICES OFFERED: Transcriptions, program production, talent.

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### *Thomas J. Valentino*

729 7th Ave., New York, N. Y. Phone, Bryant 9-5543. Production Manager, Thomas J. Valentino; Treasurer, Wm. Rubenstein; Secretary, N. Cevedo.



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SERVICES OFFERED: Custom jobs, library, recording, sound effects library.

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### *Viking Radio Corp.*

805 Investment Bldg., Washington, D. C. President, Allan Wilson; Vice-President, Verd E. Wilson; Secretary, W. H. Mondell. SERVICES OFFERED: Program production, scripts.

•

### *J. Franklyn Viola & Co.*

152 West 42nd Street, New York, N. Y. Phone, CHickering 4-3254. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs.

•

### *Wells Feature Syndicate*

1651 Cosmo St., Hollywood, Calif. Phone, GLadstone 9110. Manager, Allan W. Wells. BRANCH OFFICE: Balderas 32, Mexico City, Mexico. SERVICES OFFERED: Scripts, production.

•

### *L. A. Weinrott & Associates*

75 East Wacker Drive, Chicago, Ill. Phone, State 4207. Executives, L. A. Weinrott, William J. Kass, Jr., Arthur G. Gladd, James Pease. SERVICES OFFERED: Scripts and production.

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### *Carl Wester & Company*

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester; Production Manager, Howard Keagan; Writer, Irna Phillips. SERVICES OFFERED: Program production, scripts.

•

### *Wiederhold Recording Studios*

526 S. Fourth St., 505 Abe C. Levi Bldg., Louisville, Ky. Phone, Jackson 1757. Owner-Manager, George Wiederhold. SERVICES OFFERED: Production of live talent programs, recordings, air checks, instantaneous recordings, talent.

### *Wolf Associates, Inc.*

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-1621. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Koblenzer; Casting Director, Herbert Wolf; Directors: Carlo de Angelo, Basil Loughrane. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 6676. SERVICES OFFERED: Production, talent.

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### *World Broadcasting System, Inc.*

711 Fifth Ave., New York, N. Y. Phone, WIckersham 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. E. Sambrook; Sales Promotion and Advertising Manager, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Calif. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Resident Manager, Harold A. Lafount. SERVICES OFFERED: Custom-built recordings, processing, pressings, production, scripts, talent, transcription program service library, nation-wide transcription network.

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### *Bernard Zisser, Inc.*

40 East 49th St., New York, N. Y. Phone, Eldorado 5-4227. President, Bernard Zisser. SERVICES OFFERED: Production of live talent and transcribed shows, scripts, talent, syndicated programs.

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### *Frederic W. Ziv, Inc.*

2436 Reading Road, Cincinnati, Ohio. Phone, Universitl 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President-Radio Director, John L. Sinn; Secretary, M. R. Ziv. SERVICES OFFERED: Live talent and transcribed programs.



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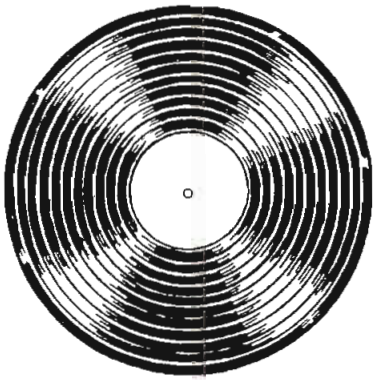

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# TRANSCRIPTION COMPANIES

### A. A. Recording Studios

3543 Broadway, New York, N. Y. Phone, EDgecombe 4-700. SERVICES OFFERED: Recordings, transcriptions, studio or location air checks, audition records, television recordings (audio).

### Acoustic Equipment Company

323 Walton Building, Atlanta, Ga. Phone, WAlnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

### ADL Recording Studios

4334 N. Kenmore Avenue, Chicago, Ill. Phone, WELington 3267. Executive-in-Charge, J. A. Callner. SERVICES OFFERED: Transcriptions (acetate and master); off-the-air recordings; spot announcements; audition recordings.

### Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-0141. President, James A. Miller; Secretary-Treasurer, George R. Smith; Ass't Secretary-Treasurer, E. B. McCutcheon; Commercial Manager, D. L. Provost. SERVICES OFFERED: Instantaneous direct cut acetate recordings and wax recordings.

### Aerogram Corporation

1611 Cosmo St., Hollywood, Calif. Phone, Hillside 7211. General Manager, G. Curtis Bird. REGIONAL REPRESENTATIVES: Charles J. Basch, Jr., 171 Madison Ave., New York, N. Y. Phone, MUrray Hill 4-4717; Jones & Hawley, 228 N. La Salle St., Chicago, Ill. Phone, State 5096. F. R. Jones, Scott Kingwill; Jones & Hawley, Bulkley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, air checks, studio rental, all types of lateral recording.

### Aircraft Recording Studios

642 Smithfield St., Pittsburgh, Pa. Phone, Grant 3468. President and Manager, E. C. Williams; Secretary-Treasurer, H. M. Williams. SERVICES OFFERED: Recording service.

### Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-1621. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

### American Foundation For the Blind, Inc.

15 West 16th St., New York, N. Y. Phone, CHelsea 3-2821. Chief Engineer, J. O. Kleber. SERVICES OFFERED: Recording of long-playing phonograph records of books and plays.

### Armo Sound Recording Service

4244 Hartford St., St. Louis, Mo. Phone, Grand 1466. Partners, Robert G. Kennedy and William F. Hadd. SERVICES OFFERED: High fidelity recording for all purposes; transcriptions for broadcasting.

### All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. TRANSCRIPTION PERSONNEL: R. E. McGuire, F. W. Cannon. SERVICES OFFERED: Transcriptions.

### Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, recording facilities, both vertical and lateral, scripts.

### Associated Transcriptions of Hollywood

5636 Melrose Ave., Hollywood, Cal. Phone, Hillside 4229. Executive Manager Thorus E. LaCroix. SERVICES OFFERED: Electrical Transcriptions, off-the air recordings, phonograph recordings, custom-built transcriptions, production, scripts.



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### *Audio-Scriptions, Inc.*

1619 Broadway, New York, N. Y. Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; "Clipping Bureau of the Air" (100,000 items available on 12 in. aluminum records).

### *Beck Recording Studio*

1208 Second Ave., South, Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast and sound-slide films; radio program building; scripts; talent; production; audition service; off-the-air recordings.

### *Broadcast Producers of New York, Inc.*

501 Madison Ave., New York, N. Y. Phone, Eldorado 5-9300. General Manager, George W. Dan Jonas. SERVICES OFFERED: Dramatized 1-2-3 and 5-minute spot announcements, audition, off-the-air, custom and live show recording for spot advertisers, foreign language spots, domestic and foreign, exclusive rehearsal recordings and transcriptions on WQV; rehearsal and broadcast recordings on WABC.

### *Brown's Studio of Recording*

440 N. 60th St., Philadelphia, Pa. Phone, SHerwood 2655. Studio Address: 711 N. 43rd St., Philadelphia, Pa. Phone, BARing 1731. Owner and Operator, Sevilla Lowe Browne. SERVICES OFFERED: Recordings and transcriptions.

### *Champion Recording Corporation*

1600 Broadway, New York, N. Y. Phone, COlumbus 5-4445. President-Secretary, Joy J. Pierri; Vice-President, Joseph Victoria. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, studio recording.

### *Chicago Recording Studios*

64 E. Jackson Blvd., Chicago, Ill. Phone, WEbster 7288. SERVICES OFFERED: Recording, transcriptions, production.

### *Carle Christensen Recording Studios*

306 S. Wabash Ave., Chicago, Ill. Phone, Harrison 5669. Manager, Carle

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A. Christensen; Chief Technician, Jack Hayes; Sales, Francis Hummel. SERVICES OFFERED: Complete recording facilities for standard phonograph records and radio transcriptions; production.

### *Cinema Recording Studio*

1735½ North Vine St., Hollywood, Calif. Phone, GLadstone 0159. Owner, Robert Dick. SERVICES OFFERED: Air checks, studio recordings.

### *C. K. Recorders*

3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. President and General Manager, P. O. Clark; Vice-President and Treasurer, N. K. Clark; Secretary, G. A. Kennedy; Engineer, J. E. Maley. BRANCH OFFICE: Studio Bldg., Portland, Ore. Phone, Beacon 2688. SERVICES OFFERED: Transcriptions, spot announcements, advertising specialties, musical programs, composition work.

### *Columbia Recording Corporation*

(A Subsidiary of the Columbia Broadcasting System)

1473 Barnum Ave., Bridgeport, Conn. Bridgeport 6-0181. President, Edward Wallerstein; Manager Transcription Division, William Schudt. BRANCH OFFICES: 799 Seventh Ave., New York, N. Y. Phone, CIrcle 5-7301; 6624 Romaine St., Hollywood, Cal. Granite 4134. SERVICES OFFERED: Manufacture and distribution of Columbia, Brunswick and Vocalion records.

### *Commercial Broadcasting Service, Ltd.*

Herman Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, J. C. Tobin; Secretary-Treasurer, A. G. Irwin; Program Department, E. E. Goodman; Script Department, Don Insley. SERVICES OFFERED: Live talent production, syndicate transcriptions, custom recordings, time placements; Type of transcription manufactured; Lateral cut on acetate for play-back, custom.

### *Commercial Recording Studios, Inc.*

56 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3808. President, Florence M. Law, Jr.; Vice-President, Martha Jayne Rountree; Secretary-Treasurer, Florence M. Law, Sr. SERVICES OFFERED: Complete recording


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### The Compo Company Limited

131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner; Secretary-Treasurer and Manager, E. M. Kirke Boyd. SERVICES OFFERED: Custom-built acetate recordings processed and pressed.

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### Cornish Recording Studio

(Cornish School Radio Department)

710 East Roy St., Seattle, Wash. Phone, Capitol 1400. Director, Donald MacLean. SERVICES OFFERED: Wax and acetate recordings and transcriptions, off-the-line and off-the-air transcriptions.

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### Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, Columbus 5-5662. President, Jack Kapp; Vice-President and General Manager, E. F. Stevens, Jr.; Manager Transcription Division. C. D. MacKinnon. BRANCH OFFICES: Boston, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, St. Paul, Houston, Atlanta, Memphis, New Orleans, Dallas, New York, Pittsburgh, Washington, Los Angeles, San Francisco and Seattle. SERVICE OFFERED: Custom-built electrical transcription records.

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### Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland; Production Manager, Stan Francis; Script Department, Dean Hughes. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

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### Eccles Disc Recordings

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 5257. Owner, Conroy, Douglass and Parlee. Manager, C. R. Alford. SERVICES OFFERED: Transcriptions, air check recordings.

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### Electrosound Products, Inc.

228 South Wabash Ave., Chicago, Ill. Phone, Harrison 1368. President, V. G. Geisel. SERVICES OFFERED: Sound engineering, recording, recording equipment sales company.

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### Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Cal. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: "Air-Chek" service; recordings, electrical transcriptions, recording equipment.

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### Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Gerald A. Kelleher; Vice-President-General Manager, Eugene L. Bresson; Secretary, J. Howard Capron. SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

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### Federal Transcribed Programs, Inc.

101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

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### Fidelity Recordings

725 Boylston St., Boston, Mass. Phone, Kenmore 8824. Partners, Keith C. Brown and Charles Pearson. SERVICES OFFERED: Studio recordings, off-the-line and off-the-air transcriptions.

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### Frankay Recording Studios

156 West 44th St., New York, N. Y. Phone, LOngacre 5-0242. SERVICES OFFERED: Transcription, off-the-air recordings.

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### General Broadcasting System

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Sales Manager, Raymond C. Leonard; Program Director, J. L. Brownell. BRANCH OFFICE: 1227 Prospect Ave., Cleveland, Ohio. Phone, Prospect 7716. SERVICES OFFERED: Custom-built transcriptions, production, script, recording, talent

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### Hollywood Recording Co.

Cinema Bldg., 1731 North Highland Ave., Hollywood, Calif. Phone, HIllside 3097. GLadstone 2191. President, John Hirsch. SERVICES OFFERED: Line check and off-the-air recordings, transcriptions, production.

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### Illinois Educational Sound Service

(Norman-Willets Sound Productions)

20 North Wacker Drive, Chicago, Ill Phone, Randolph 8305. Manager, W. R. Damron. SERVICES OFFERED: Recordings.



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### *Kasper-Gordon Studios, Inc.*

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President-Production Manager, Edwin H. Kasper; Treasurer-Director of Commercial Department, Aaron S. Bloom; Scripts: Robert R. Giffen, Albert P. Burke; Production: Robert R. Giffen, Robert W. Graham.

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### *James B. Keysor Co., Inc.*

137 Motor Ave., Salt Lake City, Utah. Phone, Wasatch 2552. President, J. B. Keysor. SERVICES OFFERED: Transcription recordings, processing and pressing.

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### *Lewis Recording Studios, Inc.*

1040 Geary St., San Francisco, Calif. Phone, ORdway 3671. President, Samuel Lewis; Executive Vice-President, Ralph Castle. SERVICES OFFERED: Electrical transcriptions, personal recordings, syndicated programs.

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### *Estelle Lutz Artists Bureau*

(Successor to Armand-L'Estelle)

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 6061. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

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### *C. P. MacGregor*

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor. SERVICES OFFERED: Musical and dramatic library, transcriptions, recordings, studio rental.

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### *Mak-A-Record Transcription Co.*

640 Riverside Drive, New York, N. Y. Phone, EDgecombe 4-7267. President-General Manager, Owen Seelig; Secretary, Dorothy Cimarosa; Treasurer, Alfred E. Seelig. SERVICES OFFERED: Air checks, personal recordings, transcribed programs, scripts, audition records, sound measurements, television film.

•

### *R. U. McIntosh & Associates, Inc.*

10558 Camarillo St., N. Hollywood, Calif. Phone, SUnset 2-9275. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. SERVICES OFFERED: Transcriptions, production of programs, recordings.

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### *Mertens & Price, Inc.*

3923 West Sixth St., Los Angeles, Calif. Phone, Drexel 1118. General Manager, George Logan Price. SERVICES OFFERED: Transcribed programs, custom-built transcribed or live shows, script service, talent service, merchandising and copy service.

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### *Meyers Recording Service*

1414 McKean St., Philadelphia, Pa. Phone, DEWey 3435. Owner, Frederick A. Meyers. SERVICES OFFERED: Recordings.

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### *Mid-West Transcriptions, Inc.*

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

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### *Miller Broadcasting System, Inc.*

113 West 57th St., New York, N. Y. Phone, CIrcle 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon; Commercial Manager, David D. Chrisman. SERVICES OFFERED: Recordings on tape.

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### *Miller Bros.*

445 S. La Cienga Blvd., Los Angeles, Calif. Phone, Bradshaw 2-1233. Partners, Ross Miller and W. H. Miller. SERVICES OFFERED: Transcriptions, recordings, sound engineering.

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### *Musicraft Records, Inc.*

10 West 47th St., New York, N. Y. Phone, BRyant 9-6564-5. President, Milton L. Rein; Treasurer, Henry Cohen; Secretary, Samuel P. Puner. SERVICES OFFERED: Off-the-air transcriptions.

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### *Robert S. Nash Co.*

5437 Lisette Ave., St. Louis, Mo. Phone, Flanders 4758. President, Robert S. Nash. SERVICES OFFERED: Transcriptions, scripts, talent, production, recordings, air checks, sound effects records.

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### *NBC Radio-Recording Division*

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Manager, C. Lloyd Egner; Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel, Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz. SER-



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VICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recording programs, reference or audition recordings, RCA-NBC Orthacoustic Transcriptions.

### Premier Radio Enterprises, Inc.

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, wax and film recordings, sales presentation.

### Radioaids, Inc.

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, Hollywood 5107. Manager, E. D. Bedell. SERVICES OFFERED: Electrical transcriptions.

### Radio Center, Limited

100 Adelaide St., West, Toronto, Ont., Canada, Phone, Waverly 2036 and 2846. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Production Manager, Douglas Marshall; Transcription Supervisor, David Fenn. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, air checks, production, talent.

### Radio Receiving Record Co.

304 Smith St., Providence, R. I. Phone, Dexter 4081. Manager, Lewis A. McGowan, Jr. BRANCH OFFICE: 2172 Front St., San Diego, Calif. Phone, Main 7552. Manager, Eleanor Osborne. SERVICES OFFERED: Educational recording service.

### Radio Recorders, Inc.

932 North Western Ave., Hollywood, Cal. Phone, Hollywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

### Radio Recording Studios

4701 N. Winchester Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings.

### Radio Recording Studios

1619 Broadway, New York, N. Y. Phone, COlumbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

### Radioscriptions, Inc.

726 11th St., N.W., Washington, D. C. Phone, REpublic 0861. President, E. G. Sharpless; Treasurer, B. P. Sharpless; General Manager: Marshall L. Faber. SERVICES OFFERED: Phonograph recordings, custom transcription, studio construction, manufacturers' representatives.

### Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, Hollywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, Clyde L. Wood. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

### RCA Manufacturing Co.

155 East 24th St., New York, N. Y. Phone, Bogardus 4-6200. BRANCH OFFICES: 445 Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774; 1016 North Sycamore Ave., Hollywood, Calif.; Front and Cooper Sts., Camden, N. J.

### Rec-Art Studios

1120 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

### Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-6686. President, Hazard E. Reeves. SERVICES OFFERED: Recording, transcription, phonographs and phonograph records.

### Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Director, W. P. Robinson. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting and direction.



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### *Roth & Berdun Recording Studios*

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Charles Roth; Cecil Berdun; George O. Allen. SERVICES OFFERED: Transcriptions, off-the-air and studio recordings.

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### *Joseph C. Schramm Studios*

4000 Canal St., New Orleans, La. Phone, Galvez 914. Owner, Joseph C. Schramm. SERVICES OFFERED: Program production, recordings.

•

### *Shryock Radio Co.*

Penn A. C. Bldg., Philadelphia, Pa. Phone, 4404-5 and 3300. Proprietor, J. Richard Shryock; Manager, Nace Hopple. SERVICES OFFERED: Recordings.

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### *Harry Smith Recordings*

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; General Manager, W. Earl Richard. SERVICES OFFERED: Transcription, air checks, personal recordings.

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### *Speak-O-Phone Recording & Equipment Co.*

23 West 60th St., New York, N. Y. Phone, Columbus 5-1350. Secretary-Treasurer, R. L. Lee; General Sales Manager, C. A. Austin. REPRESENTATIVES: John O. Olsen, 5314 Beelermont Place, Pittsburgh, Pa.; Murphy & Cota, 291 Peachtree St., Atlanta, Ga.; Byron L. Moore, 191 Starin Ave., Buffalo, N. Y.; Henry P. Segel, 235 Pine St., Gardner, Mass.; Royal Smith, 912 Commerce St., Dallas, Texas; Royal A. Stemm, 21 E. Van Buren St., Chicago, Ill.; Don Wallace, 4214 Country Club Drive, Long Beach, Calif.; M. E. Foster, 601 Cedar Lake Road, Minneapolis, Minn.; Paul M. Cornell, 3292 Cedarbrook Rd., Cleveland Heights, Ohio. SERVICES OFFERED: Custom recordings, radio checks, transcriptions, recording equipment.

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### *Speedy-Q Sound Effects*

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Department Manager, Harry Gennett, Jr. REPRESENTATIVE: Charles Michelson. SERVICES OFFERED: Recorded sound effects.

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### *Star Record Co.*

17 West 60th St., New York, N. Y. Phone, CIrcle 6-2799. President-Engineer, J. L. Victoria; Assistant Engineer, William Gardner; Sales Manager, Dorothy Vanston; Secretary, Judith Frost. SERVICES OFFERED: Off-the-air, studio and portable recording service.

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### *Edwin Strong, Inc.*

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. President Edwin Strong; General Manager, Gordon Butler; Chief Engineer, C. D. Sherer. SERVICES OFFERED: Custom recordings and electrical transcriptions, complete studio facilities.

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### *Technisonic Recording Laboratories*

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President-General Manager, James M. Althouse; Secretary-Treasurer, Charles E. Harrison. SERVICES OFFERED: Transcriptions, recording service, air checks, transcribed productions, talent.

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### *Time Abroad, Inc.*

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. P. Kampf; Manager, E. V. F. Brinckerhoff; Secretary, V. Meeker. SERVICES OFFERED: Complete facilities for all types of studio and line recordings.

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### *Transray Recording & Production Co.*

10-18 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 2772. General Manager, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

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### *Transtudio Recording Corp.*

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr.; Secretary-Director of Sales, H. D. Bogardus. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, remote recording facilities.

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### *Tullen Sound Recording Studios*

40 Euclid St., West, Hartford, Conn. Phone, Hartford 6-7481. Manager, David B. Tullen. SERVICES OFFERED: Commercial and private disc recordings, air checks.

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### *United Artists Bureau, Inc.*

905 Walnut St., Des Moines, Iowa. Phone, 4-5553. General Manager, R. B. Eaton. SERVICES OFFERED: Transcription recording studios.



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### United Recording Co.

Suite 10-142, Merchandise Mart, Chicago, Ill. Phone, Delaware 6364. President, Lee Stremlau; Production and Sales, Sam T. Pierce. SERVICES OFFERED: Electrical transcriptions, production, talent.

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### United Sound Systems

5840 Second Blvd., Detroit, Mich. Phone, Trinity 2-9384. President, James V. Siracuse. SERVICES OFFERED: Instantaneous recordings, program transcriptions.

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### United States Record Corp.

1780 Broadway, New York, N. Y. Phone, CIrcle 5-7190. General Manager-Executive Vice-President, Eli E. Oberstein. SERVICES OFFERED: Phonograph records, transcriptions.

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### United States Recording Co.

Rialto Theater Building, Washington, D. C. Phone, District 1640. President, R. C. Miller; Commercial Manager, Joseph Tait; Chief Engineer, Earl A. Merryman. SERVICES OFFERED: Custom transcriptions, scripts, talent.

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### Universal Radio Productions

360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, L. M. Rush. SERVICES OFFERED: Transcriptions, program counsel, off-the-air recordings

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### Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 5-4895. General Manager, Allen Best. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio recordings.

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### Voice Recordings

221 Chronicle Bldg., San Francisco, Calif. Phone, Garfield 9155. Manager, Robert Caraway. SERVICES OFFERED: Recordings.

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### Gleen Wallichs Recording Studios

5205 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 2940-8633. Manager, Gleen Wallichs; Technician, Carl Auer. BRANCH OFFICES: 1637 N. Ivar Ave., Hollywood, Calif. Phone, Hillside 9615. Manager, Oscar Wallichs; 730 West Seventh St., Los Angeles, Calif. Phone Vandike 1241. Manager, John D. Jennings. SERVICES OFFERED: Electrical transcriptions, studio recordings, direct-line recordings, off-the-air recordings, portable recording service.

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### WHN Transcription Service

1540 Broadway, New York, N. Y. Phone, BRyant 9-7800. Manager, Robert G. Patt. SERVICES OFFERED: Electrical transcription, production, instantaneous off-the-line and off-the-air transcriptions, master recordings, pressings, air checking, talent.

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### Woods Recording Studios

54 West Randolph St., Chicago, Ill. Phone, DEArborn 3646. President, Henry Kaufman; General Manager, Frank Bard; Sales Manager, Dr. E. K. Osmun. SERVICES OFFERED: Custom transcriptions.

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### Wor Electrical Transcription and Recording Service

1440 Broadway, New York, N. Y. Phone, Pennsylvania 6-8383. Manager of Transcription Division, Ray S. Lyon. SERVICES OFFERED: Electrical transcription producing, talent, production, off-the-line transcription, air-check, recordings, off-the-air recording, pressings, portable recording.

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### World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WIckersham 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. B. Sambrook; Sales Promotion and Advertising Manager, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES 301 East Erie St., Chicago, Ill. Phone, Superior 9114, Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Cal. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglass 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbus 2000. Resident Manager, Harold A. Lafount. SERVICES OFFERED: Custom-built recordings, processing, pressing, production, scripts, talent, transcription program service library, nation-wide transcription network.

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### Zabelle, Inc.

1918 S. E. Ladd Ave., Portland, Ore. Phone, East 9809. Manager-Owner, R. T. Zabelle. SERVICES OFFERED: Transcriptions, studio rental, film recordings.



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# VALUE OF THE LITTLE THEATER TO LOCAL BROADCASTERS

*By*

***JOSEPH M. KOEHLER***

*President, Radio Events, Inc.*

THE LITTLE THEATER GROUP in your town represents a ready-made audience for your station. That perhaps is the baldest way of looking at the little theater and its relationship to broadcasting. It's one, moreover that cannot be discounted. If there isn't a little theater in your town, there is an Epworth League, the dramatic section of the Y.M.C.A. or a college dramatic organization like the Mask and Wig, The Blackfriars or The 47 Workshop, all ready to cooperate with you in the broadcasting of live drama, all ready to deliver a listening audience. There is no more earnest group of boosters in the world than the men and women of your town interested in a little theater. The property man may be the town banker, the scene painter, the druggist and the promoter may be the Mayor. The writer knows of at least twelve little theaters that shape up approximately this way, with the balance of the staff and cast representing a cross section of the town's "Who's Who" from both sides of the track.

## Publicity

Radio, for the little theater, represents its most efficient publicity medium and hundreds of groups pay for their own scripts and even rehearse their weekly plays in their own theaters or studios, thus making practically no call upon the station's staff or studios except for "dress" and broadcast. They demand little in the way of credit, beyond the announcement that "The Civic Theater presents your favorite drama with your favorite cast including . . . ."

There is no doubt also that present day groups such as the Mason City Little Theater, the Town Theater of Charlotte, N. C., The Baker Theater of Portland, Oregon, The Kanawha Players of Charleston, West Virginia, The Pasadena Playhouse of Pasadena, California, are just part of the thousands of little theaters that are building stars. They are often broadcasting performances that sometime top the very fine work that is being done by NBC's "Guild" and CBS's Workshop because they are not restricted on rehearsals. To them a rehearsal is a labor of love that goes on—on as long as it is necessary.

## Experimental

Aside from the fact that they deliver an audience, there is a broader reason for presenting your Little Theater on the air. This is found in the fact that there must be a real experimental side to radio drama, there must be a broadcast place for drama that may be terrible or inspired. The differential between these two is far less than many of you, who are undramatic minded, realize.

There are playwrights working in the radio medium, that are writing material that is being turned down daily by agencies and networks as "not being radio." Even the men and women who turn down the material will tell you that they'd like to "take a chance" with it but don't dare gamble with the sponsors' money or affiliated stations' time. Yet the very essence of the future of radio depends upon these experimental broadcasts reaching the air. Men like John Fleming, whose "Aussa, the Arab" finally broke onto NBC coast to coast with sensational midnight results in five weeks are writing material that will create a new formula for broadcast drama. Were it not for the hundreds of little theaters that are already on the air, they would find no place to work out or develop technique. That "two character dramas" and a "new story telling method" are evolving on these hundreds of stations is ample proof of the virility of the Little Theater on the air, as an experimental medium.



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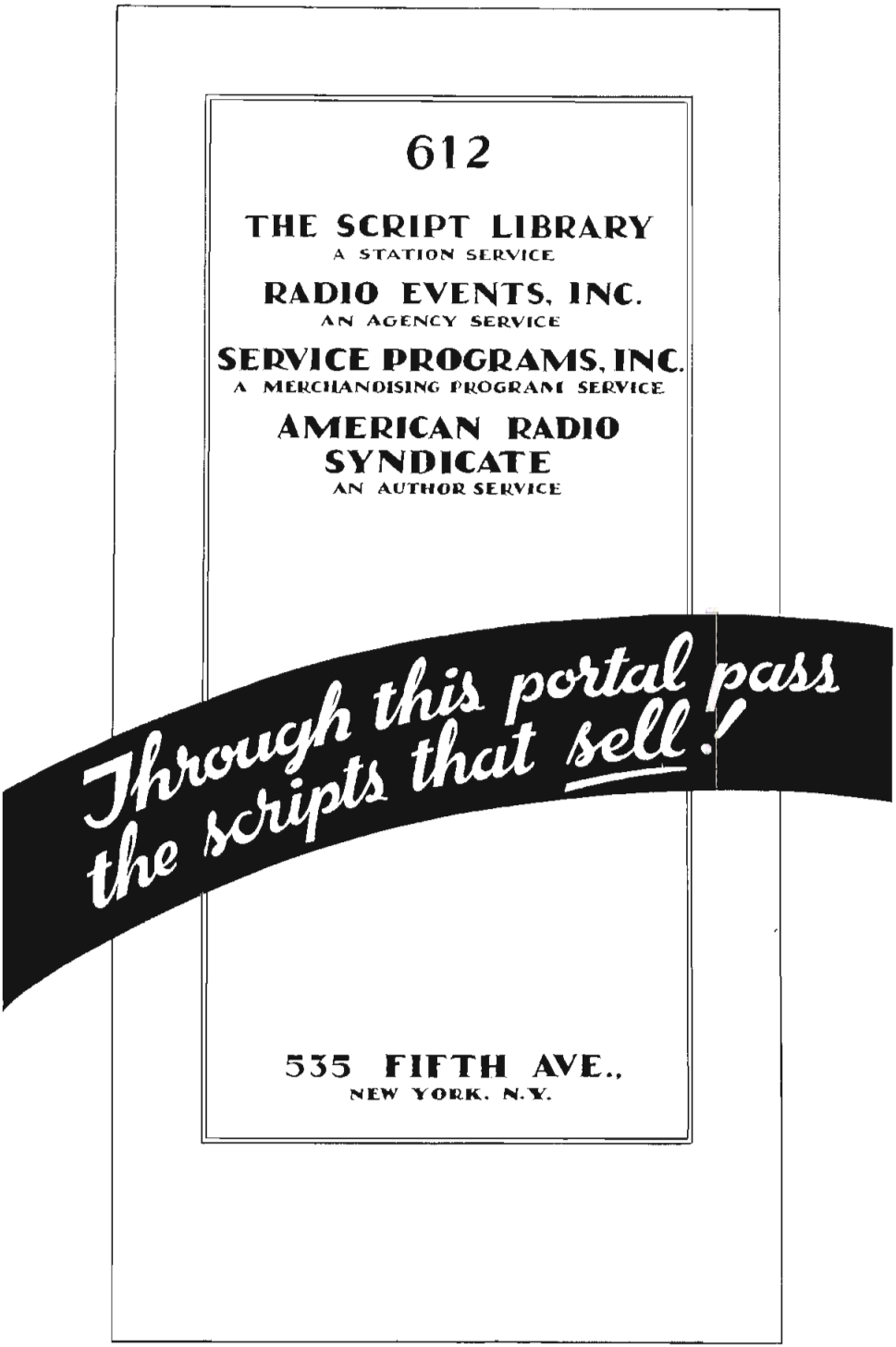





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# SCRIPT LIBRARIES

### *Harry Martin Enterprises*

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin.

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### *Mertens & Price, Inc.*

3923 W. Sixth St., Los Angeles, Calif. Phone, Drexel 1118. General Manager, George Logan Price.

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### *NEA Features, Inc.*

REPRESENTATIVE: Stephen Slesinger, Inc., 250 Park Ave., New York, N. Y. Phone, ELdorado 5-2544.

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### *Radio Events, Inc.*

535 Fifth Avenue, New York, N. Y. Phone, MUrray Hill 6-3487. President, Joseph M. Koehler.

•

### *Radio Writers Laboratory*

Conestoga Bank Bldg., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Director, Special Features Division, Paul Rodenhauser.

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### *The Script Library*

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. Station Contact, Martin Lawrence; General Manager, Genevieve Pace.

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### *Souvaine, Henry, Inc.*

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-5666.

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### *Star Radio Programs, Inc.*

250 Park Ave., New York, N. Y. Phone, PLaza 3-4991. Executive Vice President, Daniel C. Studin; Manager, John C. Treacy; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. REPRESENTATIVES: All-Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.

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### *World Broadcasting System, Inc.*

711 Fifth Ave., New York, N. Y. Phone, WIsconsin 2-2100. President, P. L. Deutsch; Vice Presidents, A. J. Kendrick, Norton Cotterill; Treasurer, W. R. Seifert; Assistant Treasurer-Chief Engineer, Charles Lauda, Jr.; Advertising and Sales Promotion, M. A. Hollingshead. BRANCH OFFICES: Chicago; Hollywood; San Francisco; Washington, D. C.



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# A · S · C · A · P

By JOHN G. PAINE
*General Manager*

THE American Society of Composers, Authors and Publishers is a voluntary, non-profit association of men and women who write music, together with their publishers. It was organized in 1914 by the late Victor Herbert and a few of his contemporaries. The purpose of the organization is twofold: first, to provide a simple mechanism whereby persons desiring to use music in quantity in the conduct of their business can readily obtain a license to do so, and secondly, to assist the members of the association in adequately protecting their property from unauthorized use.

To effectuate these purposes, ASCAP grants licenses to commercial users and collects the license fees for such use. The revenue collected by ASCAP, after operating expenses have been deducted, is entirely divided every three months among the members of the Society and of the foreign performing right societies with which the American Society is affiliated.

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  Shields, Ren
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  Wagner & Levien
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  Music Buyers Corporation
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# S · E · S · A · C

**By PAUL HEINECKE**
*President*

One of the most important organizations in the music industry, SESAC has the exclusive and complete control of the performing rights, as well as the mechanical and synchronization rights of some 130 music catalogs, the majority of which are American publishers. The SESAC standard radio broadcasting performance agreement licenses the use of over 35,000 copyrighted musical compositions.

SESAC licenses are now carried by practically all of the commercial broadcasting stations in the United States and program listings reflect an ever increasing use of SESAC music. During the latter part of 1939 SESAC renewed its five year contracts with Columbia Broadcasting System, the National Broadcasting Company, the Yankee and Don Lee networks and the McClatchy Group. Individual radio station licenses expiring in 1939 were also renewed for an additional five year period in every instance.

Known in the radio industry as the "Friendly Society," SESAC has acquired this enviable sobriquet by real cooperation with broadcasters through its New York office and its full-time field representatives. Through regular visits of these representatives to all radio stations during the past ten years, SESAC has kept in close touch with the broadcasting industry. These representatives are instructed to study the problems and requirements of station owners and program directors, and this information has been of material assistance to SESAC in formulating its policies and in maintaining its excellent relationships with broadcasters.

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Albright Music Company (see National Music Co.)
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Altschuler, J.; Warsaw
American Music, Inc.
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Barwicki, K. T.; Poznan
Beirly Company (See Chart Music Publishing House, Inc.)
Belmont Music Company (See Cole)
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Preeman, Morse M.
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Lebendiger, Henryk (See Editions Internationales Fermata)
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Otto Wernthal; Berlin
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Liturgical Music Company (See McLaughlin & Reilly Co.)
Loebel, J. (See Reinecke)
Master Music Makers (See Cross & Winge)
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Parks Company, J. A., The; York, Neb.
Polskie Towarzystwo Muzyki Wspolczesnej; Warsaw
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Pro Arte (See Editions Pro Arte)
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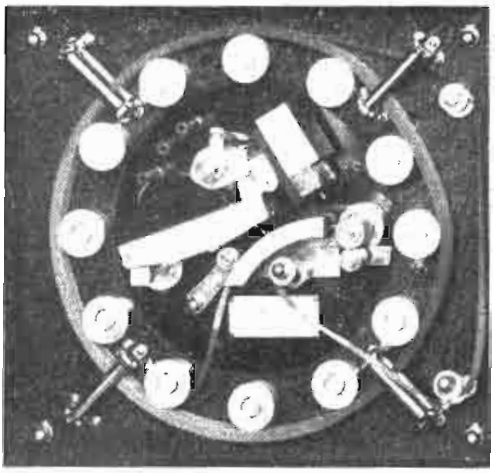

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1697 Broadway .....COlumbus 5-3737

**Vallee, Rudy, Orchestra Units Corp.**
9 Rockefeller Plaza .....CIrcle 7-2620

**White, Roger**
1270 6th Ave.....CIrcle 7-4943

**Wilson, Roy (Wilson, Powell & Hayward)**
444 Madison Ave.....PLaza 5-5480

**Wolf Associates, Inc.**
1270 Sixth Ave.....COlumbus 5-1621

**WHN Artist Bureau**
1540 Broadway .....BRyant 9-7800

**WMCA Artist Bureau**
1657 Broadway .....CIrcle 6-2200

**WNEW Artist Bureau**
501 Madison Ave.....PLaza 3-3300

**WOR Artists' Bureau**
1440 Broadway .....PEnnsylvania 6-8383

**Worthington, Dorothy**
17 East 55th St.....WIckersham 2-2759

## ☆ LOS ANGELES ☆

**Artists & Authors, Inc.**
8555 Sunset Boulevard.....OXford 2371

**Artists' Managers Guild**
9441 Wilshire Blvd. (Beverly Hills)
OXford 4585

**Associated Artists, Ltd.**
8627 Sunset Blvd.....OXford 6286

**Batchelor, Walter**
8782 Sunset Blvd.....CRestview 1-8181

**Berg-Allenberg**
9484 Wilshire Blvd. (Beverly Hills)
OXford 3131

**Beyer-MacArthur & Co.**
1680 N. Vine St. .....HIllside 2125

**British American Film Agency**
9010 Sunset Blvd.....CRestview 1-5285

**Charney, William**
9615 Brighton Way (Beverly Hills)
CRestview 1-9111

**Collier-Weber & Todd**
8584 Sunset Blvd.....OXford 3101

**Columbia Management of Calif.**
6111 Sunset Blvd. .....HOllywood 6365

**Conlon-Armstrong**
8734 Sunset Blvd. .....CRestview 1-5181

**Consolidated Radio Artists, Inc.**
9134 Sunset Boulevard.....OXford 1005

**Crosby, Everett, N., Ltd.**
9028 Sunset Blvd.....CRestview 11171

**Curtis, Jack**
6030 Wilshire Boulevard.....WEbster 7181

**Davis, Don**
9123 Sunset Boulevard.....CRestview 5-7444

**Dolan & Doane**
8905 Sunset Blvd. .....CRestview 1-9185

**Epstein, David**
6777 Hollywood Blvd.....GRanite 2159

**Famous Artists, Inc.**
9441 Wilshire Blvd.....CRestview 1-5222

**Fanchon & Marco**
5600 Sunset Blvd.....HOllywood 5341

**General Amusement Corp.**
9028 Sunset Boulevard.....CRestview 1-8101

**Gertz, Mitchell**
8506 Sunset Blvd.....OXford 7018

**Goldstone, Nat C.**
8782 Sunset Blvd.....OXford 1131

**Hawks-Volck**
9441 Wilshire Blvd. (Beverly Hills)
OXford 3121

**Hayward, Leland Co., Inc.**
9200 Wilshire Blvd.....CRestview 15151

**Irwin, Lou**
9134 Sunset Boulevard.....OXford 1005

**Jaffe, Sam**
8555 Sunset Blvd.....OXford 6121



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**Kingston, Al**
9411 Wilshire Blvd. Beverly Hills
CRestview 1-5222

**Kane, Walter**
8584 Sunset Blvd. OXford 2396

**Lee, Thomas S., Artists' Bureau**
1076 West 7th St VAndike 7111

**Lehr, Abraham, Inc.**
8923 Sunset Boulevard . OXford 4156

**Levee, M. C.**
1300 N Crescent Heights Blvd GLadstone 3115

**Lichtig & Englander**
8776 Sunset Boulevard CRestview 1-2141

**A. & S. Lyons, Inc.**
9441 Wilshire Blvd., Bev. Hills OXford 1118

**MacQuarrie Agency**
8913 Sunset Blvd OXford 7162

**Marx, Zeppo**
8732 Sunset Blvd OXford 4161

**McCarthy, Charlie, Inc.**
6305 Yucca HIllside 6125

**Morris, William, Agency**
202 N. Canyon Drive CRestview 1-6161

**Morrison, Leo**
204 S. Beverly Drive CRestview 1-9191

**Music Corporation of America**
MCA Square, Beverly Hills. BRadshaw 2-3211

**Mutual Broadcasting System**
1076 W. Seventh St VAndyke 7111

**NBC Artists' Bureau**
1500 N Vine St HOllywood 6161

**Orsatti & Co.**
9130 Sunset Blvd OXford 6241

**Pantages, Rodney**
6233 Hollywood Blvd HOllywood 2211

**Radio Central Casting Bureau**
1151 S Broadway . PRospect 2626

**Schall-Martyn Agency**
8949 Sunset Blvd. OXford 1101

**Schulberg, Ad-Jaffe, Sam, Inc.**
8555 Sunset Blvd. OXford 6121

**Selznick, Myron & Co., Inc.**
9700 Wilshire Blvd CBeverly Hills)
CRestview 1-9171

**Selwyn, Arch**
8782 Sunset Blvd CRestview 1-8181

**Shagrin, Max**
6253 Hollywood Blvd. GRanite 5171

**Shurr, Louis Inc.**
9165 Sunset Blvd CRestview 11116

**The Small Co.**
8272 Sunset Blvd HOllywood 2722

**Swanson, H. N., Inc.**
8523 Sunset Blvd. CRestview 1-5115

**Weed, Richard M., Agency**
8584 Sunset Boulevard. OXford 6834

**Winship, William C.**
8500 Sunset Blvd . CRestview 1-9989

**Wolfe Associates, Inc.**
6912 Hollywood Boulevard GLadstone 0676

**Wurtzel, Harry**
8981 Sunset Blvd. CRestview 5-6175

## CHICAGO

**Benn Theatrical Agency**
61 West Randolph St . . . DEArborn 2810

**Bezark Associated Booking Office**
54 W. Randolph St. DEArborn 2202

**Chicago Artists Bureau**
190 N State St. . CENtral 1627

**Columbia Concerts Corp.**
410 N. Michigan Ave WHItehall 6000

**Conklin, Neil**
75 E. Wacker Drive DEArborn 1711

**Consolidated Radio Artists, Inc.**
32 W Randolph St. . FRAnklin 8300

**Edwards, Gus**
410 N. Michigan Ave. DELaware 5526

**Ellsworth, W. M.**
75 East Wacker Drive CENtral 0942

**General Amusement Corp.**
32 West Randolph St STAte 0288

**Glaser, Marcus**
203 N. Wabash Ave DEArborn 8223

**Gordoni, Lillian**
1258 S. Michigan Ave CALumet 6979

**Gumbiner Theatrical Enterprises**
310 S. Michigan Ave. . WEBster 4543

**Herman, Sam**
54 W. Randolph St STAte 2147

**Jacky & Thorndycke**
520 N Michigan Blvd. DELaware 3262

**Levin, W. Biggie**
612 N. Michigan Ave. SUPerior 0506

**Linton, Ray**
360 North Michigan Ave STAte 6662

**Lutz, Estelle, Artists Bureau**
410 South Michigan Ave HARrison 6061

**Morris, William, Agency**
203 N. Wabash Ave STAte 3632

**Morse, Edward M.**
190 N. State St. STAte 7419

**Morse, Sidney P.**
162 North State St. STAte 1728

**Music Corporation of America**
430 N Michigan Ave. DELaware 1100

**NBC Artists Service**
Merchandise Mart SUPerior 8300

**North, Stanley**
310 S. Michigan Ave WABash 5595

**Parker, Donna**
540 N. Michigan Ave DEArborn 1714

**Pearlman, Bernard**
75 E Wacker Drive FRAnklin 1111

**Schuster, Milton**
36 W Randolph St. DEArborn 3633

**WLS Artists Bureau**
1230 W. Washington Blvd HAYmarket 7500

**Yellman, Duke, Agency, Inc.**
162 North State St STAte 1728



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# F. C. C. Regulations Regarding Announcement of Call Letters of Broadcast Stations

*As of January 1st, 1940*

"Each licensee of a broadcast station shall announce the call letters and allocation as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible."

The Commission announces the following interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour."

Call Letters of stations need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety-show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half hour within a 5-minute period thereof. That is, the half hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour.

The interpretation given above in no way affects the waiver clause given in the last sentence of this rule.

# FCC Rules and Regulations Regarding Political Broadcasting

*As of July 1st, 1939*

**"Rule 36a 1.** No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

**"Rule 36a 2.** The following definitions shall apply for the purposes of Rule 36a 1:

(a) 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) 'Other candidates for that office' means all other legally qualified candidates for the same public office.

**"Rule 36a 3.** The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

**"Rule 36a 4.** Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted."



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# AFRA CODE OF FAIR PRACTICE

*"AFRA Code of Fair Practice for Commercial Broadcasting Minimum Terms and Conditions for Radio Artists" and the "qualifications," were signed February 2, 1939 by AFRA, CBS and NBC. It is binding upon advertising agencies and their clients. Resolutions Passed during 1939 are also included.*

## CODE OF FAIR PRACTICE FOR COMMERCIAL BROADCASTING MINIMUM TERMS AND CONDITIONS FOR RADIO ARTISTS

We, the undersigned on this ..... day of ..... 1939, agree with the American Federation of Radio Artists that we will accept and conform to the Code of Fair Practice and the minimum terms and conditions promulgated by them for the engagement of radio artists on commercial broadcast programs produced under our auspices on the network systems and their several stations. We hereby accept notice of the minimum terms and conditions as specified in the schedules annexed to this Code which schedules are included herein and are hereby made a part of this Code.

The American Federation of Radio Artists (hereon called AFRA) agrees and represents that it is and will continue to be an open union. AFRA agrees that it will keep its membership rolls open and will admit to membership all eligible radio artists whom we engage to appear on such commercial broadcasts. We agree that on all present and future commercial broadcasts produced by us, or under our auspices, we will use the services only of performers, including actors, singers and announcers, who are members in good standing of AFRA or become such members prior to their appearance on such broadcasts. AFRA agrees not to impose unreasonable entrance fees or dues upon its members.

It is mutually agreed that it is a part of this Code of Fair Practice that the engagement of radio performers for all such present and future commercial broadcasts can be made only under the minimum terms and conditions provided herein or better.

We agree that we will not, for the purpose of evading performance under this Code, sublet or transfer responsibility for commercial network programs produced by us to any third person and that we will not transfer our operations to any other points of origination for the purpose of defeating or evading this Code.

This agreement is in effect beginning with February 10, 1939, until and including, February 10, 1941.

We agree with the American Federation of Radio Artists for this period to submit to arbitration all questions relating to wages and working conditions affecting live commercial broadcasts not covered by this agreement and Code as well as any controversy or dispute between AFRA and ourselves arising with respect to this Code or the interpretation or breach thereof.

Such arbitration shall be conducted under the rules then obtaining, of the American Arbitration Association, with the following specific provisions:

Either party may demand such arbitration in writing, which demand shall include the name of the arbitrator appointed by it. Within three days after such demand the other party shall name its arbitrator, or in default of such appointment, such arbitrator shall be named forthwith by the Arbitration Committee of the American Arbitration Association. The two arbitrators so appointed shall select a third within a period of five days from a panel submitted to them by the Arbitration Committee of the American Arbitration Association, and in lieu of their agreement upon such third arbitrator, he shall be appointed by the Arbitration Committee of the American Arbitration Association. The hearing shall be held on two days' notice and shall be concluded within fourteen days unless otherwise ordered by the arbitrators. The award of the arbitrators shall be made within seven days after the close of the submission of evidence. An award agreed to by a majority of the arbitrators so appointed shall be binding upon both parties, during the period of this agreement, and judgment upon such award may be entered by either party in the Highest Court of the Forum, State or Federal having jurisdiction.

This agreement and Code of Fair Practice shall be construed by the laws of the State of New York.

IN WITNESS WHEREOF we have signed this agreement and Code of Fair Practice on the day and year above stated.

By .....

.....

Producer

By .....

American Federation of Radio Artists

**SCHEDULE OF MINIMUM FEES AND CONDITIONS FOR RADIO ARTISTS APPEARING ON COMMERCIAL PROGRAMS USING THE FACILITIES OF THE NATIONAL BROADCASTING COMPANY, THE COLUMBIA AND MUTUAL BROADCASTING SYSTEMS AND THEIR SEVERAL STATIONS**



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## ACTORS

| Length of program | Fee | Re-broadcast fee |
|---|---|---|
| 15 minutes or less | $15.00 | $10.00 |
| 16 to 30 minutes | 25.00 | 12.50 |
| 31 to 60 minutes | 35.00 | 17.50 |

**Rehearsal:** $6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of $3.00 per half-hour or part thereof. Rehearsal for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be on the basis of time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

In the event that an actor is engaged and paid for five 15-minute programs per week, then and only in that event the rehearsal time shall be computed at $5.00 per hour, the first hour being required, and thereafter rehearsals may be computed and paid in half-hour periods at the rate of $2.50 per half-hour or part thereof.

**Thirteen Weeks' Continuous Guarantee:**

(a) Where a producer on a fifteen-minute dramatic strip show by written contract with the actor guarantees a thirteen weeks' continuous non-cancellable engagement on such show, the producer may discount the actor's scales to the extent shown in the following schedule if the producer guarantees the actor the minimum amounts shown in the schedule, no matter whether he plays or rehearses or not. Base rate on rehearsals where such discount is effective is six dollars per hour. The schedule follows:

**Single Broadcast Per Day**

| Number of Appearances per Week | Discount Per Cent | Guaranteed Minimum |
|---|---|---|
| 5 | 15 | $105.00 |
| 4 | 10 | 100.00 |
| 3 | 5 | 80.00 |

**Broadcast and Repeat**

| Number of Appearances per Week | Discount Per Cent | Guaranteed Minimum |
|---|---|---|
| 5 | 15 | $140.00 |
| 4 | 10 | 125.00 |
| 3 | 5 | 100.00 |

**Advance Recording Plus Life Network Broadcast**
(Each appearance means one for recording and one for live)

| Number of Appearances per Week | Discount Per Cent | Guaranteed Minimum |
|---|---|---|
| 5 | 15 | $160.00 |
| 4 | 10 | 145.00 |
| 3 | 5 | 115.00 |

The compensation which shall be paid to the performer under a thirteen weeks' continuous guarantee contract as above specified, shall be the applicable fees plus rehearsal pay, less the discount above set forth, or the guaranteed minimum, whichever is higher.

(b) On written guaranteed continuous thirteen weeks' non-cancellable engagement of actors for half-hour and hour shows, a discount from scale of ten per cent of the basic scale is allowed.

(c) On half-hour shows after four hours rehearsal per appearance, rehearsal rate drops to three dollars an hour beginning with the fifth hour of rehearsal, and on hour shows, the same is true after six hours, beginning with the seventh hour of rehearsal.

**Program Auditions:** Shall be paid for at one half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. This compensation is for program auditions; voice tests may be made without compensation but the producer shall not use this privilege unreasonably.

**Recordings:** Off-the-line recordings may be made and used only by the original sponsor or his affiliated companies. They must be used without extra fees to the performer under the following conditions:

(a) Providing that such recordings are not broadcast on any major station in the city of origination; or broadcast to a network from the city of origination; or broadcast to any network providing national facilities; and providing further that such recordings are used once only for the original sponsor and are not broadcast on any major station affiliated with the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., or the Mutual Broadcasting System, Inc., in New York, Chicago, San Francisco, Hollywood or Los Angeles Further providing, however, that this latter restriction shall not apply if recordings are made by network stations for later broadcasts only on that station because of unavailability of facilities at time of live broadcast, and such operations are billed to the sponsor as a network operation without recording charges:

If off-the-line recordings are made and broadcast, except under the provisions outlined above, the performer shall be paid not less than the rebroadcast fee for such recording broadcast, unless he has already been paid a fee for a live re-broadcast.

(b) Providing that such recordings are not broadcast later than two months after the discontinuance of the program on a live basis;

(c) Where a record is made either prior to or subsequent to a live broadcast or re-broadcast, and an extra performance is thereby required, the actor should be paid under the advance recording date and rehearsal time as specified heretofore in this scale.

**Dramatized Commercials:** Where the actor is engaged for a dramatized commercial, the following minimum scale shall apply:

| Length of program | Fee | Re-broadcast fee |
|---|---|---|
| 15 minutes or less | $15.00 | $7.50 |
| 16 to 30 minutes | 20.00 | 10.00 |
| 31 to 60 minutes | 25.00 | 12.50 |

A fifteen-minute rehearsal period prior to the dress rehearsal may be included in the foregoing scale.

## SINGERS

**Class 1—Groups of 9 or More Voices:**

| Length of program | Fee | Re-broadcast fee |
|---|---|---|
| 15 minutes or less | $14.00 | $7.00 |
| 16 to 30 minutes | 16.00 | 8.00 |
| 31 to 45 minutes | 18.00 | 9.00 |
| 46 to 60 minutes | 20.00 | 10.00 |

**Rehearsal:** Orchestra and all coaching rehearsals $4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of $1.00 per quarter-hour or part thereof.

**Class 2—Groups of 5 to 8 Voices Inclusive:**

| Length of program | Fee | Re-broadcast fee |
|---|---|---|
| 15 minutes or less | $24.00 | $8.00 |
| 16 to 30 minutes | 28.00 | 10.00 |
| 31 to 45 minutes | 32.00 | 12.00 |
| 46 to 60 minutes | 36.00 | 14.00 |

**Rehearsal:** Orchestra rehearsal $6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour or periods at the rate of $1.50 per quarter-hour or part thereof.

**Program Auditions:** Shall be paid for at one-half the broadcast fee and one-half the broadcast rehearsal fee for all time required. Individual voice tests may be had without compensation.

**Special Minimum Working Conditions for Singers:** Any performance must begin within twenty-four hours of the original to be considered a re-broadcast, otherwise, first performance fee prevails.

No rehearsal shall be considered as less than one hour in duration except such rehearsal, as is called immediately before or after performance. However, a singer may be required to stand by fifteen (15) minutes before a performance without payment of rehearsal fee.

Orchestra rehearsal may not be divided into more than two sections.

There must be a rest period of five minutes each hour in rehearsals of more than one hour in duration.



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Any member who auditions for a program, as a member of a group shall be the act of that said group is accepted for the program he considered to be a member of said group and may not be assigned without AFRA consent to work as group singers on said program or for a period of ninety (13) weeks whichever is less.

Coaching for use in the dissemination applied to any rehearsal session other than rehearsal with orchestra or other sets of which broadcast is presented to specific broadcast or audition.

Or will be guaranteed continuous engagements broadcastable statements of singers for 15 minute half hour and hour shows a discount from scale of ten per cent of the base scale is allowed.

Station members shall be at the rate of $15.00 for the broadcast and $7.50 for the rehearsal with dress rehearsal included. Except local situations such as practice on the road will be met by waivers under section 8 of the Rules.

### ANNOUNCERS

| Length of program | Fee | Re-broadcast fee |
|---|---|---|
| 15 minutes or less | $15.00 | $10.00 |
| 16 to 30 minutes | 25.00 | 17.50 |
| 31 to 60 minutes | 35.00 | 17.50 |

**Rehearsal:** $6.00 per hour first hour required after first hour rehearsal may be commuted one-half or half hour periods at the rate of $3.00 each half hour or part thereof. Rehearsals for programs in excess of 15 minutes may be held in two sessions each session to be completed and paid for as a separate unit and no such session shall be commenced in less than one hour. Additional compensation shall be based on the time authorized for but additional rehearsal time may be requested and if agreed to paid for.

Where announcer is engaged for a commercial program on standardized terms of not less than thirty (13) weeks on 15 minute programs broadcast five (5) times or more a week the following minimum weekly compensation may be observed:

| Times a week | Weekly Minimum Compensation | Weekly fee for re-broadcast |
|---|---|---|
| 5 | $75.00 | $37.50 |
| 6 | 85.00 | 42.50 |

In such cases of commercial announcements in the weekly rate, 15 minute rehearsal time per day is included.

**Network Commercial Cut-In Announcements:** Shall be paid at the rate of $10.00 for each such announcement.

**Program Auditions:** Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. Voice tests may be had without compensation.

**Special Provisions Regarding Announcers.**

(a) Where a prior record is made in connection with a recording used for broadcast the fee for such recordings shall be $50.00.

(b) The 15 minute rehearsal allowed for each of five broadcasts may be computed at 225 minutes to be used by producer as desired within the days. If producer desires to vary use such rehearsal time for prior rehearsals and announcements to allow 15-minute rehearsal for each broadcast. These conditions apply only in connection with 13 week unexpirable contracts.

(c) On five minute local news broadcasts with not less than two per day the fee for the news reporter shall be $5.00 for each such broadcast. In such cases where a supporting announcer is used the fee for such supporting announcer shall be $4.00 for each such broadcast.

**Rehearsal:** Orchestra rehearsal $4.00 per hour first hour required after first hour rehearsal may be commuted and paid for in quarter hour periods at the rate of $1.00 per quarter hour or part thereof.

**Class 3—Groups of 2 to 4 Voices Inclusive:**

| Length of program | Fee | Re-broadcast fee |
|---|---|---|
| 15 minutes or less | $8.00 | $10.00 |
| 16 to 30 minutes | 25.00 | 12.00 |
| 31 to 45 minutes | 10.00 | 14.00 |
| 46 to 60 minutes | 15.00 | 16.00 |

**Rehearsal:** Orchestra rehearsal $5.00 per hour, first hour required after first hour rehearsal may be commuted and paid for in quarter hour periods at the rate of $1.25 per quarter hour or part thereof.

**Class 4—Soloists:**

| Length of program | Fee | Re-broadcast fee |
|---|---|---|
| 15 minutes or less | $10.00 | $15.00 |
| 16 to 30 minutes | 5e.00 | 17.50 |
| 31 to 45 minutes | 60.00 | 20.00 |
| 46 to 60 minutes | 70.00 | 22.50 |

### GENERAL SCHEDULE OF RULES

1 **Engagements:** Performer shall have specific notice of the act to be placed date time and place of broadcast time or rehearsal at any rates or accepted and scheduled time expected for. Artist for or soloist is permitted to double one hour per performance without additional compensation. In events shows of which the program consists of a series of short differ of episodes such as but not be limited to comedy act news broadcasts or historical sequences such per one shall be considered in exception. Performer on show bases shall not be required to double.

2 **Compensation** Performer shall be paid on a per broadcast basis applicable all U.S. States and not United States of the Union laws after time special for broadcasting. The minimum fees shall be set by the performer who no doubt from whatever cause be made therefrom except for such fees and withholdings as is required by law. No terms or provisions of the Code may be waived by the performer without the prior written consent of AFRA but nothing in this Code shall prevent the performer from agreeing to any terms and conditions more favorable to such performer than those specified herein.

3 **AFRA Rules:** Producer agrees that he has notice that the performer is a member of AFRA and must obey its rule. Producer admits specifically notice of the rule which requires the AFRA member to render services only upon a program where all the Actors Singers and Announcers are members in good standing of the American Federation of Radio Artists.

4 **Cancelled Program** Where the entire program is cancelled the performer shall receive less by 1 of an hour for all contracted time is specified in this agreement unless she shall have been notified in writing of the cancellation at least 24 hours in advance of the first scheduled rehearsal for the act.

5 **Cancelled Individual Engagements:** In the event the performer is engaged for the program and the said Producer agrees nevertheless to pay the performer in full for the contracted time or hours specified except when cancellation is for cause or impossibility of unscheduled and AFRA consents to such cancellation without payment. Producer agrees that if the engagement is not the result of inclement weather time is assumed by him.

6 **Arbitration:** Any controversy or claim between the Producer and any member of AFRA arising out of or relating to the Code or any contract or any breach thereof by this Code or the terms thereof shall upon the request of AFRA be settled by arbitration or mediation with the rules of the American Arbitration Association and judgment upon the award rendered may be entered in the highest Court of the Federal State or Federal having jurisdiction. The procedure for such arbitration shall be the same as that specified on page 11 of this Code.

7 **Additional Services:** No services of the performer is contracted for except as specified in 1 to 10.

8 **Waivers:** AFRA will give waivers in proper cases upon application by the Producer to meet any program requirements with respect to work conditions. Minimum fees are not waived conditions.

9 **Production Presented:** In the event that the program for which the performer is engaged



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is complained of and any prosecution, civil or criminal, private or governmental, shall follow, Producer agrees at his expense, to defend the performer and to pay all charges and judgments so incurred.

10. **Alterations:** Producer agrees that he will make no contract with any performer at terms less favorable to such Performer than those contained in this Code and make no changes or alterations of these provisions without the written consent of AFRA, nor, without such consent, shall any performer be deemed engaged upon terms which would commit such performer to do any acts after this Code expires, which would violate any rule of AFRA.

11. **Bond in Certain Cases:** AFRA reserves the right, in the event it determines that a particular Producer is not reliable or financially responsible, to require the posting in advance, of an adequate bond, cash or other security.

12. **Unfair Producers:** Producer agrees that he has notice that the AFRA Code of Fair Practice represents the minimum terms and working conditions of performers in Network commercial broadcasting. Anyone engaging performers in this field who breaches or violates conditions of the Code may be regarded as unfair and performers may be instructed not to work for anyone who is unfair.

13. Notice of this Code will be given to AFRA members, and they will contract subject thereto, and as to such producers who either sign this Code or signify their intention to abide thereby, the member will sign any contracts subject to the fulfillment of all obligations of such producer hereunder.

14. Any representative of AFRA shall be admitted to the premises of the producer or where the rehearsal or broadcast takes place, at any reasonable time, to check the performance by the producer of this Code; but such checking shall be done so as not to interfere with the conduct of the producer's business.

15. The producer agrees, for the benefit of AFRA and all performers employed by the producer, that existing contracts with all performers are hereby modified in accordance herewith, but no terms, wages or hours now had by any such performers which are more favorable to such performers than the terms, wages or hours herein specified, shall be deemed so modified. If there are any other contracts between or among signatories to this Code or those who signify their intention of abiding thereby, which require performers to work under terms, wages or conditions less favorable to such performers than this Code, then, notwithstanding such contracts, it is agreed that this Code shall, nevertheless, apply for the benefit of all such performers and of AFRA.

16. The terms and conditions covered by this agreement are for the engagement of radio artists on commercial "network" broadcast programs produced under the auspices of the producer, on the "network" facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, Inc., originating in New York, Chicago, Hollywood, Los Angeles or San Francisco. "Network" means two or more stations joined by wire for simultaneous broadcasting. On major stations in New York and Chicago, the network rate shall apply to a broadcast from one such station.

17. Nothing in this Code shall be construed as preventing the producer from buying package shows from fair independent contractors; provided that the producer must, in its agreement with the independent contractor, include a provision requiring such contractor to sign, adopt and conform to AFRA's Code of Fair Practice, and further provided that such independent contractor becomes a signatory to such Code.

18. Signature voices on dramatic shows shall be paid a minimum of $50 for five programs a week and $12.50 for the re-broadcasts; $10 for single broadcast and $2.50 for re-broadcast; and 15-minute rehearsal; dress rehearsal included.

19. The fee for a record made prior to the live broadcast on a 15-minute program shall be $10 and $6 per hour for first hour of rehearsal, $3 per half-hour or part thereof for additional rehearsal.

20. Audience participation is excepted.

21. Extras and supernumeraries who do not speak individual lines shall be paid not less than $7.50 for the program and $5 for re-broadcast, including 4 hours of rehearsal time in two sessions.

22. The re-broadcast fee on 15-minute shows includes a 15-minute dress rehearsal immediately preceding re-broadcast. This applies both to actors and announcers. In cases of lateness for rehearsal or other breach by any member of AFRA, AFRA will invoke its disciplinary power under its Constitution. In the event of a collection of any fine due to such disciplinary action, AFRA may reimburse the producer who has suffered loss due to lateness or other breach.

23. Children on adult programs shall receive the minimum applicable fee for adults. Special children's programs where more than 75 per cent of the cast are children come within the provisions of the waiver clause and shall be so treated.

## RESOLUTIONS PASSED IN 1939

Rule 5(a). **"AFRA" or "Union" Shop Defined.** AFRA members shall render services (1) only where all the actors, singers and announcers on the program or in the performance are members in good standin gof AFRA and work under AFRA conditions and regulations, and (2) only for employers who enforce AFRA shop and who have agreed to and abide by AFRA terms and conditions.

Rule 5(b). "AFRA" shop applies to recorded programs as well as "live" broadcasts. Where a record or electrical transcription is broadcast, all actors, singers and announcers who took part in the record or transcription, as well as all actors, singers and announcers on such part of the program as may be "live," must be members of AFRA in good standing and work under AFRA conditions and regulations.

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Rule 6(a). The National Board may, from time to time, place on the unfair list any employer or other person who refuses to abide by union conditions established by AFRA, or is otherwise unfair to organized labor.

Rule 6(b). No member of AFRA may work for any employer or other person who is on the unfair list, nor may any member of AFRA accept an engagement to work on a "live" or recorded broadcast originating at any radio station that is unfair.

Rule 6(c). The term "employer" or "person," as used herein, includes any sponsor, advertising agency, radio station, network, individual contractor, producer and any other person, firm or corporation which is unfair.

Rule 6(d). The unfair list shall be binding upon all locals of AFRA. When any Local Board proposes to place employers or other persons on the unfair list, such proposal must be submitted to the National Board for approval, together with a statement of the reasons therefor.

Rule 7(a). The Code of Fair Practice for Commercial Broadcasting Minimum Terms and Conditions for Radio Artists shall be applicable to all network broadcasting and to all commercial programs broadcast on any network system or its stations. Explicitly, the Code applies not only to programs broadcast over the facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, but in addition applies to any new network or stations from which commercial programs shall originate, and which shall, in the opinion of the National Board, be classified as coming within the terms of the Code.

7(b). No member of AFRA may accept an engagement or make a contract requiring the performance of services on any network system until such system has been classified by the National Board or permission to accept such engagement and make such contract has been granted by the National Board.



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# WORLD-TELEGRAM ANNUAL RADIO EDITORS' POLL

## RELEASED JAN., 1940

### Program Favorites

| | Points |
|---|---|
| Jack Benny | 85 |
| Information Please | 63 |
| Charlie McCarthy | 55 |
| Fred Allen | 36 |
| Bing Crosby Hour | 34 |
| Kay Kyser's Kollege | 29 |
| Bob Hope | 28 |
| WABC Monday Radio Theater | 25 |
| Orson Welles | 19 |
| Toscanini Concerts | 16 |
| America's Town Meeting | 15 |
| One Man's Family | 13 |

### Leading Comedians

| | Points |
|---|---|
| Jack Benny | 143 |
| Fred Allen | 85 |
| Charlie McCarthy | 80 |
| Bob Hope | 76 |
| Fibber McGee and Molly | 25 |
| George Burns and Gracie Allen | 20 |
| Fannie Brice | 11 |
| Tom Howard and George Shelton | 9 |
| Abbott and Costello | 8 |
| Milton Berle | 7 |

### Quiz and Contest Programs

| | Points |
|---|---|
| Information Please | 183 |
| Kay Kyser's Kollege | 55 |
| Professor Quiz | 51 |
| Doctor I. Q. | 46 |
| What's My Name | 25 |
| So You Think You Know Music | 19 |
| Milton Berle's Gag Busters | 17 |
| Ask-It Basket | 16 |
| Pot O' Gold | 15 |
| Vox Pop | 13 |

### Dramatic Shows

| | Points |
|---|---|
| Lux Radio Theater | 139 |
| Orson Welles | 85 |
| One Man's Family | 45 |
| Star Theater | 24 |
| NBC Great Plays Series | 21 |
| Aldrich Family | 19 |
| Columbia Workshop | 18 |
| Ellery Queen Dramas | 17 |
| First Nighter | 16 |
| Tie Between Silver Theater and Hollywood Playhouse, both | 13 |

### Quarter Hour Shows

| | Points |
|---|---|
| Fred Waring's Orchestra | 88 |
| Walter Winchell | 43 |
| Amos 'n' Andy | 40 |
| Easy Aces | 38 |
| Lum 'n' Abner | 26 |
| I Love a Mystery | 18 |
| Lowell Thomas | 17 |

### Children's Programs

| | Points |
|---|---|
| Nila Mack's Let's Pretend | 72 |
| Lone Ranger | 42 |
| Little Orphan Annie | 30 |
| American School of the Air | 24 |
| March of Games | 19 |
| Ireene Wicker's Singing Lady | 17 |
| Jack Armstrong | 15 |

### Sports Announcers

| | Points |
|---|---|
| Bill Stern | 158 |
| Ted Husing | 153 |
| Red Barber | 35 |
| Clem McCarthy | 24 |
| Sam Taub | 11 |

### Radio Commentators

| | Points |
|---|---|
| Lowell Thomas | 51 |
| H. V. Kaltenborn | 50 |
| Raymond Gram Swing | 36 |
| Walter Winchell | 33 |
| Paul Sullivan | 18 |
| Elmer Davis | 17 |
| Fulton Lewis | 12 |

### Studio Announcers

| | Points |
|---|---|
| Don Wilson | 48 |
| Harry Von Zell | 47 |
| Milton Cross | 33 |
| Ken Carpenter | 29 |
| David Ross | 14 |
| Ben Grauer | 12 |
| Paul Douglas | 9 |

### Popular Orchestras

| | Points |
|---|---|
| Guy Lombardo | 79 |
| Kay Kyser | 52 |
| Andre Kostelanetz | 37 |



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| | |
|---|---|
| Wayne King | 30 |
| Glenn Miller | 26 |
| Horace Heidt | 25 |
| Benny Goodman | 24 |
| Eddie Duchin | 16 |
| Fred Waring | 15 |
| Orrin Tucker | 13 |
| Phil Spitalny | 12 |
| Paul Whiteman | 11 |

### Popular Girl Singers

| | *Points* |
|---|---|
| Frances Langford | 89 |
| Kate Smith | 86 |
| Connie Boswell | 77 |
| Virginia Simms | 29 |
| Mildred Bailey | 24 |
| Bea Wain | 22 |
| Judy Garland | 20 |
| Nan Wynn | 17 |
| Bonnie Baker | 15 |
| Dorothy Lamour | 13 |

### Male Popular Singers

| | *Points* |
|---|---|
| Bing Crosby | 171 |
| Kenny Baker | 89 |
| Tony Martin and Lanny Ross, tie | 24 |
| Dennis Day | 18 |
| Barry Wood | 17 |
| Frank Munn | 16 |
| Frank Parker | 15 |
| Buddy Clark | 13 |

### Symphonic Conductors

| | *Points* |
|---|---|
| Arturo Toscanini | 174 |
| John Barbirolli | 94 |
| Alfred Wallenstein | 28 |
| Frank Black | 26 |
| Eugene Ormandy | 24 |
| Andre Kostelanetz | 20 |
| Erno Rapee | 19 |
| Howard Barlowe | 17 |
| Leopold Stokowski | 12 |
| Fritz Reiner | 9 |

### Classical and Operatic Singers

| | *Points* |
|---|---|
| Nelson Eddy | 86 |
| Lawrence Tibbett | 63 |
| Richard Crooks | 53 |
| Lily Pons | 36 |
| Margaret Speaks | 33 |
| Gladys Swarthout | 26 |
| John Charles Thomas | 25 |
| Marian Anderson | 23 |
| Donald Dickson | 21 |
| Kirsten Flagstad | 20 |
| Lucille Manners | 18 |
| Jan Peerce | 10 |

### New Stars

1. Alec Templeton
2. Ezra Stone
3. Glenn Miller

# MOTION PICTURE DAILY RADIO POLL

*Released December 28, 1939*

**OPEN CHAMPIONS**

Edgar Bergen (Charlie McCarthy)
Jack Benny
Bing Crosby
Alec Templeton, Kay Kyser, Orson Welles — tie
Bob Hope

**FILM PLAYERS ON AIR**

Don Ameche
Edward G. Robinson
Bing Crosby
Walter Huston
Bob Hope

**FILM PROGRAMS**

Lux Radio Theatre
Screen Guild Theatre
Good News of 1940
Gateway to Hollywood
Silver Theatre

**DRAMATIC SERIES**

One Man's Family
Lux Radio Theatre
Campbell Playhouse
Big Town
First Nighter, Arch Oboler's Plays — tie

**COMEDIANS**

Jack Benny
Bob Hope
Fred Allen
Edgar Bergen (McCarthy)
Robert Benchley

**COMEDIENNES**

Fannie Brice
Gracie Allen
Mary Livingstone
Barbara Jo Allen (Vera Vague)
Marian Jordan (Molly McGee)

**COMEDY TEAMS**

Fibber McGee & Molly
Burns & Allen
Benny & Livingstone
Bergen & "McCarthy"
Howard & Shelton

**VOCALISTS: MALE (Popular)**

Bing Crosby
Kenny Baker
Lanny Ross
Buddy Clark
Frank Parker

**VOCALISTS: MALE (Classical)**

Nelson Eddy
Lawrence Tibbett
Richard Crooks
John Charles Thomas
Donald Dickson



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**VOCALISTS: FEMALE**
**(Popular)**

Kate Smith
Connie Boswell
Frances Langford
Virginia Simms
Bea Wain

**VOCALISTS: FEMALE**
**(Classical)**

Margaret Speaks
Lucille Manners
Lily Pons
Jessica Dragonette
Gladys Swarthout

**DANCE ORCHESTRAS**
**(Popular)**

Guy Lombardo
Kay Kyser
Wayne King } tie
Glenn Miller }
Andre Kostelanetz
Horace Heidt

**DANCE ORCHESTRAS**
**(Swing)**

Benny Goodman
Glenn Miller
Artie Shaw
Tommy Dorsey
Bob Crosby }
Larry Clinton } tie
Kay Kyser }

**ORCHESTRAS**
**(Classical)**

NBC Symphony
New York Philharmonic
Ford Symphony } tie
Andre Kostelanetz }
Philadelphia Symphony
Frank Black's NBC

**MUSICAL PROGRAMS**
**(Popular)**

Kay Kyser's Kollege of Musical Knowledge
Your Hit Parade
Paul Whiteman
Tune Up Time
Fred Waring

**MUSICAL PROGRAMS**
**(Classical)**

Ford Sunday Evening Hr.
NBC Symphony
New York Philharmonic
Firestone
Cities Service

**COMEDY SERIES**

Jack Benny Show
Aldrich Family
Bob Hope Show
Fibber McGee and Molly
Amos 'n' Andy } tie
Easy Aces }

**CHILDREN'S SERIES**

Let's Pretend (Nila Mack)
Lone Ranger
Coast to Coast on a Bus (Milt Cross)
Ireene Wicker
Malcolm Claire } tie
Jack Armstrong }

**ANNOUNCERS**

Don Wilson
Milton Cross
Ken Carpenter
Harry Von Zell
Bob Trout }
Ben Grauer } tie
Andre Baruch }

**COMMENTATORS**

H. V. Kaltenborn
Lowell Thomas
Elmer Davis
Raymond Gram Swing
Paul Sullivan

**SPECIAL EVENTS**

CBS—War News
NBC—War News
Mutual—War News
CBC—Visit of Royalty
CBS—News Roundup

**COMMERCIAL TALKS**

Jello Program (Benny)
Ford Sunday Evening Hr.
Johnson's Wax (Fibber McGee)
Kraft Music Hall (Crosby)
Canada Dry
Information, Please


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***ANNOUNCERS***

***VOCAL ARTISTS***

***NOVELTY TALENT***

***ORCHESTRA LEADERS***

***NEWS COMMENTATORS***

***SPORTS COMMENTATORS***

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FOR — 1939

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# Radio Artists

## AND THEIR WORK DURING 1939

### — A —

**AAROA, ALDEN**
WCHV, Charlottesville, Va. WCHV Players.

**ABBEY, JOAN**
WCKY, Cincinnati, Ohio. Jean Abbey Woman's Home Companion.

**ABBOTT, BUD**
CBS. Kate Smith Hour.

**ACE, GOODMAN**
NBC. Easy Aces.

**ACE, JANE**
NBC. Easy Aces.

**ACREE, CHARLES**
WLS, Chicago, Ill. Something To Talk About.

**ACREE, CHUCK**
NBC. We, the Wives.

**ADAMS, BILL**
CBS. Your Family and Mine.

**ADAMS, FRANKLIN P.**
NBC. Information Please.

**ADAMS, HELEN**
KWK, St. Louis, Mo. It's Fun To Keep House.

**ADAMS, ROBERT K.**
CBS. Dr. Susan, Hilltop House.

**ADAMSON, HANS CHRISTIAN**
CBS. Men Behind the Stars.

**ADLER, DON**
KFAR, Fairbanks, Alaska.

**AGUGLIA, MIMI**
WOV, New York, N. Y.

**ALBRIGHT, EDDIE**
CBS.

**ALDERMAN, VIRGINIA ALLEN**
WDAE, Tampa, Fla. Bridge Forum.

**ALEXANDER, AL**
WHN, New York, N. Y. Board of Arbitration.

**ALEXANDER, BEN**
NBC. Hawthorne House, Signal Carnival, Hall of Fun, Brenthouse, Little Ol'e Hollywood, This Moving World.

**ALLEN, BARBARA JO**
NBC. One Man's Family, The Signal Caruival.

**ALLEN, CHARME**
David Harum, Life Can Be Beautiful NBC, Pretty Kitty Kelly CBS.

**ALLEN, FRED**
NBC. The New Fred Allen Show.

**ALLEN, GRACIE**
Chesterfield Program, Hinds Program CBS, Burns and Allen NBC.

**ALLEN, IDA BAILEY**
NBC.

**ALLEN, MEL**
CBS. Saturday Night Swing Club.

**ALLENBY, PEGGY**
Life Can Be Beautiful CBS, David Harum NBC.

**ALLMAN, ELVIA**
Bob Hope Show NBC, Chase & Sanborn Hour NBC, Kraft Music Hall NBC, Texaco Star Theatre CBS, Lifebuoy Program CBS, Those We Love NBC, Al Pearce and His Gang NBC.

**AMECHE, DON**
NBC. The Chase and Sanborn Program.

**AMOS 'N' ANDY**
NBC, Amos Frecman F. Gosden, Andy Charles J. Correll.

**AMSDELL, WILLIAM**
NBC. Kitty Keene.

**ANDERSON, EDDIE**
NBC. Jello Program.

**ANDERSON, MARJORIE**
MBS. The Shadow.

**ANDORN, SIDNEY**
WGAR, Cleveland, Ohio. Cleveland Scene.

**ANDREE, EDITH**
CBS, Society Girl.

**ANGELL, HERB**
KQV, Pittsburgh, Pa. Movie Gossip.

**ANNEN, GERTRUDE**
NBC, Young Widder Brown.

**ANTHONY, ALLAN C.**
KWK, St. Louis, Mo. Song Fest.

**ANTHONY, JOHN J.**
MBS. Good Will Hour.

**ANTHONY, NORMAN**
NBC. Doctor I. Q.

**APLON, BORIS**
NBC. Kitty Keene.

**ARCHER, GRAHAM**
NBC. Brent House.

**ARKELL, ROD**
WSUN, St. Petersburg, Fla. Florida Speaks.

**ARLITT, CORINNE**
KMAC, San Antonio, Texas. Juvenile Stars.

**ARNALL, CURTIS**
NBC. Pepper Young's Family.

**ARNOLD, EDWARD**
NBC. Good News of 1940.

**ARQUETTE, CLIFF**
NBC. Brent House, The Gilmore Circus.

**ARTHUR, JACK**
NBC. Grand Central Station, Death Valley Days.

**ARTHUR, RENE**
CKCV, Quebec, Que. Professor Toc.

**ASCOT, RITA**
NBC. Oxydol's Own Ma Perkins.

**ATWELL, ROY**
CBS. Joe Penner Program.

**AUBREY, WILL**
KGO, San Francisco, Calif. Musical Clock, Bard of Byways, In the Good Old Days NBC, Music Clock NBC.

**AUERBACH, ARTIE**
CBS. Jack Haley's Wonder Show.

**AUSTEN, CHARLES**
CBS. The Zanny Family.

### — B —

**BABCOCK, BETTY**
WJBC, Bloomington, Ill. Musical Footnotes.

**BACKUS, JIM**
CBS. Society Girl.

**BACON, MILTON**
WCKY, Cincinnati, Ohio. Homemakers, Cities Worthwhile, Apples and Salt.

**BADOLATI, MARIO**
WOV, New York, N. Y.

**BAILEY, RUTH**
NBC. Guiding Light, The Right to Happiness, The Woman in White, Kitty Keene, Inc.

**BAIRD, JANET**
NBC. Through a Woman's Eyes.

**BAKER, FLORENCE**
NBC. Brent House.

**BAKER, MILDRED**
CBS. By Kathleen Norris.

**BAKER, PHIL**
CBS. Honolulu Bound.

**BAKER, RUSS**
WOW, Omaha, Nebr. WOW Players.

**BALDREDGE, FANNY MAY**
NBC. The Man I Married.

**BALL, LARRY**
WISN, Milwaukee, Wisc.

**BALL, LUCILLE**
CBS. The Wonder Show.

**BANDS, JOHN**
This Day Is Ours CBS, John's Other Wife NBC, One of the Finest NBC.

**BARNEY, MARION**
The Chase Twins, NBC, Pepper Young's Family, NBC, When A Girl Marries CBS, Gang Busters CBS.

**BARNHART, CHARLEY**
KXOK, St. Louis, Mo. One Mau's Diary.

**BARRETT, Pat**
NBC. The National Barn Dance, Suuday Afternoon In Rosedale, Uncle Ezra's Radio Station EZRA.

**BARRETT, RUTH**
WFIL, Philadelphia, Pr. Woman of the Hour.

**BARRIE, ELAINE**
CBS. Society Girl.

**BARRON, FRED**
CBS. Dr. Susan.

**BARRON, PATRICIA**
WHN. There's a Law Against It.

**BARROWS, RICHARD**
CBS. Second Husband.

**BARRYMORE, JOHN**
CBS. Texaco Star Theatre.

**BARTON, BARBARA**
NBC. Lorenzo Jones.



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*"Things That Interest Me"*



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**BARTON, WILLIAM H.**
CBS. Men Behind the Stars.
**BASCH, FRANKIE**
WMCA, New York, N. Y. Success Stories, Pet Peeves, Broadway Meets Park Avenue, Roving Reporter, Make Up Your Mind, Gangplank Interviews.
**BAUER, CHARITA**
NBC. Young Widder Brown, Billy and Betty.
**BAUM, VICKI**
MBS. Author, Author.
**BANTER, DALE**
NBC. It's Up to You.
**BEASLEY, IRENE**
CBS. Irene Beasley's R.F.D. No. 1.
**BEAUVAIS, PETER**
CBS. Society Girl.
**BECKER, BOB**
NBC. Bob Becker's Chats About Dogs.
**BECKER, BOB**
WFIL, Philadelphia, Pa. The Timekeeper.
MBS. Mystery History.
**BEEBE, LUCIUS**
MBS. Play Reviews.
**BEEGHLEY, GERTRUDE**
WBYK, Clarkesburg, W. Va. Poetic Gems.
**BEHMILLER, HELEN**
NBC. Midstream, Story of Mary Marlin, Waterloo Junction, Girl Alone.
**BEHRENS, FRANK**
NBC. Guiding Light, Arnold Grimm's Daughter, Jack Armstrong.
**BELANGER, M. A.**
CJBR. Rimouski, Que. L'Heure des Petits.
**BELL, JOSEPH**
NBC. Uncle Jim's Question Bee.
**BELL, ORTH**
CBS. Uncle Jonathan.
**BEMIS, BETTY LOU**
KLZ, Denver Colo. The Feminine Angle.
**BENCHLEY, ROBERT**
CBS & NBC. Melody and Madness.
**BENELL, JULIE**
NBC. Stella Dallas.
**BENNETT, H. N.**
WBLK, Clarksburg, W. Va. Our Navy.
**BENNETT, JACK**
KPO, San Francisco, Calif. Musical Clock.
**BENNETT, RHONA**
WFIL, Philadelphia, Pa.
**BENNY, JACK**
NBC. The Jello Program.
**BENTLEY, ROBERT**
WCPO, Cincinnati, Ohio.
**BERG, GERTRUDE**
CBS & NBC. The Goldbergs.
**BERGEN, EDGAR**
NBC. The Chase and Sanborn Program.
**BERGEN, MRS. FRANK**
KTAR, Phoenix, Ariz. Sylen of Incle, Safety Club.
**BERGER, HAL**
KHJ, Los Angeles, Calif. Adventures of General Shafter Parker.
**BERLE, MILTON**
NBC. Stop Mo If You've Heard This One.
**BERNARD, AL**
CBS. Al Bernard's Merry Minstrels.
**BERNER, SARA**
NBC. Joe Penner Program, Bob Benchley Program, Eddie Cantor Program.
**BERWICK, VIOLA**
CBS. Scattergood Baines.
**BERWIN, BERNICE**
NBC. One Man's Family.
**BINGHAM, LESLIE**
CBS. This Day Is Ours.
**BINGLE, CHARLES**
NBC. The Man I Married.
**BISSON, F. C.**
WLS, Chicago, Ill. Grain Market Reporter.
**BLACKBURN, ARLENE**
The O'Neills NBC, By Kathleen Norris CBS. Pretty Kitty Kelly CBS.
**BLAINE, JOAN**
NBC. The Valiant Lady.
**BLAIR, JULES**
WSPD, Toledo, Ohio. Kiddies' Karnival.
**BLAND, AL**
WCKY, Cincinnati, Ohio. Meet the People, Morn Patrol.
**BLOCK, MARTIN**
WNEW, New York, N. Y. Make Believe Ballroom.
**BLUME, ETHEL**
NBC. Easy Aces, Father and Son.
**BOOTHE, SHIRLEY**
MBS. Guess Where.
**BORRELLI, RALPH**
WPEN, Philadelphia, Pa. San Giorgio Varieties.
**BOSWELL, LAURA**
WHMA, Anniston, Ala. News For the Home.
**BOUCHEY, BILL**
NBC. Guiding Light, Midstream, The Woman in White, Backstage Wife, Kitty Keene.
**BOUNDS, VIRGINIA**
KRBC, Abilene, Texas. Betty and Jenny.
**BOWES, MAJOR EDWARD**
CBS. Major Bowes' Amateur Hour, Major Bowes' Capital Family.
**BOYER, CHARLES**
NBC. Hollywood Playhouse.
**BRACKEN, EDDIE**
NBC. The Aldrich Family.
**BRADLEY, JOE**
NBC. The Adventures of Tom Mix.
**BRAHAM, HORACE**
CBS. Society Girl, Woman of Conrage.
**BRAMLEY, RAY**
NBC. David Harum.
**BRANAS, MARY**
WALR, Zanesville, Ohio. Mother Hubbard's Cupboard.
**BRANT, ROY**
WFBM, Indianapolis, Ind.
**BRAYTON, MARGARET**
Brent House NBC, Joe Penner Program CBS.
**BRECKNER, GARY C.**
Boulevard Interviewer KNX, PDQ Quiz Court, Catalina Fun Quiz CBS, Headin' For Catalina CBS.
**BREESE, SIDNEY**
NBC. Road of Life.
**BRENEMAN, TOM**
KNV, Los Angeles, Calif. Spelling Beeliner.
**BRICE, FANNY**
NBC. Good News of 1940.
**BRICKERT, CARLTON**
NBC. The Story of Mary Marlin, Girl Alone, A Tale of Today.
**BRINKER, KAYE**
MBS. True To Life.
**BRITT, ELTON**
WNEW, New York, N. Y. Bound-T Ranch.
**BRODIE, DON**
NBC. The Grouch Club.
**BROOKS, MARTHA**
WGY, Schenectady, N. Y. Market Basket.
**BROWN, ARCH**
WBRB, Red Bank, N. J. Home Philosopher.
**BROWN, E. N.**
WDAF, Kansas City, Mo. With the Poets.
**BROWN, ESTHER SIMON**
WDAE, Tampa, Fla. Current Magic.
**BROWN, JESSIE**
WFBL, Syracuse, N. Y. Miss Goodnews Program.
**BROWN, JOE E.**
CBS.
**BROWN, JOHN**
NBC. The New Fred Allen Show, Valiant Lady, Lorenzo Jones, The O'Neills, Dick Tracy.
**BROWN, JOHNNY MACK**
CBS. Under Western Skies.
**BROWN AND LAVELLE**
WCCO, Minneapolis, Minn. The Sunrisers.
**BROWN, NINETTE**
WHBF, Rock Island, Ill. Cousin Peggy's Sunshine Club.
**BROWN, RUSS**
NBC. The Tip Top Show.
**BRUCE, NIGEL**
NBC. The Adventures of Sherlock Holmes.
**BRYAN, ARTHUR Q.**
NBC. The Grouch Club.
**BRYAN, WARREN**
NBC. Orphans of Divorce.
**BRYANT, GEOFFREY**
NBC. Death Valley Days.
**BRYSON, LYMAN**
CBS. The People's Platform. CBS Adult Education Board.
**BUNCE, ALAN**
CBS. Doc Barclay's Daughters.
**BURDICK, HAL**
Night Editor NBC & CBS, Doctor Kate NBC.
**BURKE, JOHNNY**
NBC. The National Barn Dance.
**BURNS, BOB**
NBC. Kraft Music Hall.
**BURNS, GEORGE**
NBC & CBS. Burns and Allen.
**BUSHMAN, FRANCIS X.**
CBS. Stepmother.
**BUTLER, FRANK**
NBC. Lorenzo Jones.
**BUTLER, JERRY**
WBRE, Wilkes Barre, Pa. Phil And Jerry's Liars Club.
**BUTTERFIELD, HERBERT**
NBC. The Affairs of Anthony, Kitty Keene, Betty and Bob, The Story of Mary Marlin.
**BUTTERWORTH, WALLY**
NBC. Vox Pop.
**BUTTRAM, PAT**
WLS, Chicago, Ill.
**BYERS, BILLIE**
NBC. Hawthorne House.



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## — C —

**CAHILL, HOLGER**
CBS. What's Art To Me.
**CAMERON, AL**
NBC. Breal House.
**CAMERON, W. J.**
CBS. Ford Sunday Evening Hour.
**CAMPBELL, ARCHIE**
WNOX, Knoxville, Tenn. Mid day Merry-Go-Round.
**CANTOR, CHARLES**
The New Fred Allen Show NBC, Brenda Curtis CBS, Guess Where MBS, Billy and Betty NBC
**CANTOR, EDDIE**
CBS. Eddie Cantor's Camel Caravan.
**CARD, CLELLAN**
WCCO, Minneapolis, Minn. Almanac of the Air
**CARD, KATHRYN**
NBC. The Affairs of Anthony The Story of Mary Marlin, Uncle Sam's Forest Rangers Woman in White.
**CAREY, MacDONALD**
NBC. Ellen Randolph, John's Other Wife, Stella Dallas, Just Plain Bill.
**CARLON, FRANCES**
NBC. The Story of Mary Marlin, Ruby Keene.
**CARLON, LINDA**
NBC. The O'Neills, The Parker Family.
**CARNEY, DON**
MBS. Uncle Don.
**CARNEY, GRACE**
CBS. Society Girl.
**CARPENTER, CLIFF**
Woman of Courage CBS, The Aldrich Family NBC, One of the Finest NBC, Just Plain Bill NBC.
**CARSON, JACK**
NBC, The Signal Carnival.
**CARTER, BOB**
WFMJ, Youngstown, Ohio.
**CARTWRIGHT, LOWELL**
MBS, Muse and Music
**CASE, MARILU**
WRAL, Raleigh, N. C. News For Women, Club Chats, Darling Magazine Program.
**CATHCARD, ELEANOR**
WAIM, Anderson, S. C. Tales From Poe
**CAVANAUGH, EDDIE**
WCFL, Chicago, Ill. Radio Gossip Club.
**CAVANAUGH, FANNIE**
WCFL, Chicago, Ill. Radio Gossip Club.
**CECIL, MARY**
CBS. By Kathleen Norris
**CFJC DRAMATIC CLUB**
CFJC, Kamloops, B. C.
**CHALMERS, THOMAS**
CBSC. Cavalcade of America.
**CHANDLER, JULIA**
WHN. The Microphone In the Sky, CBS Strange As It Seems.
**CHANEY, FRANCES**
CBS. Brenda Curtis.
**CHAPMAN, JOHN**
MBS. Author Author.
**CHAPPLE, JOE MITCHELL**
WAAB, Boston, Mass.
**CHASE, EDDIE**
WAAF, Chicago, Ill. Mythical Ballroom.
**CHATTERTON, RUTH**
CBS. Big Sister.
**CHESHIRE, PAPPY**
KMOX, St. Louis Mo Barn yard Follies.
**CHOATE, HELEN**
CBS. Brenda Curtis, Pretty Kitty Kelly.
**CHOTZINOFF, SAMUEL**
NBC. NBC Symphony Or chestra.
**CHRIST, JOHN**
NBC. I Love a Mystery One Man's Family.
**CHRISTIE, KENNETH**
NBC. Jack Armstrong, Road of Life, Oxydol's Own Ma Perkins.
**CLAIRE, HELEN**
Texaco Star Theatre CBS Rudy Vallee Hour NBC, Chris tian CBS, The O'Neills NBC, Echoes of New York Town NBC, Death Valley Days NBC, Magic Key of RCA NBC, Tel evision Programs NBC, Hill top House CBS.
**CLAIRE, ROSE**
KXOK, St. Louis, Mo Wom en's Page.
**CLARK, CLIFF**
NBC. The Gilmore Circus.
**CLARK, GENE**
KPO, San Francisco, Calif. Oh Teacher, Who's Dancing

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The Woman in White NBC. Romance of Helen Trent CBS.
**CLARKE, LULU BELLE**
WGN. Batchelor's Children. Wind. Better Business Bureau Programs.
**CLIFFORD, JACK**
NBC. The Gilmore Circus.
**CLOSE, EGBERT B.**
WCAP, Asbury Park, N. J. Boardwalk Interviews.
**CODY, HARRY**
NBC. The Gilmore Circus.
**COLBY, GUY**
WLS, Chicago, Ill. WIS Barn Dance.
**COLLINS, RAY**
CBS. Country Seat, Hilltop House.
**COLLINS, TED**
CBS. Kate Smith Hour.
**COLLYER, CLAYTON**
The Schaefer Revue NBC, Young Widder Brown NBC, Pretty Kitty Kelly CBS, Just Plain Bill NBC.
**COLONNA, JERRY**
NBC. The Pepsodent Show.
**COLSTON, WARREN**
WHN. Widder Brown.
**COLTON, KINGSLEY**
Valiant Lady NBC, John's Other Wife NBC, My Son and I CBS.
**COMPERE, DOROTHY**
WBAP, Fort Worth, Texas. The House That Jan Built.
**CONLEY, PATTY**
CBS. Scattergood Baines.
**CONSTANTINEAU, RENE**
CKCV, Quebec, Que. Onele Jean.
**CONTE, JOHN**
CBS. It Happened In Hollywood.
**COPPEDGE, GEORGE**
WRAL, Raleigh, N. C. Street of Dreams.
**COPPIN, GEORGE**
NBC. John's Other Wife.
**CORRELL, CHARLES**
CBS & NBC. Amos 'n' Andy.
**COOGAN, JACKIE**
CBS. Society Girl.
**COOK, NATHAN**
WIBX, Utica, N. Y. The Pipe Dreamer.
**COOK, PHIL**
WABC, New York, N. Y. Morning Almanac.
**COOPER, MYRTLE**
NBC. The National Barn Dance.
**COSTELLO, LOU**
CBS. Kate Smith Hour.
**COSTLEY, JAN**
WSYR, Syracuse, N. Y. Mid-Morning Ltd.
**COTIE, ARBIE**
WHEB, Portsmouth, N. H. Arbie Coty the Cottager.
**COTT, TED**
So You Think You Know Music CBS, Sensations NBC.
**COURTNEY, ALAN**
Gloom Chasers MBS & WNEW.
**COUTURE, M.**
CJBR, Rimouski, Que. Literary Interpretations.
**CRABTREE, KATHERINE**
KGB, San Diego, Calif. For Ladies Only, Voices.
**CRADDOCK, DEON**
KWK, St. Louis, Mo. Song Fest.
**CRAMER, BETH**
WLS, Chicago, Ill. Little Ella Long.
**CRANDALL, BRAD**
WDAF, Kansas City, Mo. Four-Bill Roundup.
**CREIGHTON, SALLY**
Chase & Sanborn Hour NBC, Woodbury Playhouse NBC, Those We Love NBC, Lux Radio Theatre CBS, Al Jolson Show CBS, Burns & Allen CBS.
**CRIMI, HARRY**
WTIC, Hartford, Conn. Noontime Varieties.
**CROCKER, BETTY**
NBC. Betty Crocker Program.
**CRONKHITE, GLADYS**
KPO, San Francisco, Calif. International Kitchen NBC.
**CROSBY, BING**
NBC. Kraft Music Hall.
**CROWLEY, MATTHEW**
CBS. Life Can Be Beautiful, Pretty Kitty Kelly, Brenda Curtis.
**CRUMIT, FRANK**
NBC. Battle of the Sexes.
**CRYSTAL, YVETTE**
NBC. Midstream.
**CURTIN, JOSEPH**
David Harum NBC, Second Husband CBS, Mr. District Attorney NBC, Just Plain Bill NBC.
**CURTIN, STEVE**
CBS. Hilltop House.
**CURTISS, CAROLYN**
KQV, Pittsburgh, Pa. Woman To Woman.
**CUSICK, PHIL**
WBRE, Wilkes-Barre, Pa. Phil and Jerry's Liars Club.

## — D —

**DAIGNEAU, KEN**
NBC. Ellen Randolph, Thunder Over Paradise.
**DALE, FRANCES**
NBC. The Trouble with Marriage.
**DAMERAL, DONNA**
CBS. Myrt and Marge.
**DAMON, LESTER**
NBC. Arnold Grimm's Daughter, Girl Alone, Backstage Wife.
**DANE, FRANK**
NBC. Arnold Grimm's Daughter, The Story of Mary Marlin, Road of Life, Houseboat Hannah.
**DANZIG, JERRY**
MBS. Welcome Neighbor.
**DAVIDSON, BILL**
KFRC, San Francisco, Calif. Rise and Shine, Brain Battle Quiz, Breakfast Club.
**DAVIDSON, GRETCHEN**
CBS. Brenda Curtis.
**DAVIES, MARJORIE**
NBC. David Harum.
**DAVIS, GEORGE GIBSON**
KYA, San Francisco, Calif. Morning Inspirations.
**DAVIS, HUMPHREY**
WHN. Now You Decide. There's a Law Against It.
**DAVIS, NAOMI**
KRBC, Abilene, Texas.
**DAVIS, WATSON**
CBX. Adventures In Science.
**DAVIS, WESLEY**
OPI, Bristol, Tenn. Larry and His Souvenirs.
**DAWLY, MARY**
NBC. This Moving World.
**DAWSON, BETH**
NBC. Bennie Walder's Tillamook.
**DAWSON, NICK**
NBC. Beyond Reasonable Doubt.
**DAY, DOLLY**
NBC. Kitty Keene.
**DAY, ELIZABETH**
NBC. Thunder Over Paradise, Valiant Lady.
**DEAN, BOBBE**
NBC. Hawthorne House.
**DEANE, JUDY**
KGO, San Francisco, Calif. Gentlemen Preferred.
**DEBOLD, EDITH**
WHN. There's A Law Against It.
**DeCAMP, ROSEMARY**
CBS. Dr. Christian.
**DeKOVEN, ROGER**
Hilltop House CBS, Against the Storm NBC, Life Can Be Beautiful NBC.
**DELMAR, KENNETH**
The Shadow MBS, Gang Busters CBS.
**DeMILLE, CECIL B.**
CBS. Lux Radio Theatre.
**DEMLING, BILL**
CBS. Joe E. Brown Program.
**DeMOSS, LYLE**
WOW, Omaha, Nebr. Family Party, Oshkosh Program, Junior Round Table.
**DENNY, JR., GEORGE V.**
NBC. America's Town Meeting of the Air.
**DENSHAM, JACK**
KYA, San Francisco, Calif. Jack Densham's Column.
**DERBY, FRANCIS**
NBC. Little Orphan Annie.
**DESMOND, MAE**
WDAS, Philadelphia, Pa. Theatre of the Air.
**DESMOND, MARY FRANCES**
Romance of Helen Trent CBS, Anne Thomas, Career Wife NBC.
**DeSYLVARA, B. (Mme.)**
NBC. Stella Dallas.
**DEVINE, ANDY**
NBC. The Jello Program.
**DEVITT, ALAN**
CBS. This Day Is Ours.
**DICKSON, ATRELIS**
CBS. Pretty Kitty Kelly.
**DI CORSIA, TED**
CBS. Adventures of Ellery Queen, Brenda Curtis, Gang Busters.
**DI DONATO, JOSE**
CBS. The Goldbergs.
**DIEHL, ILKA**
NBC. Backstage Wife.
**DIERKEN, KATHERINE**
WBAL, Baltimore, Mr. Mary Landis.
**DILLE, LOUISE**
KWK, St. Louis, Mo. It's Fun To Keep House.
**DILLON, JANE**
WTIC, Hartford, Conn. A Visit with the Happys.
**DILLON, TOM**
CBS. Hilltop House.
**DIXON, NANCY**
WXYZ, Detroit, Mich. News From the Stores.
**DONALD, PETER**
NBC. Thunder Over Paradise.
**DONNELLY, JIMMY**
The O'Neills NBC, Hilltop House CBS.



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**DONNELLY, TOMMY**
Second Husband CBS, Young Widder Brown NBC
**DOOLEY, JUANITA**
WBA - WBZA, Boston, & Springfield, Mass Footlight Frances Twenty-Five Years Ago Today.
**DOOLEY, TONY**
WBZ-WBZA, Boston & Springfield, Mass Footlight Frances, Twenty Five Years Ago Today.
**DOWLING, JEANNETTE**
NBC, Road of Life
**DOWNIE, JONANN**
KWLC, Decorah, Ia, Novels
**DOYLE, LEONARD**
NBC Mr District Attorney
**DRAKE, BOB**
WROL Knoxville, Tenn Jackson Family
**DROHDT, MISS**
WDEV, Waterbury Vt Contest Club
**DUDLEY, DONALD**
NBC Hawthorne House,
**DUDLEY, DORIS**
NBC, Backstage Wife
**DUGAN, BETTY**
WWSW Pittsburgh, Pa. Juvenile Roundup
**DULERGENT, MARNA**
WAAF, Chicago, Ill. The Feminine World
**DUMAS, HELENE**
NBC The Chase Twins, Ellen Randolph, John's Other Wife Jane Arden
**DUNHAM, BERT**
WNAX, Yanktown, S. D. Happy Jack's Oldtimers, Sleepy Valley Cowboys Saddle Pals Royal Vikings, Rodeo Recess, Western Jamboree, Zeke Martin's Boys Sunset Trail
**DUNN, EDDIE**
WFAA Dallas Texas Early Birds, Pepper Cadets
**DURHAM, BUDDY**
WBZ-WBZA, Boston & Springfield, Mass. Footlight Frances, Twenty Five Years Ago Today.

## — E —

**EARL, CRAIG**
CBS, Prof Quiz
**EAST, ED**
Breakfast in Bedlam NBC Name It and Take It NBC, Come to the Fair MBS
**EASTERLIN, MALCOLM**
WHN, There's a Law Against It
**EASTMAN, CARL**
Life Can Be Beautiful CBS & NBC, Billy and Betty NBC David Harum NBC, Rerdrew of the Mounted NBC
**EBERHARDT, W. C.**
WEW, St Louis, Mo Mothers Health Class.
**EDGE, BOB**
CBS, Outdoors With Bob Edge
**EDMUNDSON, HELEN**
KQV, Pittsburgh Pa Personality Sketches.
**EDWARDS, JACK**
NBC, Virginia Lane.
**EDWARDS, SONNY**
NBC One Man's Family
**EDWARDS, VIVIAN**
CBS Lux Radio Theatre.
**EGAN, AUDREY**
CBS Billy and Betty, Dot Barclay's Daughters
**EGELSTON, CHARLES**
NBC, Oxydol's Own Ma Perkins
**EINSTEIN, HARRY "PARKYAKARKUS"**
CBS, Al Jolson Show
**ELLEN, MINETTA**
NBC One Man's Family
**ELLINGTON, KEN**
CBS Americans At Work
**ELLIOT, BILL**
WEEI Boston Mass The Singing Cop
**ELLIOTT, WALLACE**
NBC, Night Editor
**ELLIS, CAROLINE**
NBC Caroline's Golden Store
**ELLSTROM, SIDNEY**
NBC The Adventures of Tom Mix Woman In White, Girl Alone Sunday Dinner A' Aunt Fanny's
**ELMAN, DAVE**
CBS & NBC Hobby Lobby
**ELMER, ARTHUR**
CBS, Society Girl
**ELSTNER, ANNE**
NBC Carson Robinson and His Buckaroos Stella Dallas Thunder Over Paradise
**ELVIN, RALPH**
WLOK, Lima Ohio Hank the Hired Man.
**EMERY, BOB**
Ramboy House WOR This Wonderful World MBS.


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WHN. Five Star Final, Now You Decide, There's A Law Against It.
**ENGLE, CLIFF**
NBC. Good Morning, Tonite It's A Fact.
**ERIC, ELSPETH**
NBC. Betty and Bob, Central City.
**ERRINGTON, ISABEL**
KGW-KEX, Portland, Ore. I Want A Job, Covered Wagon Days.
**ERSKINE, MARILYN**
NBC. The Chase Twins, Young Widder Brown.
**EVANS, PHIL**
KMBC, Kansas City, Mo. Phil Evans Comments.
**EVERETT, ETHEL**
NBC. David Harum, The O'Neils, Believe It or Not CBS, Kate Smith Hour CBS, Columbia Workshop CBS, Great Plays NBC.
**EVERETT, LEE**
WRC, Washington, D. C. Old Timer.
**EVERETT, MEMTO**
NBC. Arnold Grimm's Daughter.

— F —

**FADIMAN, CLIFTON**
NBC. Information Please, Magic Key of RCA.
**FAGERLIN, KEN**
NBC. Oxydol's Own Ma Perkins.
**FAIRBANKS DRAMA SOCIETY**
KFAR. Fairbanks, Alaska. Radio Playhouse.
**FALES, DEAN**
KGBX-KWTO, Springfield, Mo.
**FANT, ROY**
NBC. The O'Neills, David Harum.
**FARNUM, WILLIAM**
NBC. Midstream, Woman In White, Girl Alone, Dan Harding's Wife, A Tale of Today.
**FAUST, GILBERT**
NBC. Oxydol's Own Ma Perkins.
**FEAGIN, LOUISE**
WSGN, Birmingham, Ala. Yellow Label Comic Club.
**FELDMAN, DAVE**
WAAF, Chicago, Ill. Sport of Kings.
**FELTON, VERNA**
Jello Program Starring Jack Benny NBC, I Want a Divorce NBC, Blondie CBS, Lux Radio Theatre CBS, Joe Penner Program NBC, Hedda Hopper's Hollywood CBS, Two Happy People NBC.
**FENNELLY, PARKER**
Ellen Randolph NBC, Kate Smith Hour CBS, Your Family and Mine NBC.
**FIDLER, JIMMY**
NBC & CBS. Jimmy Fidler In Hollywood.
**FIELD, BETTY**
NBC. The Aldrich Family.
**FIELD, ELVIN**
CBS. Hilltop House.
**FIELD, SID**
CBS. Eddie Cantor's Camel Caravan.
**FILLBRANDT, LAURETTE**
NBC. Girl Alone, Waterloo Junction, A Tale of Today.
**FIRESTONE, JR., EDDIE**
NBC. Hawthorne House.
**FISCHER, HARRY**
NBC. The Man I Married.
**FISHER, GEORGE**
KHJ, Los Angeles, Calif. Hollywood Whispers (MBS).
**FITCH, LOUISE**
CBS. Manhattan Mother.
**FITZ, KATHLEEN**
Brent House NBC, One Man's Family NBC, Lux Radio Theatre CBS, Heddo Hopper's Hollywood CBS.
**FITZGERALD, ED.**
MBS. Ed. Fitzgerald Program, Book Talk, Backtalk and Smalltalk WOR.
**FITZGERALD, PEGEEN**
MBS. Things That Interest Me.
**FITZMAURICE, MICHAEL**
CBS. When a Girl Marries, Myrt and Marge, Gang Busters.
**FLETCHER, Dr.**
KFAR, Fairbanks, Alaska. On the Spot.
**FLIPPEN, JAY C.**
NBC. Stop Me If You've Heard This One.
**FLOWER, PRESTON**
NBC. Arnold Grimm's Daughter.
**FLYNN, BERNARDINE**
NBC. Vic and Sade.
**FONE, RAY**
CBS. Our Gal Sunday.

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CBS, Joe Penner Program.
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WTMV, East St. Louis, Ill Woman's Magazine of the Air.
**FOX, TEMPLETON**
CBS, Your Family and Mine.
**FRAMER, WALT**
WWSW, Pittsburgh, Pa. Footlights and Stardust
**FRANCIS, ARLENE**
What's My Name, MBS & NBC, Betty and Bob, NBC, Beyond Reasonable Doubt NBC, Mr. District Attorney NBC.
**FRANCIS, MARION**
CBS, It Can Be Done.
**FRANK, CARL**
CBS, By Kathleen Norris, Gang Busters.
**FRANKLIN, MAURICE**
CBS, Hilltop House.
**FREDERICK, JOHN T.**
CBS, Of Men And Books.
**FREEMAN, FLORENCE**
NBC, Young Widder Brown
**FRIDELL, VIVIAN**
NBC, Backstage Wife, Road of Life.
**FROST, ALICE**
Big Sister CBS, Johnny Presents NBC, Melody and Madness with Bob Benchley NBC Campbell Playhouse CBS, Sky Rockers NBC, Columbia Workshop CBS, What Would You Have Done? NBC.
**FULLER, BARBARA**
CBS, Scattergood Baines. Women in the News.
**FULLER, MARGARET**
NBC, Guiding Light, We, the Wives, Woman In White Don Winslow of Navy, Oxydol's Own Ma Perkins.

## — G —

**GABEL, MARTIN**
Big Sister CBS, Easy Aces NBC.
**GALLAGHER, MIKE**
KFPL, Dublin, Texas. Gateway to Hollywood CBS Casa Manana-Fort Worth Program
**GANNON, JOHN**
NBC, Jack Armstrong.
**GARDE, BETTY**
CBS, My Son and I, By Kathleen Norris, Gang Busters, Jane Arden.
**GATES, CONNIE**
WHBQ, Memphis, Tenn. The Easyway.
**GATES, RUTH**
CBS, Dr. Susan.
**GAUNT, JOHN**
WDAF, Kansas City, Mo. Music Box Revue.
**GAY, CAROL**
KWK, St. Louis, Mo. Paris Fashion Revue.
**GELINAS, GRATIEN**
CKAC, Montreal, Que. Le Train de Plaisir.
**GEORGE, WILLIMAE**
KWFT, Wichita Falls, Texas. The Woman's Page.
**GERALD, ARA**
NBC, Just Plain Bill.
**GERMAN, GEORGE B.**
WNAX, Yankton, S. D. Western Jamboree.
**GERRARD, CHARLES**
NBC, Hawthorne House.
**GERSON, BETTY LOU**
NBC, Arnold Grimm's Daughter, Midstream, Road of Life, The Story of Mary Marlin.
**GIBBS, GENELIE**
NBC, Arnold Grimm's Daughter.
**GIDDINGS, THADDEUS**
MBC, Music For Every Child
**GIES, JAMES**
WNAX, Yankton, S. D. Sunset Trails, Western Jamboree.
**GILBERT, MISS**
WDEV, Waterbury, Vt Housewives Forum.
**GILL, FRANK**
CBS, Joe E. Brown Program.
**GILLEN, DOLORES**
NBC, Against the Storm, Story of Mary Marlin, Fibber McGee and Molly.
**GILMAN, LUCY**
NBC, Guiding Night, One Man's Family.
**GELMAN, PAGE**
NBC, One Man's Family.
**GILMAN, TONY**
NBC, The Woman in White.
**GIROUX, ANTOINETTE**
CKAC, Montreal, Que. Le Theatre de Chez-Nous.

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WOV, New York, N. Y.
**GODFREY, ARTHUR**
WJSV, Washington, D. C. Sun Dial.
**GOFF, NORRISS**
CBS & NBC. Lum and Abner.
**GOODWIN, GLENN**
NBC. Midstream.
**GORDON, BERT**
CBS. Eddie Cantor's Camel Caravan.
**GORDON, DOROTHY**
MBS.
**GORDON, GAVIN**
NBC. Brent House.
**GORDON, HAPPY**
KSAN, San Francisco, Calif. Happy Gordon and Gang.
**GORDON, RICHARD**
NBC. Orphans of Divorce, Jane Arden, Cities Service Concert.
**GOSDEN, FREEMAN**
NBC & CBS. Amos 'n' Andy.
**GOSS, JAMES**
NBC. Jack Armstrong, Betty and Bob.
**GOTHARD, DAVID**
CBS. Hilltop House.
**GOTTSCHOLK, NORMAN**
NBC. Backstage Wife, Houseboat Hannah.
**GOULD, JAY**
WGL-WOWO, Fort Wayne, Ind.
**GOULD, MLTZI**
NBC. The Parker Family, Thunder Over Paradise.
**GRAHAM, FRANK**
Armchair Adventures CBS, Nightcap Yarns KNX.
**GRAHAM, MARGERY**
MBS. Book A Week.
**GRAINGER, SHARON**
NBC. The Affairs of Anthony, Guiding Light, Dan Harding's Wife.
**GRANIK, THEODORE**
MBS. American Forum
**GREEN, JANE**
NBC. The Affairs of Anthony.
**GREEN, MARGARET LEE**
WGH. Newport News, Va. Stars of Tomorrow.
**GREEN, WILLIAM**
CBS. Romance of Helen Trent.
**GREY, NAN**
NBC. Those We Love.
**GREY, WILLIAM**
WHN. There's A Law Against It.
**GRIFFIN, KEN**
Manhattan Mother CBS, Road of Life CBS & NBC, Backstage Wife NBC, Girl Alone NBC.
**GRIFFITH, ROBERT**
NBC. Kitty Keene, Girl Alone, Road of Life, Don Winslow of Navy, The Story of Mary Marlin.
**GRIFFITH, R. P.**
KDKA, Pittsburgh, Pa. Stockman Sam.
**GRIMES, JACKIE**
NBC. Lorenzo Jones, Billy and Betty.
**GUEST, JR., EDGAR A.**
CBS. It Can Be Done.
**GUILBERT, BOB**
NBC. The Story of Mary Marlin, Don Winslow of Navy.
**GUNN, TOM**
CBS. Our Gal Sunday.
**GUY, CARLETON**
WAAF, Chicago, Ill. Hoosier Philosopher.
**GUYER, SANDY**
WPEN, Philadelphia, Pa 920 Club.

— H —

**HAGAN, MARY K.**
KTMS, Santa Barbara, Calif. Hollywood Column.
**HAGAN, HARRY, DR.**
NBC. True or False.
**HAGLUND, GLENN**
WNAX, Yankton, S. D. Sleepy Valley Cowboys, Saddly Plays, Royal Vikings, Rodeo Recess, Western Jamboree, Zeke Martin's Boys, Sunset Trail.
**HALE, MILTON**
WMAS, Springfield, Mass. The Passing Show.
**HALEY, AMBROSE**
NBC. Hoosier Hop.
**HALEY, JACK**
CBS. The Wonder Show
**HALL, CLIFF**
NBC. The Forty Winks Club.
**HALL, FRED**
NBC. Fields and Hall
**HALL, HELEN**
WAIM, Anderson, S. C WAIM Dramatic Players.
**HALL, JUANITA**
CBS. Brenda Curtis.

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WAVE, Louisville, Ky. Ladies First.
**HAMMOND, JR., JOHN H.**
CBS Young Man With a Band
**HANNAN, MARJORIE**
CBS, Bachelor's Children
**HANSON, MAURICE**
CBS, Hilltop House
**HARRIS, ARLENE**
NBC & CBS Al Pearce and His Gang.
**HARRIS, HARRIETT**
WOW, Omaha, Nebr. Magic Story Circle
**HARRIS, PEGGY**
WSGN, Birmingham, Ala. Birmingham Day By Day.
**HARRIS, RADIE**
WOR Newark N. J. Film Commentator
**HARRIS, STANLEY**
NBC, The Trouble With Marriage, Betty and Bob
**HARRISON, CLAIRE**
KWK, St. Louis, Mo
**HAWK, BOB**
MBS Name Three, Peoples Rally
**HAWKINS & AUNT FAY, EZRA**
KMBC, Kansas City, Mo. Bar O-Ranch
**HAWKINS, LEM**
KMA, Shenandoah, Ia. KMA Country School.
**HAYES, ALBERT**
CBS, Woman of Courage Doc Barclay's Daughters.
**HAYES, HELEN**
CBS, Campbell Playhouse.
**HAYES, SAM**
CBS, The Peoples Vote Ho' lywood Highlights, Sam Hayes Points the Periscope.
**HAYNES, DONALD**
WTJS Jackson, Tenn.
**HAYS, HARVEY**
NBC, Adventures of Tom Mix, The Story of Mary Mar lin, Uncle Sam's Forest Rang ers Words and Music, Guid ing Light.
**HEALY, TIM (CAPT.)**
NBC, Calling All Stamp Col lectors, Capt. Tim Healy
**HEAPHY, TOM**
CBS, Society Girl
**HEARNE, JOHN**
CBS, Scattergood Baines.
**HEATTER, GABRIEL**
CBS, Cavalcade of America CBS We the People.
**HECKSCHER, ELIZABETH**
CBS Woman of Courage.
**HEDGE, RAY**
CBS Myrt and Marge.
**HEEN, GLADYS**
NBC, Guiding Light, Don Winslow of Navy, Dan Hard ing's Wife
**HEFLIN, VAN**
NBC, Betty and Bob, The Man I Married.
**HEILMAN, HARRY**
WXYZ, Detroit, Mich. Fun on the Street Town Meeting.
**HEINEMAN, MRS. M, "AUNT MARTHA"**
WTMV, East St. Louis, Ill. Little Neighbors Hour.
**HEMUS, PERCY**
The Adventures of Tom Mix NBC, Road of Life CBS.
**HENDERSON, LLOYD**
WPAY, Portsmouth, Ohio. Football Fan Quiz.
**HENDLEY, FISHER**
WIS, Columbia, S. C. Balen tine's Aristocratic Pigs.
**HENDON, JUNE**
KSAN, San Francisco, Calif Mothers Only.
**HERMAN, GEORGE**
WHN.
**HERMAN, MILTON C.**
CBS Gang Busters.
**HERNE, CAPTAIN**
MBS
**HERSHFIELD, HARRY**
NBC Stop Me If You've Heard This One.
**HERSHOLT, JEAN**
CBS Dr. Christian.
**HEWSON, ISABEL MANNING**
NBC, Morning Market Bas ket
**HICKMAN, HENRY**
WFBR, Baltimore, Md. Quiz of Two Cities.
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WMMN, Fairmont, W. Va. Sense-Non-Sense.
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**HILLIAS, MARGARET**
CBS. Manhattan Mother.

**HINCKS, M. H.**
CKLN, Nelson, B. C. Library Time.

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**HODNETT, EDWARD**
MBS. University Life.

**HOEY, DENNIS**
NBC. Thunder Over Paradise.

**HOFFA, PORTLAND**
NBC. The New Fred Allen Show

**HOGAN, JOHN**
KXRO, Aberdeen, Wash. Poet's Corner.

**HOLBROOK, JOHN**
CBS & NBC. Life Can Be Beautiful.

**HOLDEN, ANN**
KGO, San Francisco, Calif. Thru A Woman's Eyes.

**HOLDEN, EDDIE**
NBC. The Holdens, Frank Watanabe and Hon Archie.

**HOLE, JONATHAN**
NBC. Oxydol's Own Ma Perkins.

**HOLLOWELL, STELLA**
KDB, Santa Barbara, Calif. Fashion Review, Parents' Forum.

**HOLTBY, GRACE**
NBC. Virginia Lane.

**HOOEY, DENNIS**
CBS. Pretty Kitty Kelly.

**HOPE, BOB**
NBC. The Pepsodent Show

**HOPE, DOUG**
WAAF, Chicago, Ill. Matinee Frolics.

**HOPKINS, CHICKIE**
WDZ, Tuscola, Ill. Chickie Sings The News.

**HOPKINS, HAZEL**
WDAF. Kansas City, Mo Young Thespians.

**HOPPER, HEDDA**
CBS. Sunkist Presents Hedda Hopper's Hollywood.

**HORTON, BERT**
NBC. Hawthorne House Doctor Kate, One Man's Family

**HOSMER, DAN**
WLS, Chicago, Ill.

**HOUSE, BILLY**
CBS. Al Pearce and His Gang.

**HOUSH, MERLE**
WLS, Chicago, Ill Henry Hornsbuckle.

**HOLDEN, EDMUND**
Watanabe and Archie NBC-KHJ.

**HOWARD, BOB**
NBC Talk to Me.

**HOWARD, EUNICE**
Pepper Young's Family NBC. By Kathleen Norris CBS, American Family Robinson ETs, Hello Peggy NBC.

**HOWARD, FRED**
NBC. Oxydol's Own Ma Perkins

**HOWARD, HERB**
WNAX, Yankton, S. D. Rodeo Recess.

**HOWARD, JOE**
CBS. Columbia's Gay Nineties Revue.

**HOWARD, TOM**
CBS. Model Minstrels

**HOWE, LOUISE HILL**
KSL, Salt Lake City, Utah KSL Players.

**HUBBARD, IRENE**
Young Widder Brown NBC, Hilltop House CBS, Our Gal Sunday CBS.

**HUBBELL, WILLIAM**
MBS. Southern School of the Air.

**HUBLER, WINIFRED**
WNAX, Yankton, S. D Sunset Trail.

**HUDSON, BOB**
CBS. My Children.

**HUDSON, FRANCES**
WTJS, Jackson, Tenn.

**HUGHES, ARTHUR**
NBC. Just Plain Bill, Stella Dallas.

**HUGHES, LON**
KGO, San Francisco, Calif Financial Service.

**HUGHES, TOMMY**
CBS. Dr. Susan.

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WKRC, Cincinnati, Ohio, Down Patrol.
**HUNNIFORD, DOROTHY**
WPRO, Providence, R. I. Fashion Fantare
**HUNTER, HENRY**
NBC, The Affairs of Anthony, Anne Thomas Career Wife, Girl Alone, Uncle Sam's Forest Rangers, Don Winslow of the Navy.
**HUNTER, MARTHA**
KMBC, Kansas City, Mo, The Food Scout.
**HUNTER, MARY**
NBC, Easy Aces
**HUSTON, JANE**
NBC, Stella Dallas
**IDELSON, BILLY**
NBC, Vic and Sade
**INTROPIDI, ETHEL**
CBS, Pretty Kitty Kelly

— I —

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— J —

**JACKSON, JOSEPH HENRY**
KGO, San Francisco Calif. A Bookman's Notebook.
**JAMES, GEE GEE**
CBS, Hilltop House
**JAMESON, HOUSE**
This Day is Ours CBS By Kathleen Norris CBS, Rentrew of the Mounted NBC The Aldrich Family NBC Young Widder Brown NBC
**JANAVER, RICHARD**
CBS, Myrt and Marge
**JANNEY, LEON**
NBC & CBS, The Parker Family
**JARVIS, AL**
KFWB, Los Angeles Calif. Make Believe Ballroom
**JARVIS, STAN**
WNAX Yankton, S. D. Saddle Pals, Rodeo Recess, Western Jamboree, Sleepy Valley Cowboys.
**JELLISON, BOB**
NBC, The Story of Mary Marlin, Girl Alone, A Tale of Today.
**JENNINGS, DON**
WHIO Dayton Ohio, Smiling Parson.
**JEROME, ED**
CBS Society Girl, Second Husband, When A Girl Marries
**JESKE, FRED**
WSYR Syracuse, N. Y. Time Keeper Program.
**JESSEL, GEORGE**
NBC, George Jessel's Celebrities, For Men Only
**JOHNNY (ROVENTI)**
NBC, Johnny Presents Breezin' Along.
**JOHNSON, BESS**
CBS, Hilltop House
**JOHNSON, CARL J.**
WDGY, Minneapolis St. Paul Minn. Hollow Funrise Frolic, Barn Dance
**JOHNSON, DAN**
WTMV, East St. Louis, Ill
**JOHNSON, DORA**
NBC, Oxydol's Own Ma Perkins, Betty and Bob
**JOHNSON, PARKS**
NBC, Vox Pop.
**JOHNSON, RAYMOND**
Valiant Lady NBC, Young Family and Mine CBS
**JOHNSTON, CLARK**
CKNX Wingham, Ont. CKNX Barn Dance.
**JOHNSTONE, BILL**
The Shadow MBS, Valiant Lady NBC.
**JOLSON, AL**
CBS, Al Jolson Show
**JONES, CAROLINE**
WMSL Decatur, Ala. Social and Household Hints
**JONES, MARION**
WMBG Richmond, Va. The Todd Family.
**JONES, VIRGINIA**
Romance of Helen Trent CBS, The Carters of Elm Street NBC.
**JORDAN, CORRINE**
KSTP St. Paul, Minn. Morning Messenger.
**JORDAN, JACK**
Your Family and Mine CBS & NBC, Ellen Randolph NBC
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NBC Fibber McGee and Molly.
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NBC, Fibber McGee and Molly.


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NBC, Me. District Attorney. The Parker Family.
**JURIST, EDWARD**
WHN. News Comes to Life, There's a Law Against It.
**JUVELIER, JEANNE**
NBC. Arnold Grimm's Daughter, Guiding Light, Houseboat Hannah.

## — K —

**KAMMEN, BRUCE**
NBC. Kaltenmeyer's Kinder garten.
**KANE, JOHN**
NBC. Pepper Young's Family, John's Other Wife, Your Family and Mine.
**KAPELL, PETER**
CBS. Hilltop House.
**KARNEY, BEULAH**
KMBC, Kansas City, Mo. KMBC Happy Kitchen.
**KARNS, JACK**
WDM. St. Albans, Vt. Kentucky Ramblers.
**KAUFMAN, IRVING**
Hearn's Kiddies Show WHN, George Jessel's Show WEAF, Society Girl CBS, "Happy Jim" Parsons NBC, Johnny Prentiss.
**KAY, BEATRICE**
CBS. Columbia's Gay Nineties Revue.
**KAY, GERALDINE**
NBC. Orphans of Divorce.
**KEATING, LARRY**
NBC. Professor Puzzlewit.
**KEEGAN, T. J.**
WHIO, Dayton, Ohio. Fireside Philosopher.
**KEITH, RICHARD**
Hilltop Honuse CBS, Stella Dallas NBC.
**KELK, JACK**
Hilltop House CBS The Chase Twins NBC, Coast to Coast on a Bus NBC. Terry and the Pirates.
**KELLY, JOE**
NBC. The National Barn Dance.
**KENNEDY, JOHN B.**
MBS. People Rally.
**KENT, ALLAN**
MBS. Don't You Believe It
**KENT, ELAINE**
NBC. John's Other Wife.
**KERWOOD, ORIE**
WNAX, Yankton, S. D. Sunset Trail.
**KETTLESON, LESTER**
WNAX, Yankton, S. D. Sleepy Valley Cowboys, Saddle Pals, Royal Vikings, Rodeo Recess, Western Jamboree, Zeke Martin's Boys, Sunset Trail.
**KIENE, GRACILOU**
WFMJ, Youngstown. Ohio.
**KIERAN, JOHN**
NBC. Information Please.
**KILLELEA, E. J.**
KWFT, Wichita Falls, Texas Business Parade.
**KILPACK, BENNETT**
Doc Barclay's Daughters CBS, Mr. Keen Tracer of Lost Persons NBC, Young Widder Brown NBC. David Harum NBC, Seth Parker NBC.
**KING, DEL**
NBC. Avalon Time.
**KING, EDDIE**
WCAP, Asbury Park, N. J. Radio Kiddies.
**KING, JEAN**
NBC. Death Valley Days.
**KINGSTON, LENORE**
NBC. The Affairs of Anthony, Midstream, Don Winslow of the Navy.
**KIRKLAND, ALEXANDER**
CBS. Society Girl, Our Gal Sunday.
**KIRKWOOD, JACK**
KFRC, San Francisco, Calif. Breakfast Club.
**KITCHELL, ALMA**
NBC. Alma Kitchell's Brief Case, Let's Talk It Over.
**KLEIN, ADELAIDE**
CBS. Life Can Be Beautiful, Gang Busters.
**KNAPP, W. A.**
WHN. There's A Law Against It.
**KOCEN, SAM**
WMBG, Richmond, Va. Puppet Theatre.
**KOHL, ARTHUR**
NBC. The Adventures of Tom Mix, The Story of Mary Marlin, Girl Alone. Don Winslow of the Navy.
**KOLLMAR, RICHARD**
NBC. Life Can Be Beautiful.
**KORENKE, CARL**
NBC. The Adventures of Tom Mix.

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**KRAMER, PHIL**
NBC, Joe Penner Program, Grouch Club.
**KRATZ, DONALD**
Road of Life NBC, Road of Life CBS, Girl Alone NBC.
**KRIEGER, JAMES**
NBC, Orphans of Divorce, Pepper Young's Family, Your Family and Mine
**KRUGER, ALMA**
NBC, Those We Love.
**KURLAN, SYDNEY**
WHN, Now You Decide, There's A Law Against It.
**KVALDEN, GRETA**
NBC Pepper Young's Family.
**KWVO PLAYERS**
KWVO Sheridan Wyo
**KYSER, KAY**
NBC Kay Kyser's College of Musical Knowledge

## — L —

**LABELLE, RUPERT**
NBC The Story of Mary Marlin, Don Winslow of the Navy
**LACEY, LEWIS**
KYA San Francisco, Calif. Early Birds
**LAKE, ARTHUR**
CBS, Blondie
**LAKE, JOHN**
Good News of 1939 NBC, Lux Radio Theatre CBS, Chase & Sanborn Hour NBC Big Town CBS, Silver Theatre CBS.
**LANDWEHR, RUTH**
WTOL, Toledo, Ohio. For Women Only
**LANE, TOMMY**
CBS Joe Penner Program.
**LANNING, AUNT EM**
WLS Chicago, Ill. WLS Barn Dance.
**LARGE, HOWARD**
CHAB Moose Jaw Sask. Going Places with the Misses.
**LASKY, JESSE L.**
CBS, Gateway to Hollywood
**LATHAM, JOSEPH**
Myrt and Marge CBS Just Plain Bill NBC
**LATIMER, ED**
Wings for the Martins NBC Men Against Death CBS, Gang Busters CBS, American School of the Air CBS Columbia Workshop CBS, Dick Tracy NBC, Lorenzo Jones NBC, American at Work CBS The Mighty Show CBS, Grand Central Station CBS, David Harum NBC, Melody and Madness NBC, Words Without Music CBS, Howie Wing CBS, Arch Oboler's Plays NBC Gay 90's Revue CBS, The Human Adventure CBS, Valiant Lady NBC, Society Girl CBS, By Kathleen Norris CBS, NBC Blazers NBC.
**LAUB, JUDY**
CBS, Hilltop House.
**LAUCK, CHESTER**
CBS & NBC, Lum and Abner.
**LAURIA, LEW**
Joe E. Brown Program CBS, Good News of 1939 NBC, Lux Radio Theatre CBS, I Want a Divorce NBC, Big Town CBS.
**LEE, BARBARA**
NBC, The Man I Married Valiant Lady.
**LEE, EARL**
NBC, Virginia Lane.
**LEE, MADALINE**
CBS & NBC Amos 'n' Andy
**LEEDS, DAVID**
WHN There's A Law Against It
**LEHR, LEW**
Hall and Rolf Show CBS, For Men Only NBC Music Box of RCA NBC, Quaker Party NBC, Ben Bernie and All the Lads CBS
**LEONARD, DAVID**
CBS, Your Family and Mine
**LEONARD, GENE**
NBC Lorenzo Jones, Just Plain Bill
**LESCOULI, JACK**
CBS & NBC, The Grouch Club
**LEVY, ESTELLE**
Hilltop House CBS, Kate Smith CBS, Orson Welles CBS, Ellery Queen CBS, Vic & Sade NBC, Aldrich Family NBC, Gallant American Women NBC
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Silver Theatre CBS, Brown and Allen CBS, Big Town CBS, Jello Program Starring Jack


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**LINCOLN, ANNE**
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**LIPPER, MARGARET**
CBS. Brenda Curtis.

**LISS, RONALD**
CBS. Hilltop House.

**LIST, VIRGINIA**
WKRC, Cincinnati, Ohio. Economy Kitchen.

**LIVEZEY, TOM**
WPEN, Philadelphia, Pa. The Poets Corner.

**LIVINGSTONE, MARY**
NBC. The Jello Program.

**LOCHMAN, WALT**
KMBC, Kansas City, Mo. Olympics of the Air.

**LOCKE, RALPH**
CBS NBC. Life Can Be Beautiful.

**LOCKERBIE, BETH**
CJGX, Yorkton, Sask. Student Radio Theatre, Subs of the Air.

**LOGAN, JANET**
NBC. Kitty Keene, The Trouble with Marriage, Girl Alone.

**LORAINE, IRENE**
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**LORD, JACKSON**
KUOA, Siloam Springs, Ark. The Dreamer, Reading From the Classics.

**LORD, PHIL**
NBC. The Affairs of Anthony, The Story of Mary Marlin, The Woman In White, Don Winslow of the Navy, Girl Alone, Guiding Light.

**LORING, ANN**
CBS. Our Gal Sunday.

**LORING, MICHAEL**
CBS. Studio Rendezvous.

**LOUGHLAN, SAM**
CJGX, Yorkton, Sask. Reuben Spinach Program.

**LOVE, SUNDA**
CBS. Stepmother.

**LOVEJOY, FRANK**
Your Family and Mine CBS, Gang Busters CBS, Betty and Bob NBC, Beyond Reasonable Doubt NBC, Young Widder Brown NBC.

**LOWE, DAVID**
WNEW, New York, N. Y. Sound Track.

**LOWE, DR. FRANK**
KGB, San Diego, Calif. Lowe Highlights.

**LOWELL, DOROTHY**
CBS. Our Gal Sunday, Hilltop House.

**LOWRY, JUDITH**
NBC. Valiant Lady.

**LOWTHER, GEORGE**
CBS. Your Family and Mine.

**LUBIN, LOU**
NBC. Swor and Lubin.

**LUDDY, BARBARA**
CBS. First Nighter.

**LUM AND ABNER**
NBC.

**LUTHER, PAUL**
NBC. Backstage Wife, Road of Life.

**LYNCH, KENNETH**
CBS. Gang Busters.

**LYNN, EDWARD**
KFWB, Los Angeles, Calif. Uncle Jimmy, That's How It Happened.

**LYON, CHARLES**
NBC. Doctor I. Q.

**LYTLE, KAY**
WFMJ, Youngstown, Ohio.

## — M —

**McBRIDE, DEWITT**
NBC. The Adventures of Tom Mix.

**McBRIDE, MARY MARGARET**
CBS.

**McCALL, GEORGE**
CBS. Man About Hollywood.

**McCALLION, JIMMY**
CBS. Billy and Betty.

**McCAMBRIDGE, MERCEDES**
NBC. Midstream.

**McCOMB, KATE**
NBC. The O'Neills.

**McCONNELL, "SMILIN' ED"**
NBC. Acme White Lead.

**McCUNE, CATHERINE**
CBS. Scattergood Baines.

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**McCUNE, VANCE**
NBC. The Adventures of Tom Mix, NBC Minstrels.

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CBS, Brenda Curtis
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**McNAIR, LELA**
CBS, My Children
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NBC The BreakFast Club NBC Jamboree
**McWILLIAMS, JIM**
CBS, Colgate Ask It Basket
**MACBRYDE, JOHN**
NBC, Death Valley Days Young Widder Brown Central City,
**MACK, GILBERT**
Thunder Over Paradise NBC, Big Sister CBS Author Author MBS,
**MacDONALD, FRANCES**
MBS Maverick Clinic
**MacDONALD, JOHN**
WPIC, Sharon Pa Poetic Musings
**MacKAYE, FREDERICK**
NBC Brent House
**MacLAUGHLIN, DON**
NBC, Thunder Over Paradise,
**MacLEARA, GWEN**
CBS, The Alibi Club
**MADDOX, DEAN**
KPO San Francisco Calif Sidewalk Reporter
**MAHER, WALLY**
NBC Cardiol Lady Brent House
**MAITLAND, ARTHUR**
NBC David Harum
**MALLOY, LES**
KSAN San Francisco Calif Telephone Quiz,
**MALONE, FLORENCE**
NBC, Mr Keen, Tracer of Lost Persons NBC, Betty and Bob NBC, Horse and Buggy Days NBC Doc Barclay's Daughters CBS Young Widder Brown NBC Valiant Lady NBC,
**MALONE, PICK**
CBS, Modern Minstrels,
**MALONE, TED**
NBC, Between the Bookends Pilgrimage of Poetry,
**MANDERVILLE, BUTLER**
NBC, Arnold Grimm's Daughter Kitty Keene Story of Mary Marlin,
**MANN, GLORIA**
CBS, Dr, Susan
**MANNERS, ZEKE**
Zeke Manners WMCA
**MANNING, KNOX**
CBS Euclid Ballot Box,
**MANSFIELD, ANDY**
KHJ, Los Angeles Calif Rise and Shine
**MANSFIELD, VIRGINIA**
KHJ, Los Angeles Calif,
**MANSON, CHARLOTTE**
CBS, Society Girl
**MANTLE, BURNS**
CBS Texaco Star Theatre
**MARCUS, BERNIE**
KTMS, Santa Barbara, Calif
**MARGETTS, MONTA**
NBC, Virginia Lee Dotted Kate,
**MARKS, GARNETT**
CBS, Dr, Christian, Gang Busters,
**MARLOWE, HUGH**
CBS, Brenda Curtis
**MARSH, DIXIE**
NBC, Hawthorne House Virginia Lane,
**MARSHALL, HERBERT**
NBC, Hollywood Playhouse,
**MARSHALL, KIT**
NBC, These We Love
**MARTIN, EMILY**
KFRC San Francisco, Calif, Bess Bye Market Scout, Morning Hostess
**MARTIN, LEW "UNCLE TWIT"**
KRNT, Des Moines, Ia Tall Corn Time Hawkeye Dinner time,
**MARTIN, TONY**
CBS, Tune Up Time
**MARTZ, A. E.**
WCKY, Cincinnati Ohio Dogs and Game,
**MASSEY, LOUISE AND THE WESTERNERS**
NBC, The Plantation Party
**MATHER, JACK**
Jack Haley Program CBS Al Jolson CBS Dick Powell's Tuesday Night Party CBS, Jello Program Starring Jack Benny NBC, Grouch Club NBC, Jack Oakie — Camel Program CBS, Chase & Sanborn Hour NBC
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**MATTISON, RUTH**
NBC. Betty and Bob, Life Can Be Beautiful.
**MAXWELL, RICHARD**
CBS.
**MAYHEW, LILIAN**
WBRB, Red Bank, N. J. The Green Room.
**MEADE, DORIS**
WBZ-WBZA, Boston & Springfield, Mass. We Women.
**MEADE, DWIGHT**
WBZ-WBZA, Boston & Springfield, Mass. We Women.
**MEARS, MARTHA**
CBS. It Happened In Hollywood.
**MEIGHAN, JAMES**
Second Hnsband CBS, The Chase Twins NBC, Just Plain Bill NBC, Alias Jimmy Valentine.
**MELTON, JAMES**
CBS. Ford Snmmer Hour.
**MEMDICK, CHARLES**
WHN. There's A Law Against It.
**MEMKEN, HELEN**
CBS. Second Husband.
**MEREDITH, BURGESS**
CBS. Pursuit of Happiness.
**MEREDITH, JUNE**
NBC. The Story of Mary Marlin, Kitty Keene.
**MERRIFIELD, DON**
NBC. Arnold Grimm's Daughter.
**MERRILL, JUNE**
WSUN, St. Petersburg, Fla. With Sally U. Nelson.
**MILFORD, MARY**
NBC. The Signal Carnal Carnival, Brent House.
**MILLER, BEATRICE**
CBS. Society Girl.
**MILLER, KAY**
CBS. Stepmother.
**MILLS, MARJORIE**
MBS. The Girl From Maine.
**MINGUS, BRO**
KRBC, Abilene, Texas. Birthday Club.
**MINOTT, MRS.**
WDEV, Waterbury, Vt. Country Woman.
**MITCHELL, DOROTHY**
WWSW, Pittsburgh, Pa. Story Hour.
**MITCHELL, EVERETT**
NBC. National Farm and Home Hour.
**MOHN, MONTGOMERY**
NBC. Hawthorne House, Doctor Kate.
**MOISSON, JOHN**
WFBC, Greenville, S. C.
**MONKS, JAMES**
CBS. Brenda Curtis.
**MOORE, CARL**
WEEI, Boston, Mass. Top O' the Morning, Matinee Promenade.
**MOORE, DON**
WCFL, Chicago, Ill. Ship of Dreams.
**MOORE, JAMES**
CBS. Hilltop House.
**MOORE, MARGARET**
KLZ, Denver, Colo. Lady Lend an Ear.
**MOORHEAD, AGNES**
CBS. This Day Is Ours, Brenda Curtis.
**MORFIT, CARRY**
NBC. Club Matinee.
**MORGAN, CLAUDIA**
NBC. Against the Storm.
**MORGAN, FRANK**
NBC. Good News of 1939.
**MORGAN, GILBERT**
CBS. My Children.
**MORGAN, JANE**
NBC. Brent House.
**MORIN, MARG**
CJBR, Rimouski, Que.
**MORRALL, WILL**
WAAF, Chicago, Ill. Seven-Upper.
**MORRISON, BRET**
Romance of Helen Trent CBS, Carnation Contented Program NBC, Kitty Keene NBC, Arnold Grimm's Daughter NBC.
**MORSE, OTTO "TED"**
WLS, Chicago, Ill.
**MOSHER, JOHN**
MBS. Busman's Holiday.
**MOSS, ARNOLD**
NBC. Against the Storm, The Man I Married, Stella Dallas.
**MOYES, CLAUDE "PIE PLANT PETE"**
WTAM, Cleveland, Ohio. Pete and Joe.
**MOULES, JACK**
CBS. My Children.
**MUELLER, MARVIN**
NBC. Midstream, The Woman In White.
**MULGREW, TOM**
WPRO, Providence, R. I. Playhouse of the Air.
**MUNRO, GORDON**
KMBC, Kansas City, Mo. Across the Breakfast Table.


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KMBC, Kansas City, Mo. Across the Breakfast Table.
**MUNSON, ONA**
CBS, Big Town
**MURPHY, GEORGE**
CBS, Screen Guild Show
**MURPHY, MICKEY**
KFPL, Dublin, Texas
**MURPHY, PAT**
NBC Girl Alone, Woman In White, Dan Harding's Wife
**MURRAY, JACK**
WAIM, Anderson, S. C. Waim Dramatic Players.
**MURRAY, KEN**
CBS, Texaco Star Theatre
**MURRAY, MILDRED**
WJAS, Pittsburgh, Pa. Mildred Murray's Hour, NBC — Television, So This Is New York, Plays.
**MURRAY, RITA**
KFWB, Los Angeles, Calif. Voice of Friendship.
**MYERS, PAUL**
MBS, Haven of Rest.
**MYSTERY CHEF, THE**
NBC.

## — N —

**NAGEL, CONRAD**
CBS, Silver Theatre.
**NASH, REG**
WDEV, Waterbury, Vt. Man About Town.
**NAZARRO, CLIFF**
NBC, Jello Program Starring Jack Benny.
**NEELY, HENRY M.**
Hilltop House CBS, The Fitch Band Wagon NBC.
**NELSON, HELEN**
KWLC, Decorah, Ia. Poetic Prelude.
**NELSON, HERBERT**
NBC, The Carters of Elm Street, Kitty Keene, Dan Harding's Wife, Betty and Bob, Jack Armstrong, Girl Alone, Woman In White
**NELSON, MARIE**
CBS Romance of Helen Trent.
**NELSON, RAY**
NBC, Morning Patrol.
**NEWELL, GORDON**
WDEV, Waterbury, Vt. Memories Bookshelf.
**NEWMAN, PHYLLIS JANE**
NBC Hawthorne House
**NEWTON, TED**
CBS, Joyce Jordan Girl Interne.
**NICHOLS, CLARE**
WFDF, Flint, Mich. Nick and the Cornhuskers.
**NICKEL, PROFESSOR T. H.**
KWLC, Decorah, Ia. Church Music.
**NIDAY, KATHLEEN**
CBS, Brenda Curtis.
**NIESSEN, CLAIR**
NBC, The O'Neills.
**NOA, JULIAN**
CBS, This Day Is Ours, Brenda Curtis.
**NOBLETTE, IRENE**
CBS Texaco Star Theatre.
**NOLAN, JEANNETTE**
CBS, Brenda Curtis.
**NOLL, RAY**
KHJ Los Angeles, Calif. Lo's Play Bridge.
**NOONAN, HELEN**
WLOK, Lima, Ohio Homemakers Holiday
**NORMAN, DON**
WAAF, Chicago, Ill. School Days
**NORWOOD, CHARLES**
WHN, Now You Decide, There's A Law Against It
**NUSBAUM, MORT**
WSAY Rochester, N. Y. Curbstone Quiz

## — O —

**O'BRIEN-MOORE, ERIN**
NBC Julia's Other Wife
**O'DAY, JUNIOR**
CBS Big Sister.
**O'DEA, MICKEY**
NBC Coast to Coast on a Bus.
**OGDEN, VIVIA**
NBC, John's Other Wife, Lorenzo Jones, Orphans of Divorce.
**O'KEEFE, WALTER**
CBS Time-Up Time, Variety Show, Tuesday Night Party.
**OLD TIMER**
MBS Musical Stockbrokers
**OLMSTED, NELSON**
WBAP Fort Worth, Texas. World's Greatest Short Stories
**OLSON, MARTIN**
WEBC Duluth, Minn. Tribune Funnies
**O'MALLEY, JACK**
WNAX Yankton, S. D. Happy Jack's Oldtimers, Rodeo Recess, Western Jamboree.
**ORTEGA, SANTOS**
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CBS, By Kathleen Norris CBS. Gang Busters CBS, The Man I Married NBC, Valiant Lady NBC, Billy and Betty NBC.

**OSGOOD, CONNIE**
NBC. Midstream.

**OSGOOD, DICK**
WXYZ, Detroit, Mich. The Factfinder. Show World, Hollywood Highlights.

**O'SHEA, OSCAR**
NBC. Those We Love.

**OSSENBRINCK, LUTHER**
NBC. The National Barn Dance.

**OWEN, ETHEL**
NBC. Valiant Lady, Houseboat Hannah, Sunbrite Smile Parade, Story of Mary Marlin, Kitty Keene, Backstage Wife.

## — P —

**PACELLI, FRANK**
NBC. Road of Life, Story of Mary Marlin.

**PADGETT, PAT**
CBS. Modern Minstrels.

**PAIGE, RUTH**
WEBR, Buffalo, N. Y. Time To Chat.

**PALMER, EFFIE**
Just Plain Bill NBC. Orphans of Divorce NBC, By Kathleen Norris CBS, This Day Is Ours CBS, Dog Heroes NBC, Seth Parker NBC.

**PARK, NATALIE**
NBC. Hawthorne House.

**PARKER, BYRON**
WIS, Columbia, S. C. Black Draught Hillbillies.

**PARKER, LEW**
WABC, New York, N. Y. We're Steppin' Along.

**PARKER, MARY**
CBS. My Children.

**PARKER, WARREN**
NBC. Horse and Buggy Days.

**PARKS, BERT**
NBC. Camel Caravan.

**PARNELL, EMERY**
NBC. The Grouch Club.

**PARRISH, JOHN**
CBS. Life Can Be Beautiful.

**PARSON, LEE**
WFBC, Greenville, S. C.

**PASCOE, PALLIE**
CHAB, Moose Jaw, Sask. Going Places with the Millers.

**PATERSON, WALTER**
NBC. One Man's Family.

**PATTERSON GROUP, CHARLOTTE BARBER**
CHAB. Moose Jaw, Sask. CHAB Dramatic Players.

**PATTON, MARY**
NBC. The Trouble with Marriage.

**PAYNE, VIRGINIA**
NBC. The Carters of Elm Street, Woman In White, Road of Life, Kitty Keene.

**PEARCE, AL**
CBS. Al Pearce and His Gang.

**PEARDON, PAT**
NBC. Orphans of Divorce.

**PEARY, HAROLD**
NBC. Fibber McGee and Molly, Girl Alone, Tom Mix Straight Shooters.

**PEATTIE, YVONNE**
NBC. Virginia Lane.

**PEEPLES, CORNELIUS**
CBS. Stepmother.

**PENNER, JOE**
NBC. Tip Top Show.

**PERELMAN, S. J.**
MBS. Author, Author.

**PERKINS, DOROTHY**
KRLH, Midland, Texas. Lady Make Believe.

**PERKINS, RAY**
NBC. Letters Home, Ray Perkins and His Piano "Clarence."

**PERROTT, RUTH**
WHN. Now You Decide, There's A Law Against It.

**PERRY, ADA**
KGB, San Diego, Calif. Over the Garden Gate.

**PERSONS, FERN**
NBC. Anne Thomas, Career Wire, The Story of Mary Marlin.

**PETERSON, ARTHUR**
NBC. Guiding Light, The Right to Happiness, The Story of Mary Marlin.

**PETERSON, NANCY**
CBS. Hilltop House.

**PETERSON, RUTH**
NBC. Hawthorne House.

**PFHUND, SOUTHALL**
KFAR, Fairbanks, Alaska. On the Spot.

**PHELPS, ELEANOR**
Doctor Susan CBS, Central City NBC.

**PICARD, JOHN**
CBS. My Son and I.

**PIERCE, JENNINGS**
KGO, San Francisco, Calif. U. S. Department of Agriculture Program.

**PIERCE, MADILEINE**
Orphans of Divorce NBC, Second Husband CBS, Big Sister CBS, Our Gal Sunday CBS, Pepper Young's Family NBC.

**PIOUS, MINERVA**
NBC. Melody and Madness, The New Fred Allen Show.

**POLING, DANIEL A. DR.**
NBC. Opportunity.

**POLK, OSCAR**
CBS. Big Sister.

**POLLEY, MILLICENT**
WHBF. Rock Island, Ill. Listen Ladies.

**POOLE, JIM**
WLS, Chicago, Ill. Livestock Market Reporter.

**POST, JR., WILLIAM**
NBC. John's Other Wife.

**POWELL, DAWN**
MBS. Music and Manners.

**POWELL, DICK**
CBS. Lifebuoy Program.

**POWELL, HEBRERT**
WRNL. Richmond, Va. Pee Wee and Goliath.

**POWELL, RUDY**
NBC. The Gilmore Circus.

**POWERS, CHARLES**
NBC. The Aldrich Family.

**POYNTON, LORETTA**
CBS. Manhattan Mother.

**PRATT, RUSSELL**
KDKA, Pittsburgh, Pa. Dr. Sunshine.

**PRENTISS, ED**
NBC. Guiding Light, A Tale of Today.

**PRESBY, ARCHIE**
KPO, San Francisco, Calif. Oh Teacher.

**PRESCOTT, ALLEN**
NBC. Wife Saver, Don't Forget, Hour of Charm, If I Had the Chance, Saturday Morning Club.

**PRIN, TOBY**
WCCP, Minneapolis, Minn. Saturday Open House.

**PRINGLE, HENRY**
MBS. Author, Author.

**PRYOR, ROGER**
CBS. Screen Guild Theatre.

**PUGH, JESS**
CBS. Scattergood Baines.

**PUGOT, DAVE**
WEBR, Buffalo, N. Y. Uncle Ben Program.

**PURCELL, BOB**
WCFL. Chicago, Ill. Peckers in the Pantry.

## — Q —

**QUEEN, ELLERY**
MBS. Author, Author.

**QUINN, BILL**
CBS. When A Girl Marries, Woman of Courage.

## — R —

**RABY, JOHN**
CBS. When A Girl Marries.

**RACHT, KATHERINE**
NBC. The Aldrich Family.

**RADCLIFFE, CLAUDE**
WCCO, Minneapolis, Minn. The Sunrisers.

**RAFFETTO, MICHAEL**
NBC. One Man's Family.

**RAINEY, BUD**
WTIC, Hartford, Conn. Day Dreams, When Day is Done.

**RANDALL, MARION**
KGB, San Diego, Calif. Homemaker's Catalog.

**RANDOLPH, LILLIAN**
CBS. Joe Penner Program.

**RANDOLPH, ISABEL**
NBC. Fibber McGee and Molly, Dan Harding's Wife.

**RASCOE, MAXINE**
WHN. There's A Law Against It.

**RATHBONE, BASIL**
NBC. The Adventures of Sherlock Holmes, The Circle.

**RAYE, MARTHA**
CBS. Al Jolson Show.

**READICK, JR., FRANK**
MB.S Smilin' Jack.

**REBAK, VIN**
WHN. All American Football Parade, There's A Law Against It.

**REED, ALAN**
NBC. One of the Finest, Easy Aces, Johnny Presents, Breezin' Along.

**REED, TOBE**
KFRC, San Francisco, Calif. Headlines of the Past.

**REINHART, ALICE**
NBC & CBS. Life Can Be Beautiful.

**RELLER, ELIZABETH**
CBS. Doc Barclay's Daughters.

**REVELL, NELLIE**
NBC. Neighbor Nell, Meet the Artist, Songwriter.

**REYNOLDS, STELLA**
CBS. The Goldbergs.

**RICH, IRENE**
NBC. Irene Rich for Welch.

**RIGGS, GLENN**
NBC. Luden's Dinner Date, Musical Varieties, The Forty Winks Club.

**RIGGS, TOMMY**
NBC. The Quaker Party.

**RINGWALL, RUDOLPH**
WGAR, Cleveland, Ohio. Symphony Notes.



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**RIPLEY, ROBERT L.**
CBS. Believe It Or Not Ripley.
**RIVERS, RALPH**
KFAR, Fairbanks Alaska On the Spot.
**ROBERG, ETHEL**
KWIC, Decorah, Ia. Dramatic Moments.
**ROBERTS, JUSTINE**
WHN, There's A Law Against It.
**ROBERTSON, LONNIE**
KMA, Shenandoah Ia. KMA Country School.
**ROBIN, MILDRED**
CBS, Dr. Barclay's Daughters, Life Can Be Beautiful
**ROBINSON, EDWARD G.**
CBS, Big Town
**ROBINSON, LAWRENCE**
CBS, Woman of Courage
**ROBINSON, CARSON**
NBC, Carson Robinson and His Buckaroos.
**ROBSON, BILL**
KQV, Pittsburgh Pa Mayor's Fireside Chats Your Government
**RODEK, TWINS**
KSTP, St. Paul, Minn. Sunrise Roundup
**ROGER, SIDNEY**
My Children CBS Virginia Lane NBC
**ROGERS, KATHERINE**
CBS, Society Girl.
**ROGERS, LOU**
NBC, Annual News Club.
**ROLF, ERIK**
Joyce Jordan Girl Interne CBS, Thunder Over Paradise NBC, Mary and Bob's True Stories NBC.
**ROMAINE, JACK**
WNAX, Yankton, S. D. Sleepy Valley Cowboys, Saddle Pals Royal Vikings, Rodeo Recess Western Jamboree, Zeke Martin's Boys, Sunset Trail Jammeers.
**RONSON, ADELE**
CBS. By Kathleen Norris
**ROSE, WILLIAM**
NBC, The Carters of Elm Street Houseboat Hannah
**ROSE, ARTHUR**
CBS, March of Games
**ROSS, DON**
CBS, The Alibi Club
**ROTH, MARY LUCILLE**
WSPD, Toledo, Ohio Radio Neighbor.
**ROUSE, GENE**
NBC, Doctor I. Q
**ROUVEROL, JEAN**
NBC, One Man's Family
**ROWLANDS, HUGH**
NBC, The Adventures of Tom Mix, Arnold Grimm's Daughter Dan Harding's Wife Waterloo Junction
**ROY, CECILE**
CBS, Scattergood Baines
**ROYLE, SELENA**
Woman of Courage CBS, Against the Storm NBC, Betty and Bob NBC, Hekla Hope M. D. NBC, The O'Neills NBC Central City NBC Billy and Betty NBC.
**RUBE**
KMBC, Kansas City, Mo Brush Creek Follies, Dinner Bell Round Up.
**RUBIN, JACK**
NBC, The O'Neills.
**RUBY, BEVERLY**
NBC, The Woman in White
**RUGGERI, ADA**
WOV, New York N. Y
**RUGGLES, CHARLES**
CBS, Texaco Star Theatre
**RUNNION, GUY**
WDAF, Kansas City, Mo Liars Court, Moonbeams
**RUSSELL, ANN**
NBC, The Carters of Elm Street.
**RUSSELL, GEORGE B.**
WCHV, Charlottesville, Va Vanity Fair, Through The Years.
**RUSSELL, RUTH**
NBC Just Plain Bill.
**RUYSDAEL, BASIL**
CBS, Cavalcade of America.
**RYAN, DICK**
NBC, The Tip Top Show.
**RYAN, PATRICIA**
NBC, The Parker Family.
**RYAN, QUIN**
MBS, Marriage Licence Bureau
**RYDER, ALFRED**
NBC Easy Aces

## — S —

**ST. JOHN, CHARLES**
WHN Bowery Mission.
**SAFONEY**
KMBC, Kansas City, Mo Brush Creek Follies, Dinner Bell Round Up.
**SAHLIN, AL**
WDGY, Minneapolis-St. Paul, Minn. Hollow Funnies Frolic Barn Dance
**SALE, VIRGINIA**
NBC, Those We Love
**SALISBURY, MORSE**
NBC, National Farm and Home Hour.
**SALMON, PROFESSOR E. T.**
CKOC, Hamilton, Ont.
**SANDERSON, JULIA**
NBC Battle of the Sexes
**SANDS, JAMES**
WCLE, Cleveland Ohio Rapers
**SANE, HENRY**
NBC Little Orphan Annie
**SAYLOR, BILL**
WAIM Anderson S. C. Tales From Pee
**SCANLON, ARTHUR**
NBC, Coast to Coast on a Bus, Just Plain Bill
**SCHREIBER, MIGNON**
NBC Guiding Light The Right to Happiness.
**SCOFIELD, SYDNEY**
WJMC, Rice Lake Wisc. Your Country, Editor Speaks
**SCOTT, DALE**
WEDC Chicago Ill Humans of Fate
**SCOTT, PROFESSOR GEORGE**
WRDW Augusta, Ga Common Errors in English.
**SCOTT, MARTHA**
CBS By Kathleen Norris
**SCOTT, MELVA**
WHN, There's A Law Against It.
**SCOURBEY, ALEX**
CBS, Joyce Jordan Girl Interne.
**SCRIBNER, JIMMY**
MBS, Johnson Family
**SEABROOK, GAY**
The Tip Top Show NBC Joe Penner Program CBS.
**SEAMAN, LADDIE**
CBS, Hilltop House.
**SEMANN, NELLE**
KMAC, San Antonio, Texas Juvenile Stars.
**SETTLE, ANN**
WOPI, Bristol Tenn Storytime.
**SEVENSON, AL**
CBS, Hilltop House
**SEYMOUR, ANNE**
NBC, The Story of Mary Marlin.
**SEYMOUR, DAN**
CBS, Saturday Night Swing Club, Young Man with A Band.
**SHAFFER, ROY**
WEW, St. Louis Mo. Hillbilly, Roy Shaffer and His Gang.
**SHANK, ART**
CBS, Pull Over Neighbor
**SHANKLAND, DICK**
KOVC, Valley City, N. D Skeeter and His Gang.
**SHANNON, DR. J. B.**
MBS. Southern School of the Air.
**SHARDELL, PAUL**
Five Star Final WMCA, There's a Law Against It WHN, Football Parade WHN
**SHARLAND, REGINALD**
NBC, Frank Watanabe and the Honorable Archie.
**SHARP, FERN**
WBNS, Columbus, Ohio Round Robin Review
**SHAW, STAN**
WNEW, New York N. Y Milkman's Matinee
**SHEDLOVE, POLLY**
WHN, Polly the Shopper
**SHEEHAN, TESS**
CBS, Woman of Courage
**SHELLEY, WILLIAM**
NBC, David Harum Just Plain Bill.
**SHELTON, GEORGE**
CBS, Model Minstrels
**SHEPARD, ANN**
Joyce Jordan CBS Hilda Hope NBC, Aunt Jenny's Real Life Stories CBS, Grand Central Station CBS.
**SHERMAN, JAMES**
NBC, Young Widder Brown.
**SHERMAN, MRS. LLOYD PALM**
WJMC, Rice Lake Wisc News of Women
**SHERMAN, RANSON**
NBC, Quicksilver Ranson Sherman Presents, Sunbrite Smile Parade.
**SHERMAN, ROSALIND**
WNEW, New York N. Y In the Spotlight
**SHIELDS, FRED**
NBC, Candid Lady.
**SHOCKLEY, MARIAN**
CBS, Adventures of Ellery Queen.
**SHREVE, BOB**
WGL-WOWO, Fort Wayne Ind.
**SHUMER, HENRY**
NBC, Hawthorne House.
**SILBERG, ROSALYN**
CBS, The Goldbergs.
**SINGIN' SAM**
Coca Cola ETs.
**SINGLETON, PENNY**
CBS, Blondie.
**SKEETS**
WFDF, Flint, Mich. Skeets and the Playboys.
**SKELTON, RED**
NBC, Avalon Time



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**SLATER, TOM**
MBS. Don't You Believe It.
**SLOANE, EVERETT**
Campbell Playhouse CBS, The Goldbergs CBS, Billy and Betty NBC, The Shadow MBS, Big Town CBS, Big Sister CBS, Mary and Bob's True Stories NBC, Aunt Jenny's Real Life Stories CBS, Easy Aces NBC, Girl Interne CBS, Grand Central Station CBS, Dick Tracy NBC, Smilin' Jack MBS, Betty and Bob NBC, Philip Morris Program CBS, Brenda Curtis CBS.
**SLOANE, ROBERT**
NBC. Betty and Bob, Central City.
**SLON, SIDNEY**
CBS. Hilltop House.
**SMALL & CO., JIM**
WHEB, Portsmouth, N. H. Hillbilly Act.
**SMART, JACK**
Pepsodent Show NBC, Big Town CBS, Blondie CBS, Burns and Allen CBS, Grouch Club NBC, Joe Penner Program NBC.
**SMITH, GRANT JENNINGS**
WMBG, Richmond, Va. WMBG Theatre.
**SMITH, HAL**
WEBX, Utica, N. Y.
**SMITH, HOWARD**
CBS. Pretty Kitty Kelly.
**SMITH, KATE**
CBS. Kate Smith Hour, Kate Smith Speaks.
**SMITH, MARK**
NBC. The Chase Twins, Ellen Randolph.
**SMITH, T. V.**
CBS. Of Men and Books.
**SMITH, VIC**
NBC. The Carters of Elm Street.
**SMOLEN, VIVIAN**
Doc Barclay's Daughters CBS, Stella Dallas NBC, David Harum.
**SMYTHE, J. ANTHONY**
NBC. One Man's Family.
**SNOW, CARMEL**
CBS.
**SOTHERN, JEAN**
NBC. Pepper Young's Family.
**SOUBIER, CLIFF**
NBC. The Affairs of Anthony, Story of Mary Marlin, Girl Alone, Betty and Bob, NBC Minstrels.
**SPARKS, HALE**
KGO, San Francisco, Calif. The University Explorer.
**SPARKS, NED**
Texaco Star Theatre CBS, The Grouch Club NBC.
**SPICER, DOROTHY**
WWJ, Detroit, Mich.
**SPIEGLE, STAN**
KXRO, Aberdeen, Wash. Doodlebug Revue.
**SPIER, WILLIAM**
CBS. Music For Fun.
**SPRAGUE, EDMUND**
NBC. Little Orphan Annie.
**SPRAGUE, RUTH**
NBC. Hawthorne House.
**STAFFORD, HANLEY**
NBC. Good News of 1940 NBC, Hollywood Playhouse NBC, Blondie CBS.
**STAFFORD, JR., HARRY**
Gateway to Hollywood CBS.
**STANIN, J. EDWARD**
MBS. First Offender.
**STANTON, ANDREW**
CBS. Pretty Kitty Kelly.
**STECK, JACK**
WFIL, Philadelphia, Pa. Jack's Jamboree.
**STEHLI, EDGAR**
CBS. Hilltop House.
**STEN, RUDY**
WNAX, Yankton, S. D. Sleepy Valley Cowboys, Sunset Trail, Bohemian Band, Saddle Pals, Rodeo Reeess, Western Jamboree, Royal Vikings.
**STERLING, LEN**
One of the Finest NBC, Energine Newsreel NBC.
**STERNI, GUISEPPE**
WOV, New York, N. Y.
**STEWART, BLANCHE**
Jello Program Starring Jack Benny NBC, Pepsodent Show NBC, Joe E. Brown Program CBS, Al Pearce and His Gang NBC.
**STEWART, PAUL**
CBS. The Goldbergs, Brenda Curtis, Gang Busters.
**STIDGER, WILLIAM L., DR.**
NBC. Getting the Most Out of Life.
**STILLWELL, EDNA**
NBC. Avalon Time.
**STOCKEY, CHARLEY**
CBS. Columbia's Country Journal.
**STODDARD, HAILA**
CBS. Big Sister.
**STONE, ANN**
NBC. Candid Lady, Brent House.
**STONE, EZRA**
Kate Smith Hour CBS, Aldrich Family NBC.
**STOOKEY, CHARLEY**
CBS. Columbia's Country Journal.
**STOOPNAGLE, COLONEL LEMUEL Q.**
MBS. Quixie Doodle Contest.
**STOVENOUR, JUNE**
WHBF, Rock Island, Ill. Juvenile Theatre.
**STRATTON, CHESTER**
NBC. Against the Storm. The O'Neills.
**STRAUSS, ROBERT**
NBC. The Aldrich Family.
**STREICH, EVELYN**
CBS. Hilltop House.
**STRONG, LEONARD**
KSL, Salt Lake City, Utah. KSL Players.
**STRUDWICK, SHEPPARD**
NBC. Betty and Bob.
**STUDEBAKER, HUGH**
Road of Life CBS & NBC, Bachelor's Children CBS, Midstream NBC, Fibber McGee and Molly NBC.
**SULLIVAN, FRED**
NBC. Anne Thomas, Career Wife, Midstream, Don Winslow of the Navy, Inside Story, Woman In White, Story of Mary Marlin.
**SUMMERS, HOPE**
Romance of Helen Trent CBS, Guiding Light NBC.
**SUTTER, DAN**
CBS. Manhattan Mother.
**SWART, JACK**
WEDC, Chicago, Ill. Let's Act.
**SWENSON, ALFRED**
NBC. The Chase Twins, The O'Neills.
**SWENSON, KARL**
Our Gal Sunday CBS, Lorenzo Jones NBC.
**SWOR, JOHN**
NBC. The Gilmore Circus.

## — T —

**TANNER, PEARL KING**
NBC. Hawthorne House.
**TANSEY, JIMMY**
The O'Neills NBC, Hilltop House CBS.
**TARPLIN, MAURICE**
CBS. Hilltop House, Gang Busters.
**TAYLOR, DEEMS**
This is New York CBS, Information Please NBC.
**TAYLOR, FREDERICK CHASE**
NBC. (Col. Lemuel Q. Stoopnagle.)
**TAYLOR, JOANNE**
KMBC, Kansas City, Mo. Joanne Taylor's Fashion Flashes.
**TAYLOR, MARY LEE**
CBS.
**TAYLOR, REESE**
Road of Life CBS & NBC, Romance of Helen Trent CBS, Backstage Wife NBC, Guiding Light NBC, Woman In White.
**TEASDALE, MARGOT**
CKAC, Montreal, Que. Ceux Qu'on Aime.
**TED & BILL**
KMAC, San Antonio, Texas.
**TEDRO, HENRIETTA**
NBC. Guiding Light, Little Orphan Annie, Woman In White, The Gilmans.
**TERRISS, TOM**
NBC. Letters From Abroad, Adventure Stories.
**TESSMAN, ABBOTT**
KGO, San Francisco, Calif. Our House, Good Old Days.
**TETLEY, WALTER**
NBC. The Grouch Club.
**TETZEL, JOAN**
CBS. Woman of Courage, When A Girl Marries.
**TEXEL, EDDIE**
WNAX, Yankton, S. D. Happy Jack's Oldtimers, Bohemian Band, Western Jamboree, Rodeo Recess, Jammineers.
**THOMPSON, BILL**
NBC. Fibber McGee and Molly.
**THOMPSON, CLARA BELLE**
MBS. Success Session.
**THORNTON, GLADYS**
CBS. Hilltop House, My Son and I.
**TOBIN, LU**
NBC. Virginia Lane, Hawthorne House.
**TODD, ANNE**
NBC. Those We Love.
**TOMPKINS, JOAN**
Just Plain Bill NBC, Your Family and Mine CBS, Orphans of Divorce NBC.
**TRANTER, JAMES**
NBC. Just Plain Bill, Lorenzo Jones.
**TRAVIS, JUNE**
NBC. The Affairs of Anthony, Girl Alone, Waterloo Junction.
**TREMAYNE, LES**
CBS. First Nighter.



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**TRENT, SYBIL**
CBS, March of Games
**TREVOR, CLAIR**
CBS Big Town
**TREVOR, EDWARD**
NBC, John's Other Wife.
**TROUT, BOB**
CBS Professor Quiz Saturday Night Serenade
**TROUT, FRANCIS**
CBS, Scatterpood Barnes
**TROY, HELEN**
CBS It Happened In Hollywood
**TUCKER, JERRY**
CBS Hilltop House
**TUCKER, SOPHIE**
CBS, Sophie Tucker and Her Show
**TURNER, COLONEL ROSCOE**
CBS Sky Blazers
**TUTTLE, LURENE**
Silver Theatre CBS, Lifebuoy Program CBS
**TYLER, BETTY JANE**
CBS Myrt and Marge

## — U —

**UNGER, STELLA**
MBS Hollywood Girl
**UPTAL, FRED**
For Men Only NBC, Consumer Quiz MBS Big Sister CBS What's My Name NBC

## — V —

**VAIL, MYRTLE**
CBS, Myrt and Marge
**VALENTI, LILI**
NBC Young Widder Brown
**VALENTINE, LEW**
NBC Doctor I. Q
**VALLEE, RUDY**
NBC, The Chase and Sanborn Program, Rudy Vallee Variety Hour
**VAN DYK, JAMES**
CBS Gang Busters Hilltop House.
**VAN HARVEY, ART**
NBC Vic and Sade
**VAN ROOTEN, LUIS**
NBC, Thunder Over Paradise
**VAUGHN, WALTER**
Woman of Courage CBS Gang Busters CBS The Man I Married NBC
**VENUTA, BENAY**
MBS WOR, Newark N. J The Benay Venuta Program
**VINTON, ARTHUR**
One of the Finest NBC Gang Busters CBS Stella Dallas Dallas NBC
**VOICE OF EXPERIENCE, THE**
MBS
**VOLA, VICKI**
CBS Brenda Curtis

## — W —

**WADSWORTH, GENEVIEVE**
WHBF, Rock Island Ill Homemaking Neighbor.
**WALKER, BENNIE**
NBC, Bennie Walker's Amateur Hour Bennie Walker's Tillamook Kitchen.
**WALKER, JANE**
WHBF, Rock Island Ill House of Music
**WALKER, JUNE**
MBS, Guess Whom
**WALL, LUCILLE**
CBS Your Family and Mine Life Can Be Beautiful
**WALL, PEGGY**
CBS Stepmother
**WALLACE**
MBS Get Thin To Music
**WALLACE, GEORGE**
CBS Scatterpood Barnes
**WALLACE, TOM**
NBC Uncle Walter's Do House
**WALPOLE, HELEN**
NBC Adventure in Reading Sheriff Bob
**WALSH, JOHN**
CBS Manhattan Mother
**WALTER, WILMER**
Your Family and Mine CBS David Harum NBC
**WALTON, ALFRED GRANT, DR.**
NBC The Call to Youth
**WANAMAKER, SAM**
NBC Guiding Light Road of Life
**WARD, COLLEEN**
NBC, One of the Finest
**WARING, EVELYN**
NBC, The Man I Married
**WARNER, GERTRUDE**
NBC, Against the Storm
**WARNER, WALLACE**
CBS, Hilltop House
**WATANABE, FRANK**
NBC Coast Blue, The Honorable Archie
**WATERS, JAMES R.**
CBS & NBC, The Goldbergs
**WEBB, JANE**
NBC The Adventures of Tom Mix.
**WEBER, KARL**
NBC, The Story of Mary Marlin The Woman In White Don Winslow of the Navy Waterloo Junction
**WEBSTER, CHARLES**
CBS Life Can Be Beautiful
**WEEKS, BARBARA**
CBS Her Honor Nancy James, Meet the Dixons By Kathleen Norris, Gang Busters
**WELLES, ORSON**
CBS Campbell Playhouse
**WELLS, DICK**
NBC Kitty Keene
**WELLS, RUTH MERRIAM**
WGAR Cleveland Ohio
**WELLS, SARAJANE**
NBC Jack Armstrong, Guiding Light, Woman In White
**WEST, JANE**
NBC The O'Neills
**WEST, WAYNE**
WHK, Cleveland, Ohio Meet the Ladies.
**WESTMAN, NADIA**
MBS Guess Whom
**WESTON, JAMES**
WGL-WOWO, Fort Wayne Ind Home Economist
**WEVER, NED**
Her Honor Nancy James CBS Irene Rich NBC Dick Tracy NBC
**WHEELER, WALTER**
WMBH Joplin, Mo Physical Culture Program
**WHITE, GEORGE WASHINGTON**
KMBC, Kansas City Mo Brush Creek Follies, Dinner Bell Round Up.
**WICKER, IRENE**
NBC & MBS The Singing Lady
**WIDMARK, RICHARD**
CBS Meet the Dixons
**WIDMER, HARRIETTE**
NBC The Carters of Elm Street Betty and Bob A Top of Today
**WIENER, HELEN**
CBS My Children
**WILLIAMS, MRS. PAUL**
WHMA Anniston Ala. Sunrise Melodies
**WILLIAMS, PAUL**
WHMA Anniston Ala. Sunrise Melodies
**WILSON, CLAIRE**
NBC Orphans of Divorce
**WILSON, DON**
NBC Jello Program Starring Jack Benny
**WILSON, KATHLEEN**
NBC One Man's Family
**WILSON, STU**
KFWB Los Angeles Cold Water Paper
**WING, PAUL**
NBC Paul Wing's Spelling Bee
**WINKLER, BETTY**
Road of Life CBS & NBC Girl Alone NBC 1001 Wives NBC
**WINSLOW, PAULA**
CBS Joe E. Brown Program
**WINSLOW, THYRA SAMTER**
MBS.
**WINSTON, IRENE**
CBS When A Girl Marries
**WINTERS, JOAN**
NBC Girl Alone Road of Life
**WINTERS, ROLAND**
CBS Gang Busters
**WISE, MARGARET LUKE**
MBS, Stepmother Secret
**WOLFE, WINIFRED**
NBC One Man's Family
**WOOD, HELEN**
NBC Those We Love
**WOOD, LESLEY**
CBS Road of Life
**WOODBURY, FRANCES**
CBS, When A Girl Marries
**WOODS, DONALD**
NBC Those We Love
**WOODS, LESLEY**
NBC Road of Life Guiding Light, The Woman In White
**WORTH, BETTY**
NBC The Man I Married
**WRAGGE, ELIZABETH**
NBC Pepper Young's Family
**WRIGHT, BURTON**
NBC The Trouble with Marriage

## — Y —

**YARBOROUGH, BARTON**
NBC One Man's Family
**YOUNG, AGNES**
My Son and I CBS Young Widder Brown NBC
**YOUNG, CARLETON**
One of the Finest NBC Second Husband CBS Hilltop House CBS Joe Barclay's Daughters CBS
**YOUNG, JOHN S.**
CBS, Lets Go To The Fair
**YOUNG, ROLAND**
NBC, Good News of 1940
**YOUNG, SEYMOUR**
NBC Guiding Light The Right to Happiness

## — Z —

**ZERBE, LAWSON**
CBS By Kathleen Norris



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# Vocal Artists

## AND THEIR WORK DURING 1939

### — A —

**ADAIR, FRANCES**
NBC Sunday Drivers, The Swing Fourteen.

**ADAMS, JOE**
WFLA, Tampa, Fla

**ALCOTT, MARY**
KMOX St Louis, Mo Mellow Time.

**ALEXANDER, DURELLE**
NBC.

**ALEXANDROVA, SASCHA**
WMEX, Boston, Mass.

**ALLEN, BETTY**
WRBL, Columbus, Ga The Voice of Betty Allen

**ALLEN, ISABELLA**
NBC The Spinning Wheel Singers.

**ALLISON, LYNN**
WRC, Washington, D. C. Dreams Come True.

**AMECHE, DON**
NBC The Chase and Sanborn Program.

**ANDERSON, BOB**
WHBQ, Memphis, Tenn. Music by Anderson.

**ANDREWS SISTERS**
CBS Honolulu Bound.

**ANGER, MARGUERITE**
WBAL, Baltimore, Md. Around the Dinner Table.

**APPLEWHITE, ANNA**
WBIG, Greensboro, N. C. Golden Quartet Hour.

**ARBOGAST, MAX**
WDGY, Minneapolis-St. Paul, Minn. Hollow Funrise Frolic, Barn Dance

**ARCHER, GENE**
WRC, Washington, D C. Homctowners, Gene Archer Entertains, In Town Tonight Whispering Rhythm.

**ARLEN, JUDITH**
CBS. Judith Arlen's Penthouse Blues, Concert in Rhythm.

**ARMENGOD, RAMON**
NBC. Lady Esther Serenade.

**ARMSTRONG, BOB**
WGAR, Cleveland, Ohio. Gay Caballeros.

**ARNOLD, BUDDY**
MBS

**ARRES, DON**
MBS.

**ARTHUR, JACK**
MBS. Consolidated Edison.

**ATKINS, JIMMY**
NBC. Fred Waring in Pleasure Time.

**AUBREY, WILL**
In the Good Old Days, NBC: Musical Clock, NBC: Musical Clock, KGO, Bard of Byways, KGO.

**AVERETT COLLEGE CHORAL CLUB**
WBTM, Danville, Va.

**AYRES, MARLENE**
KOY, Phoenix, Ariz. Fanfares.

**AXTON, BAILEY**
NBC. Turn Back the Clock. Spot Programs, Bagby, Margaret

NAN WYNN

CBS



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## — B —

**BAGBY, MARGARET**
WAIR, Winston-Salem, N. C. Melody Time.

**BAGELMAN SISTERS**
WARD, Brooklyn, N. Y. Yoddle From the South.

**BAGGIORE, ATTILIO**
MBS. Pageant of Melody.

**BAILEY, GLADYS**
KXRO, Aberdeen, Wash. Syncopated Riddles.

**BAILEY, MILDRED**
NBC. Camel Caravan.

**BAILEY SISTERS**
CBS. Ben Bernie and All the Lads.

**BAKER, JEAN**
WHK, Cleveland, Ohio. Jean Baker Sings.

**BAKER, JERRY**
WMAN, Mansfield, Ohio.

**BAKER, JOHN**
WBNX, New York, N. Y.

**BAKER, KENNY**
CBS. Texaco Star Theatre.

**BALDWIN, ELSIE**
WDBJ, Roanoke, Va. Studio Party.

**BANDUR, BEVERLEY**
CJGX, Yorkton, Sask. Gloom Chasers.

**BARFIELD, WARREN**
WBT, Charlotte, N. C. B. C. Hymn Time.

**BARLOW, OLIVE**
CKOC, Hamilton, Ont., Can.

**BARR, HELEN**
WEEI, Boston, Mass. Matinee Promenade.

**BARRETT, BETTY**
NBC. Ransom Sherman Presents, Roy Shield Revue, Spot Programs.

**BARRIE, CLYDE**
CBS. Goin' South.

**BARRIE, GRACIE**
MBS. Listen, America.

**BARTLETT, JANE**
WBT, Charlotte, N. C. B. C. Novelteers.

**BARTLETT, JUNE**
WOL, Washington, D. C. Tru Blu Songstress. Bartlett Brown and Young.

**BARSAMIAN, LOUISE**
WBNX, New York, N. Y. Vocal Art Series.

**BARTON, BETTY**
MBS. Betty and Buddy.

**BAUER, LILLIAN**
WFDF, Flint, Mich. Blues Chasers.

**BAXTER, JEAN**
WCAE, Pittsburgh, Pa. Sophisticated Ladies, Muted Music, Anthems, Linger Awhile, Lazy Rhapsody, Enchanted Hour.

**BEASLEY, IRENE**
CBS. Irene Beasley's R. F. D. No. 1.

**BECHTEL, EVELYN**
WLS, Chicago, Ill.

**BELCHER, RED**
WDZ, Tuscola, Ill. Hillbilly Kitchen Barn Dance.

**BELMONT, DALE**
WBZ-WBZA, Boston and Springfield, Mass. Gilchrest Gossip.

**BENDER, BILL**
KOA, Denver, Colo. The Happy Cowboy.

**BENEFIELD, EUNICE**
WBAP, Fort Worth, Texas. The Jam Pantry.

**BENNER, HELEN**
MBS. Pageant of Melody.

**BENNETT, KEN**
KPDN, Pampa, Texas. Sweetor Swing, Organalities.

**BENNETT, TOOTIE**
KGBX-KWTO, Springfield, Mo.

**BENSON, NORMAN**
WCAU, Philadelphia, Pa.

**BENTLEY, MARTHA NANCY**
WAVE, Louisville, Ky. Santa Claus and Martha Nancy.

**BERCH, JACK**
CBS and NBC. Jack Berch and His Boys.

**BERG, BONNELLE**
KROC, Rochester, Minn.

**BERNARD, AL**
CBS. Al Bernard's Merry Minstrels.

**BERNEY, GEORGE**
KWJJ, Portland, Ore. West Oregon Cross-Cuts.

**BETTY JEAN AND FREDDY**
KSO-KRNT, Des Moines, Iowa. Tall Corn Time, Hawkeye Dinnertime, The Sunshine Club.

**BEVERLY AND HER BEL-AIRES**
MBS and NBC. Johnny Presents, Breezin' Along.

**BLACK, GINGER**
WMAN, Mansfield, Ohio.

**BLACK, HOWARD**
WLS, Chicago, Ill. Hoosier Sodbusters.


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**BLAISDELL, JOHNNY**
KFBX, Sacramento, Calif. Yodellin' Johnny.
**BLANE, RALPH**
NBC. Song for Saturday. Spot Programs.
**BLUE, ALICE**
KSO, Des Moines, Iowa. Hawkeye Dinnertime.
**BOLAND, NORM**
WFBG, Altoona, Pa. Birthday Greeters.
**BOND, ANN**
KOMA, Oklahoma City, Okla For Women Only, Imperial Interlude.
**BOOKER, LOUISE**
WMBH, Joplin, Mo.
**BOSWELL, CONNIE**
NBC. Good News of 1940.
**BOTTEICHER, JEAN**
WFBG, Altoona, Pa. Bob and Jean.
**BOVAY, DON**
WFIL, Philadelphia, Pa
**BOWE, MORTON**
CBS. Story of Song.
**BOWE, MORTON**
KOB, Albuquerque, N. M State Fair Programs.
**BRADEN, STUART**
WCAE, Pittsburgh, Pa. Airliners, Linger Awhile.
**BRADLEY, BOB**
KLZ, Denver, Colo. Hospitality House, Lady Lend an Ear, Silver Strings
**BRADLEY, JOE**
NBC. The Ranch Boys
**BRANDT, ADELE**
WLS, Chicago, Ill
**BREAZEALE, VIRGINIA**
WTAR, Norfolk, Va.
**BREEN, MAY SINGHI**
NBC. Breen and de Rose, Sweethearts of Air.
**BRENT, MARIAN**
WHK, Cleveland, Ohio. Seven Men and a Maid.
**BRICKELL, ROY**
KWOC, Poplar Bluff, Mo. Song Stylings.
**BRINEY, MARY MARTHA**
KDKA, Pittsburgh, Pa. Festival of Music, Tap Time
**BRISCOE, HELEN MARIE**
NBC. Five Gentlemen of Jive, Rangers' Serenade.
**BRITT, WESTON**
WCOV, Montgomery, Ala. Morning Moods, Piano Ramblings, Twenty Fingers, Silver Spotlight.
**BROCKERMAN, MARY ELIZABETH**
WHKC, Columbus, Ohio Songs That Sweethearts Sing.
**BROOKS, KITTY**
WCAU, Philadelphia, Pa.
**BROWN CHAPEL CHOIR**
CLS. Joliet, Ill.
**BROWN, CHARLES**
WSKB, McComb, Miss.
**BRUCE, CAROL**
Ray Block's Varieties CBS, Carol Bruce Songs WIOD, and WEEI, Starmaker WBBM.
**BUD AND SPUD**
KMBC, Kansas City, Mo Brush Creek Follies Dinner Bell Round Up.
**BUECHNER, RAY**
WHKC, Columbus, Ohio. Songs That Sweethearts Sing.
**BUNDOCK, DONALD**
WICC, Bridgeport, Conn. Song Cycle.
**BURGESS, JACK**
KGBX-KWTO, Springfield, Mo.
**BURKE, MERLE**
WAVE, Louisville, Ky. Melody Time.
**BURRINGTON, MARJORIE**
WIBA, Madison, Wisc. Dorothy Potter Program.
**BURROUGHS, JACKIE**
WRC, Washington, D C. Whispering Rhythm.
**BUSINELLI, GUIDO**
WOV, New York, N. Y.
**BUTLER, SLIM**
CJGX, Yorkton, Sask. Yodelling Cowboy.
**BUTLER, WARD**
WALR, Zanesville, Ohio. Ward Butler Sings.
**BYRNES, PAULINE**
NBC. Six Hits and a Miss. Muted Rhythm.
**BURON, BOB**
CBS.
**BYRUM, JACK**
WDNC, Durham, N. C. Byrum Entertains.

## — C —

**CALHOUN, SARAH**
WHBF, Rock Island, Ill. Songs That Never Get a Chance

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KTEM Temple Texas Songs With Words Just We Two
**CALLOWAY, GLENNA**
WSIX Nashville Tenn. Words and Music
**CALVIN, ROSEMARY**
WWJ Detroit Mich
**CAMPBELL, JO**
Kraft Music Hall Program NBC Eddie Cantor's Camel Caravan CBS Forest Lawn Program KNX Texaco Star Theatre CBS Lux Radio Theatre CBS Good News of 1939 NBC Gillmore Circus NBC
**CANN, WESLEY**
WICC Bridgeport Conn. Bandleader
**CANNEL, MYCE**
KFXJ Grand Junction Colo Musical Moods
**CANVIN, BOBBIE**
Kraft Music Hall Program NBC Screen Guild Show CBS
**CARBER, ANNA**
WRNL Richmond Va. Quiet Hour
**CARHART, RUTH**
Roxy Gang CBS Dr. Dafoe Series CBS Ford Summer Hour CBS Chevrolet ETs Story of a Song CBS Ruth Carhart Songs CBS Schaefer Revue WEAF The Zales Family CBS It Goes Like This CBS
**CARLAY, RACHEL**
NBC Manhattan Merry-Go-Round
**CAROL, NITE**
WCAU Philadelphia Pa
**CARROLL, FRANCES**
KYW Philadelphia Pa.
**CARROLL, NORM**
WGL WOWO Fort Wayne Ind
**CARSON, JACK**
WEW St. Louis Mo. Melody Time
**CARSON, JACK**
WJBL Decatur Ill. Our Green Mountain Boy
**CARTER, VERNE**
WLS Chicago Ill. Verne Lee and Mary
**CASSEL, WALTER**
Music Box of RCA NBC Chesterfield Program CBS
**CECIL & MADILINE**
WEBQ Harrisburg Ill
**CECIL & VIC**
KMAC San Antonio Texas Harmony Team
**CHAMBERLAIN, CHARLES**
CFCY Charlottetown P. E. I. The Singing Islander
**CHAPIN, PATTI**
WTIC Hartford Conn. Patti Chapin Sings for Your Summer
**CHASE, VICKI**
NBC Recital with Thomas L. Thomas Vocal Varieties
**CHEEK, MARCELLA**
WTAD Quincy Ill
**CHESTNUT, VIRGINIA**
WHK Cleveland Ohio
**CHILDS, LELAND**
WBRC Birmingham Ala
**CHURCHILL, STUART**
NBC Fred Waring in Pleasure Time
**CLARK, BUDDY**
CBS Music of Weeks Ben Bernie and All the Lads Wayne King Orchestra Program
**CLARK, LILLIAN**
WHEP Portsmouth N. H.
**COLAMARIA, VICKI**
WGY Schenectady N. Y. Breezin Along
**COLBY, MADELON**
KOB Albuquerque N. M. Music and Songs by Madelon Colby.
**COLDIRON, BESSIE**
KGKO Fort Worth Texas Sunflower Girl
**COLEMAN, DANA**
KGA Walla Walla Wash.
**COLLINETTES, THE**
KVFL Tulsa Okla. Vested Hymns
**COLLINS, BENTON**
KRBC Abilene Texas Hymns You Know and Love
**COLORADO PETE**
KMBC Kansas City Mo. Brush Creek Follies Dinner Bell Round Up
**COLTON CLARENCE**
CKPR Ste. Catharines Ont. Morning Melodies
**CONEY QUARTET**
WSKB McComb Miss.
**CONLON, JUSTIN**
WBEO Rochester N. Y. Stephen Minstrel


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*- Winchell*

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**CONTINENTAL FOUR**
WPIC, Sharon, Pa Polish Hour.
**COOK, CONNIE**
WAVE, Louisville, Ky. Songs by Connie Cook.
**COOL, HARRY**
KMOX, St. Louis Mo Alpine Varieties.
**CORBEIL, P. C.**
CJBR, Rimouski, Que. Varieties Artistiques.
**CORDELL, FRANK**
WCLS, Joliet, Ill. Favorite Hymns.
**CORNELL, LILLIAN**
NBC. Romance Melodies Melody Rendezvous, Rhythm Auction, Ransom Sherman Presents, NBC Jamboree, Club Matinee, Afternoon Varieties, Roy Shield Revue
**CORNELL, LYNN**
WCAU, Philadelphia Pa.
**CORNETT, EVELYN**
WMEX, Boston Mass. World's Best Songs.
**COSSETTE, JACQUELINE**
WHEB Portsmouth N. H
**COSTLEY, JAN**
WSYR, Syracuse N. Y. Mid Morning Ltd.
**COSTON, G. C.**
WSKB McComb Miss. Singing Milkman
**COWAN, SIDNEY**
WMAL, Washington, D. C Washington Calling
**COWBOY JOE**
CKMO, Vancouver B C.
**COY, DOROTHY**
WEEI, Boston, Mass Matinee Promenade.
**CRADDOCK, DEON**
KWK, St Louis, Mo. Song Fest
**CRANDALL, CLARK**
WCLE, Cleveland, Ohio.
**CRAVEN, OPAL**
NBC. Carnation Contented Program
**CROCKETT, ALAN**
WLS Chicago, Ill. Prairie Ramblers.
**CROOKS, RICHARD**
NBC. Voice of Firestone.
**CROSBIE, PHIL**
WBNX, New York, N Y.
**CROSBY, BING**
NBC, Kraft Music Hall.
**CROSS, REGGIE**
WLS, Chicago, Ill Hoosier Sodbusters.
**CROWE, DOROTHY ANN**
MBS, Musical Steelmakers.
**CRUISE, KATHERYN**
KMPC, Beverly Hills, Calif Petticoat Review.
**CRUZ, VERA**
Do You Remember? NBC Rhythm and Romance WTAM Silver Winds, NBC.
**CURREN, JACK**
WFBL, Syracuse, N. Y. Memory Lane
**CURTIS QUARTETTE**
WDAS, Philadelphia, Pa. Operatic Excerpts.

## — D —

**DALE, DORIS**
WDAS Philadelphia, Pa.
**DALET, GEORGE**
WCAE, Pittsburgh, Pa
**DALTON, JACK**
WJSV, Washington, D. C Cowboy Singer
**DANA, JOE**
KOY Phoenix Ariz Remember
**DANIELS, BETTY**
WELI, New Haven, Conn Inspiration Time.
**DARRELL, ELAINE**
KDYL, Salt Lake City, Utah Sophisticated Swing Music by Woodbury.
**DARWIN, GLENN**
NBC, Metropolitan Moods.
**DAUNAIS, LIONEL**
CKAC, Montreal, Que. Le Train de Plaisir.
**DAVIES, EDWARD**
NBC, Concert Salon Joseph Galliochio and His Orchestra, Harry Kogen and His Orchestra, Ransom Sherman Presents, Words and Music, Midnight Serenade.
**DAVIS, CARLEEN**
KXOK, St Louis, Mo. Cocktail Time.
**DAVIS, G. T.**
WOPI, Bristol, Tenn. Church Chimes.
**DAVIS, SHIRLEY**
KDYL Salt Lake City Utah Music by Woodbury.

BEA WAIN

CONGRATULATIONS

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**DAWSON, MARK**
WCAU, Philadelphia, Pa.
**DAY, DENNIS**
NBC, The Jello Program.
**DEANE, JUDY**
Dinner Date with Judy, NBC; Gentlemen Prefer Red, NBC.
**DeBRUHL, CLAUDE**
WWNC, Asheville, N. C. Spotlight Serenade.
**DELLA CHIESA, VIVIAN**
MBS, Concert Series.
**DEL GRANDE, AIDA**
WPEN, Philadelphia, Pa. San Giorgio Varieties.
**DeLYS, GOGO**
NBC, Hall of Fun, Cavalcade of Hits.
**DeMOSS, LYLE**
WOW, Omaha, Nebr. Family Party, Oshkosh Program, Junior Round Table.
**de MOTIGNY, NOEL**
WQDM, St. Albans, Vt. With a Song in My Heart.
**DENNIS, CLARK**
CBS, Paul Whiteman's Chesterfield Program.
**DENNIS TWINS**
KRBC, Abilene, Texas.
**DENYA, MARCELLE**
CBS.
**DERRA, ERNEST**
KGO, San Francisco, Calif. The Three Cheers.
**DeZURIK, CAROLINE**
WLS, Chicago, Ill.
**De ZURIK, MARY JANE**
WLS, Chicago, Ill.
**DICK, EDITH**
CBS, Time Out For Dancing.
**DICKENSON, JEAN**
NBC, American Album of Familiar Music.
**DICKSON, HELEN**
WMAN, Mansfield, Ohio.
**DILLE, LOUISE**
KWK, St. Louis, Mo. It's Fun to Keep House.
**DILLER, DOROTHY**
WTOL, Toledo, Ohio. Name That Song, Piano Moods, The Singing Pianist.
**DIXIE HARMONIES**
WOL, Washington, D. C. Negro Quartet.
**DON, JANYCE**
KDYL, Salt Lake City, Utah. Music by Woodbury.
**DONOHUE, MARY ALICE**
KDRO, Sedalia, Mo. Quarter Hour of Melody.
**DONOVAN, LEE**
WLS, Chicago, Ill. Verne, Lee and Mary.
**DOT, FAY and LETTIE**
WDZ, Tuscola, Ill. Howdy Neighbors.
**DUANE, MARY FRANCES**
WAVE, Louisville, Ky. Melody Time, Music Carpet.
**DUGAN, MARY**
NBC, Sensations and Swing.
**DUGART, PAULINE**
Jack Haley Program, CBS; Eddie Cantor's Camel Caravan, CBS; Good News of 1939, NBC.
**DUNLOP, ESTHER**
CHAB, Moose Jaw, Sask. Alpine Sweethearts.
**DUNN, GRACE**
KMPC, Beverly Hills, Calif. Petticoat Review.
**DUNN, PAT**
WDAF, Kansas City, Mo. Melting Pot.
**DURANT, MILDRED**
WFLA, Tampa, Fla.
**DUTIEL, ULDENE**
WPAY, Portsmouth, Ohio. Star of Tomorrow.
**DYKE, DAVE**
CKLN, Nelson, B. C. Songs of the Range.

## — E —

**EARLY, MARGARET**
WGBR, Goldsboro, N. C. Song of Long Ago.
**EASTMAN, MARY**
CBS, Saturday Night Serenade.
**EATON, HOWARD**
CHAB, Moose Jaw, Sask.
**EDWARDS, JOAN**
CBS, Paul Whiteman's Chesterfield Program.
**EDWARDS, VIVIAN**
Jack Haley Program, CBS; Eddie Cantor's Camel Caravan, CBS; Good News of 1939; Lux Radio Theater, CBS.
**EIGHT SMOOTHIES, THE**
KMOX, St. Louis, Mo. Mellow Time.
**EISEN, MORRIS**
WMBH, Joplin, Mo.
**ELLIOTT, BILL**
WEEI, Boston, Mass. The Singing Cop.

JAN PEERCE

Radio Management: Mark Hanna
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FELIX KNIGHT

American Tenor

SCHAEFER REVUE

Transcriptions
Motion Pictures
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**ELLIS SISTERS**
WHIS, Bluefield, W. Va. The Three Graces.
**ELSMORE, RALPH**
WCAU, Philadelphia, Pa.
**EMERSON, JOE**
NBC. Hymns of All Churches.
**ENDEBAK, CHRISTINE**
WLS, Chicago, Ill.
**ENDY, HENRY**
KFBK, Sacramento, Calif. Swinging Songsmith.
**ENNIS, SKINNAY**
NBC. The Pepsodent Show.
**EPPERSON, PEGGY**
KSL, Salt Lake City, Utah. Peggy and Her Pals.
**EPPLER, GRACE**
WALR, Zanesville, Ohio Out of the Dusk.
**ERWIN, VIRGINIA**
Kraft Music Hall Program, NBC; Screen Guild Show, CBS.
**ESTES, VERDA**
WGL-WOWO, Fort Wayne, Ind.
**ETON BOYS**
CBS. Modern Minstrels
**EVANS, CHICK**
WBLK, Clarksburg, Va. Songs of Chick Evans.

## — F —

**FALES, DEAN**
KGBX-KWTO, Springfield, Mo.
**FALL, GLASGOW**
WGL-WOWO, Fort Wayne, Ind.
**FAYRE, KAY**
WSPR, Springfield, Mass
**FELDER, JIMMY**
WSKB, McComb, Miss.
**FELDER, MISS**
WSKB, McComb, Miss.
**FELIX, NOLA**
WNOE, New Orleans, La. Classical Gems.
**FESSLER, MARY**
KSRO, Santa Rosa, Calif. Songs From Your Album
**FIELDS, ARTHUR**
NBC. No School Today.
**FIRESIDE QUARTET**
WJBC, Bloomington, Ill. Songs of the Heart.
**FITE, BUSTER**
KOY, Phoenix, Ariz. Western Playboys.
**FIVE CAVALIERS**
WHBF, Rock Island, Ill.
**FLAGLER, CHARLEY**
KSO, Des Moines, Ia Cheerful Charley Flagler.
**FOREMAN, BILL**
KWK, St. Louis, Mo. It's Fun to Keep House.
**FORMAN SINGERS**
WBRB, Red Bank, N. J.
**FORSTER, GERTRUDE**
NBC. The Peerless Trio, Tone Pictures, Seth Parker.
**FORTNER, EVELYN**
WSIX, Nashville, Tenn
**FOSTER, JACK**
KRIC, Beaumont, Texas. Laugh Roundup.
**FOSTER, RALPH**
CKCK, Regina, Sask.
**FOULIS, WILLIAM S.**
KOB, Albuquerque, N. M. Sandy MacPherson Program
**THE FOUR INKSPOTS**
NBC.
**THE FOUR NOTES SWING QUARTET**
NBC.
**FOUR QUARTERS**
WCAU, Philadelphia, Pa.
**THE FOUR SHOWMEN**
NBC.
**FOUR TONES**
WTJS, Jackson, Tenn.
**FOWLKES, IDABELLE**
WAIR, Winston-Salem, N. C. Song Fashions.
**FOY, JACK**
WMAL, Washington, D. C.
**FRAIDELE**
WLTH, Brooklyn, N. Y. General Gershelman.
**FRAZEE SISTERS**
NBC. Sensations and Swing.
**FREISE, BERNICE**
KMOX, St. Louis, Mo. Alpine Varieties.
**FROMAN, JANE**
CBS. Gulf Musical Playhouse.
**FROST, PAUL**
CKTB, St. Catharines, Ont Melody Market, Everybody Sing.

## — G —

**GANGE, CONNIE**
WHEC, Rochester, N. Y. Rhythm and Rhyme.
**GARDNER, ROBERT**
WLS, Chicago, Ill Mac and Bob.
**GARLAND, JUDY**
NBC The Pepsodent Show.

**WALTER CASSEL**

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**Jane** and **Ruth**




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**GARY, EL**
WRC Washington D C Dreams Come True WFBR, Baltimore Md Household Furnace Program

**GAYLORD, GAYLE**
WHK-WCLE, Cleveland Ohio Gale of Melody Beauty Parade.

**GENE AND GLENN**
NBC Gene and Glenn with Jake and Lena Song and Patter.

**GENTLEMEN SONGSTERS**
NBC Rudy Vallee's Variety Hour

**GENTLEMEN OF SWING**
WPIC Sharon Pa

**GENTRY, TOMMY**
WSGN Birmingham, Ala Western BaBads.

**GERARD, JACQUES**
CKAC, Montreal, Que L'Heure des Violettes.

**GERMAN, GEORGE B.**
WNAX Yankton, S D Robin Reese Western Jamboree Cowboy Balladeer

**GILBERT, BILLIA**
KPDN, Pampa Texas The Corn-sheller The Trouble done

**GIBSON, ESTHER**
KFKA Greeley Colo

**GIBSON, GLORIA**
WFBM Indianapolis Ind Hoosier Talent Time.

**GILL, CECIL**
KGKO, Fort Worth Texas Hap's Luck

**GILL, "RUSTY"**
WLS, Chicago Ill. Hoosier Sodbusters.

**GIPSON, JOHNNY**
KTEM, Temple, Texas, Johnny and Corley.

**GIRARD, ARMAND**
KPO San Francisco, Calif Woman's Magazine of the Air, Sleep Serenade Waltz Reflections.

**GLADDEN, RUTH**
WWNC Asheville N C Spotlight Serenade

**GLENN, BEVERLY**
WHEB, Portsmouth, N H

**GLOVER, FRED**
WFBG, Altoona, Pa

**GLYE, DOROTHY JUNE**
KWLC, Decorah Ia. Tuesday Musicale.

**GODDARD, HERB**
WMBH Joplin Mo Cowboy Singer.

**GOEBEL, GEORGE**
WLS, Chicago Ill

**GOLDEN, DOROTHY**
WOPI Bristol Tenn Old and New.

**GOODWIN, BUS**
WBBL, Decatur Ill

**GORDON, JEAN**
WALR Zanesville Ohio Songs Out of Nowhere

**GORDON, WILLIAM**
WAIR, Winston Salem N C Songs

**GOSPEL FOUR**
WCMI, Ashland, Ky

**GRACE NOTES TRIO**
WMAL-WRC, Washington D C, In Town Tonight

**GRAHAM, ROSS**
NBC Cities Service Concert.

**GRAHAM SISTERS**
WIP, Philadelphia, Pa Sunday Hymnal.

**GRASHEL, BILL**
WPAY Portsmouth Ohio Brothers In Harmony

**GRASHEL, DON**
WPAY, Portsmouth Ohio, Brothers In Harmony

**GRASSO MIXED CHORUS**
WFLA, Tampa Fla

**GRAY, MAXINE**
KHJ Los Angeles Calif Al Pinto Rey with Maxine Grey

**GREEN, JAY**
KOMC Texarkana Texas Jay Greens Rhythm

**GREENWOOD, HARVEY**
KFKA Greeley, Colo

**GREIGO, SONJA**
WFBM Indianapolis, Ind

**GRENNELL, EILEEN**
KSO, Des Moines, Ia. Songs by Eileen

**GREY, LANNY**
NBC Rhythm School Judy and Lanny

**GRIFFIN, GEORGE**
NBC The Cities Service Chorus

**RAMON ARMENGOD**

"Lady Esther Hour"

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VA 6-3163

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Fibber McGee and Molly

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**GRIMES, BETTY**
KRBC, Abilene, Texas. Betty and Jenny.
**GRIMES, M. L.**
KRBC, Abilene, Texas Hymns You Know and Love.
**GRISANTI, DORIS**
WAVE, Louisville Ky Jewel Box
**GROVES, PAUL**
WDZ, Tuscola, Ill. Western Songs.
**GULLY, PHIL**
WJDX, Jackson, Miss. Songs by Phil Gully.
**GUNTS, BRENT**
WFBR Baltimore, Md Carnival of Fun

## — H —

**HADENS' HILLBILLIES**
KMA, Shenandoah, Ia Humorous Squibbs.
**HAIN, WILLIAM**
Bach Cantatas, MBS; Story of Song, CBS
**HAINES, WESLEY "HAPPY"**
WHBF, Rock Island, Ill. The Wakers-Uppers.
**HALE, TRAVIS**
KGO, San Francisco, Calif
**HALEY, AMBROSE**
WGL-WOWO, Fort Wayne, Ind
**HALEY, PAT**
KDKA, Pittsburgh, Pa. Music Please, Music Box Melodies, Dutch Club.
**HALL, AUDREY**
KMPC Beverly Hills, Calif. Petticoat Review
**HALL, BOB**
CKNX, Wingham Ont. CKNX Hillbillies.
**HALL, FRED**
NBC. Sunday Drivers.
**HALL, MARTY**
WKY, Oklahoma City, Okla SW Serenade, Cameos of Melody.
**HALL, RAY**
WFBR, Baltimore, Md. Carnival of Fun
**HALL SISTERS**
WHMA, Anniston, Ala. Sunday Song Serenade.
**HANNA, PHIL**
KGO, San Francisco, Calif. The Three Cheers
**HANS, LEO**
WMAN, Mansfield, Ohio
**HARMONETTES, THE**
KMOX, St. Louis, Mo. Alpine Varieties.
**HARMONY GIRLS**
WDBJ. Roanoke, Va On Wings of Song.
**HARMONY SISTERS**
KONO, San Antonio, Texas.
**HARRIS, TOMMY**
KFRC, San Francisco, Calif. Breakfast Club, Feminine Fancies.
**HART, JOHNNY**
WMEX, Boston, Mass. Hits of the Day
**HARTRICK, GEORGE**
WTAM, Cleveland, Ohio
**HAVEN OF REST QUARTET**
KHJ, Los Angeles, Calif.
**HAYE, PETE**
WDAS, Philadelphia, Pa. Songs at Noontime.
**HAZELNESS, PAUL**
WTCN, St. Paul-Minneapolis, Minn. Perko Time.
**HAZELTINE, THURZA**
WMAN, Mansfield, Ohio
**HENDRICK, EDITH**
WBBM, Chicago, Ill. Good Morning, Rhythm Rascals.
**HENDRICKS, GLADYS**
KFPY, Spokane, Wash. Remember When, Variety Party
**HENDRIE, HIBERT**
CBS, Story of Song
**HENNINGSEN, WILLIAM**
WBNX, New York, N Y. The Hymn Book.
**HERRING, JOSEPHINE**
WTAL, Tallahassee, Fla. Memory Lane
**HIGGINS, REGGIE**
WAGM, Presque Isle, Me Songs by Reggie.
**HIGGINS QUARTET**
WSKB, McComb, Miss.
**HIGHT, WINI**
WDEV, Waterbury, Vt Melodies of Happiness.
**HILDEGARDE**
NBC.
**HILL, ROY**
WHIS, Bluefield, W Va. An Earful of Music.
**HILLIARD, HARRIET**
NBC
**HIRSCH, ALVIN**
WMAZ, Macon, Ga Alvin Hirsch, Gospel Singer
**HOLLOWELL, STELLA**
KDB, Santa Barbara, Calif Fashion Review, Parents' Forum.

**JACK BERCH**
BARITONE
on SWEETHEART SOAP
NBC BLUE NETWORK
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**"YOUR HIT PARADE"**
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CBS—Coast-to-Coast
♦
Saturdays—9:00 to 9:45 P.M.
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**HOLLY, GAIL**
WBAL, Baltimore, Md. Afternoon Show.
**HOLLY, VERA**
WGY, Schenectady, N. Y. Fashions In Melody.
**HOLMES, SALTY**
WLS, Chicago, Ill. Prairie Ramblers.
**HONIG, MAX**
WLTH, Brooklyn, N. Y. Social Column of the Air.
**HOOSIER CHOIR, THE**
WFBM, Indianapolis, Ind.
**HOPPLE, MARY**
MBS. Bach Cantatas.
**HOSMER, CHANDLER**
WDAS, Philadelphia, Pa.
**HOWARD, BOB**
NBC, Calsodent Presents.
**HOWARD, HERB**
WNAX, Yankton, S. D.
**HOWARD, TOM**
WFBM, Indianapolis, Ind.
**HOYT, CLARA M.**
KWLC, Decorah, Iowa. Afternoon Musicale.
**HUARD, LARRY**
WTIC, Hartford, Conn.
**HUMPHREYS, DOROTHY STEVENS**
WHKC, Columbus, Ohio. Silhouette in Song.
**HUNNICUTT, MIKE**
WKRC, Cincinnati, Ohio. Dawn Patrol.
**HUNNIFORD, DOROTHY**
WPRO, Providence, R. I. Fashion Fanfare.
**HURD, NANCY**
KTUL, Tulsa, Okla. Souvenirs.
**HURT, CHICK**
WLS, Chicago, Ill. Prairie Ramblers.
**HUTTON, JOAN**
WEBR, Buffalo, N. Y. Girl With the Flaxen Hair.
**HYDE, DICK**
KSO, Des Moines, Iowa. Thirty Minutes to Go.
**HYDE, HARMON**
WPRO, Providence, R. I. Take It Easy Time.
**IAMS, WALLY**
WJDX, Jackson, Miss.
**INGRAHAM, JERRY**
WHEC, Rochester, N. Y. Sparmon's Strings, Silver and Gold.
**INK SPOTS, THE**
NBC.
**IRELAND, EUGENE**
WSPD, Toledo, Ohio.
**IRWIN, ISH**
KGBX-KWTO, Springfield, Mo.

## — J —

**JACOBS, PAUL**
WNOE, New Orleans, La. Paul Jacobs Entertains.
**JAKE AND CARL**
WGY, Schenectady, N. Y. Cowboy Singers.
**JAMES, LEONORE**
WCAE, Pittsburgh, Pa. Songologue.
**JAMISON, ANNIE**
NBC, Romance and Rhythm.
**JANES, ART**
WLS, Chicago, Ill. Maple City Four.
**JENNINGS, DON**
WHIO, Dayton, Ohio. Singing Parson.
**JEPSON, HELEN**
CBS, Ford Sunday Evening Hour.
**JESTERS, THE**
NBC, Golden Serenaders, The Schaefer Revue.
**JIMMY & DICK**
WEEI, Boston, Mass.
**JOHNSON, CARL J.**
WDGY, Minneapolis-St. Paul, Minn. Hollow Funrise Frolics, Barn Dance.
**JOLSON, AL**
CBS, Al Jolson Show.
**JOLSON, EDITH**
WELI, New Haven, Conn. Monday Moods.
**JONES, BILL**
WIBC, Indianapolis, Ind.
**JORDON, DIXIE BOY**
WKY, Oklahoma City, Okla. Good Morning.
**JORDAN, JOAN**
WCFL, Chicago, Ill. Twilight Time.
**JOURDAN, CHARLES**
CKAC, Montreal, Que., Can.
**JOY, ALICE**
KGW-KEX, Portland, Oregon. Tommy Luke Presents, Listen and Win Program.
**KALLEN, KITTY**
WCAU, Philadelphia, Pa.

## — K —

**KAMPUS KIDS, THE**
NBC, Vocal Vogues.
**KARGES, ERNIE**
CKNX, Wingham, Ont. Canadian Farm and Home Hour.

**DON REID**
Tenor Soloist
for
"DOLE PINEAPPLE JUICE"
(1939-40 CBS)
*Management A. & S. Lyons, Inc.*

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JERRY ANDERS

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**KAUERZ, ELSA**
KOA, Denver, Colo. Golden Melodies, Westernaires, Old Opry House.
**KAYE, RAMONA**
KMO, Tacoma, Wash. Kaye 'n' Kaye.
**KEATHLEY, FRED**
KRBC, Abilene, Texas. Hymns You Know and Love.
**KEEGAN, T. J.**
WHIO, Dayton, Ohio. Fireside Philosophers.
**KEMPER, LOU**
KVOO, Tulsa, Okla. Otasco Merrymakers, Dream House.
**KENNEDY, REED**
KDKA, Pittsburgh, Pa. Treasure Trails of Song.
**KENT, CLIFFORD**
WELI, New Haven, Conn. Remember When.
**KERN, HENRIETTA**
WFBR, Baltimore, Md. Music Styled for You.
**KEY SISTERS**
WJBL, Decatur, Ill. Hillbilly Duo.
**KIDDER, WALTER**
WNAC, Boston, Mass.
**KIDOODLERS, THE**
NBC. Amanda's Party.
**KINDER, BARBARA**
KDKA, Pittsburgh, Pa. Music Please, Dutch Club.
**KINDER, ELAINE**
KDKA, Pittsburgh, Pa. Music Please, Dutch Club.
**KINDER, SHIRLEY**
KDKA, Pittsburgh, Pa. Music Please, Dutch Club.
**KING, BONNIE**
KMBC, Kansas City, Mo. Bonnie and the Boys.
**KING'S JESTERS, THE**
NBC.
**KING SISTERS, THE**
KHJ, Los Angeles, Calif. Alvino Ray and the King Sisters.
**KIRCHER, IRENE**
WMBD, Peoria, Ill. Happy Train.
**KIT AND KAY**
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Round Up.
**KLASSEN, BEN**
KPO, San Francisco, Calif. Woman's Magazine of the Air, Waltz Reflections.
**KLINE, GRACE**
WSIX, Nashville, Tenn. Melody Moods.
**KNICKERBOCKER QUARTET**
KPO, San Francisco, Calif Woman's Magazine of the Air, Waltz Reflections.
**KNIGHT, DAVE**
Good News of 1939, NBC; Eddie Cantor's Camel Caravan CBS; Signal Carnival, NBC; Tune Up Time, CBS.
**KNIGHT, FELIX**
NBC. Schaefer Revue, Songs at Eventide.
**KRCHEK, JAMES**
WEDC, Chicago, Ill. International Accordiana.
**KUOA, Male Octet**
KUOA, Siloam Springs, Ark. Little Brown Church.

## — L —

**LAMONTAGNE, I.**
CJBR, Rimouski, Que. Musical Comments.
**LAMOUR, DOROTHY**
NBC. The Chase and Sanborn Program.
**LANDRY, EMILY**
KVOL, Lafayette, La. Your Favorite Songs
**LANE, ALBERT**
WMSL, Decatur, Ala.
**LANE, BETTY**
WIP, Philadelphia, Pa. Jittering Jive.
**LAKE, DONALD**
WGL-WOWO, Fort Wayne, Ind.
**LANE, ELEANOR**
WBZ-WBZA, Boston and Springfield, Mass. Boston Life.
**LANE, SIGGY**
MBS. Listen America.
**LANE SISTERS**
WELI, New Haven, Conn. Harmonic Patterns.
**LANG, JUNE**
KDAL, Duluth, Minn. Sunday Serenade.
**LANGFORD, FRANCES**
CBS. Texaco Star Theatre.
**LANSING, GERTRUDE**
KYA, San Francisco, Calif.
**LARGE, HOWARD**
CHAB, Moose Jaw, Sask. Going Places With the Millers.
**LATTERMAN, DOROTHY**
WCAE, Pittsburgh, Pa. Sophisticated Ladies, Muted Music, Airliners, Linger Awhile, Lazy Rhapsody, Enchanted Hour.

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**BOB HOWARD**

**"TALK TO ME"**

**• NBC •**




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**LAUGHLIN, DAVID**
CBS, Tune-Up Time.
**LAWRENCE, "HAPPY" LARRY**
MBS WHKC, Columbus, Ohio.
**LEACH, BILLY**
KDKA, Pittsburgh, Pa. Tap Time, Design for Dancing
**LEE, EDDIE**
WEEI, Boston Mass. Musical Bee Tea With Eddie Lee
**LEE, R. E.**
KWLC, Decorah Iowa, Hymns We Love.
**LEE, SANDRA**
WRDO, Augusta, Me. Songs by Sandra.
**LEERS, BOB**
WIOD, Miami Fla WIOD Dance Frolic.
**LeKREEUN, PIERRE**
NBC, Manhattan Merry Go Round.
**LENNOX, ELIZABETH**
NBC, American Album of Familiar Music.
**LIBBY, BUD**
WAGM, Presque Isle, Me Songs by Bud Libby.
**LIEBER, HAL**
WFBM, Indianapolis, Ind
**LINDSAY, ART**
KXRO, Aberdeen Wash Syncopated Ruddles.
**LINDSAY, DAVID**
WOPI, Bristol, Tenn. Jivers Club.
**LINWOOD, LUCILLE**
WBNS, Columbus, Ohio Start the Day Right
**LITTLE, MELVA**
KOCY, Oklahoma City, Okla Little Melva Little.
**LONE COWHAND**
KADA Ada, Okla. Lonesome
**LORING, MICHAEL**
CBS, Studio Rendezvous
**LORRAINE, KAY**
CBS Your Hit Parade.
**LOVE BROTHERS**
WBRC, Birmingham, Ala At the Crossroads.
**LOVE, MARK**
MBS Pageant of Melody
**LOWERY, COIS**
WMSL, Decatur, Ala
**LOYSEN, KEN**
WHAM, Rochester N Y
**LUTHER, FRANK**
NBC Luther-Layman Singers
**LYNNE, EVELYN**
NBC, Breakfast Club
**LYON, RUTH**
NBC Concert Salon, Joseph Gallicchio and His Orchestra, Harry Kogen and His Orchestra, Words and Music Roy Shield Revue

## — Mc —

**McALISTER, JAMES**
WARD, Brooklyn, N. Y Two Hours In Ireland
**McCLESKEY, FRED**
KUOA, Siloam Springs Ark
**McCOLLUM, DAVID**
KGFF, Shawnee, Okla Three Hymn Singers
**McCONNELL, ED**
NBC, Smilin' Ed McConnell
**McCRAE, MARGARET**
CBS, Joe E. Brown Program
**McCULLOUGH, ANNETTE**
WGY, Schenectady, N. Y Your Neighbor.
**McDONALD, JETTA**
WCMI, Ashland Ky
**McDONOUGH, MRS. J. P.**
WRNL, Richmond, Va. Gospel Singer.
**McELWEE, THOMAS**
WHIO, Dayton, Ohio Little Tom.
**McFARLAND, LESTER**
WLS, Chicago, Ill Mac and Bob
**McINTYRE, RUSSELL**
WBT, Charlotte, N. C.
**McKENNA, YVONNE**
WMAS, Springfield Mass Songs Styles by Yvonne
**McKINNEY, MARY ELIZABETH**
WGL-WOWO, Fort Wayne Ind
**McKINNEY SISTERS**
WBRC Birmingham, Ala McKinneys and Ted.
**McLEMORE, JIMMY**
WHBQ Memphis Tenn Song Styles.
**McQUAIN, WANDA**
KBST, Big Spring Texas A Thousand Love Songs

## — M —

**MABIE, LOUISE MASSEY**
WLS Chicago, Ill. The Westerners.
**MABIE, MILT**
WLS Chicago, Ill. The Westerners.
**MAC AND SLIM**
WMAZ, Macon Ga Hillbilly Duo.
**MACE, EVELYN**
WMEX Boston, Mass Memory Lane.
**MACPHERSON, LOIS**
CHAB, Moose Jaw, Sask. Remember
**MAGEE, MONTE**
KGKB Tyler, Texas Voice of the Southland
**MAHONEY, ROBERT**
WIBX, Utica, N Y. Date With a Song.
**MANN, BEN**
WWNC Asheville, N C Spotlight Serenade.
**MANNERS, LUCILLE**
NBC, Cities Service Concert
**MANSFIELD, ANDY**
KHJ Los Angeles, Calif.
**MANSFIELD, VIRGINIA**
KHJ, Los Angeles Calif
**MAPLE LEAF QUARTET**
WOC, Davenport, Iowa, Melodies of the Deep South
**MARGOLITE**
WWNC Asheville, N C Carolina Power & Light Program
**MARR, ELLEN**
WCAU Philadelphia, Pa
**MARTIN, EDWIN N.**
WGBF, Evansville, Ind.
**MARTIN, ESTHER L.**
WLS Chicago, Ill. Prairie Sweethearts.
**MARTIN, MARY**
CBS, Tuesday Night Party
**MARTIN, TATTEE**
WIOD, Miami Fla WIOD Dance Frolic
**MARTIN, TONY**
CBS Tune-Up Time
**MASSEY, ALLEN**
WLS, Chicago Ill The Westerners.
**MASSEY, CURT**
WLS Chicago Ill. The Westerners.
**MAST SISTERS**
KXOK, St. Louis, Mo Three N One.
**MAXWELL, RICHARD**
CBS.
**MEISSNER, FRITZ**
WLS, Chicago Ill. Maple City Four
**MELODY MAIDS**
KCRC, Enid, Okla
**MELODY MAIDS**
WMBD Peoria Ill Trio Nightfall, Petticoat Parade.
**MELODY MAIDS**
WCHS Charleston W. Va.
**MELODY MEN**
WGY Schenectady N Y Trio
**MELTON, JAMES**
CBS, Ford Summer Hour
**MEN ABOUT TOWN, THE**
NBC, Manhattan Merry-Go Round.
**MEN OF THE WEST**
The Rangers' Serenade NBC Westerneires, KOA
**MERCER, JOHNNY**
CBS, Benny Goodman's Camel Program, Bob Crosby's Camel Caravan
**MERRY MACS**
The Fred Allen Show, NBC George Jessel.
**MESSMER, DOTTIE**
Kraft Music Hall Program NBC Screen Guild Show CBS
**METCALF, JOHN**
MBS Choir Loft
**MEYER, ANN**
WMAS, Springfield, Mass. Ann Meyer Songs
**MICHAEL, RUTH**
WCHS, Charleston, W. Va
**MILLER, MARIE**
WJBC Bloomington Ill
**MILLER, MARY LOU**
WBNS Columbus Ohio, Ilo Ilo Ohio
**MILLER, WILLIAM**
MBS Webers Concert Revue
**MODERNAIRES, THE**
CBS, Paul Whiteman's Chesterfield Program.
**MODERN CHOIR, THE**
NBC, American Album of Familiar Music.
**MOFFETT, CLADE**
WLS Chicago Ill. The Rangers.
**MONK, BILLY G.**
KNET Palestine Texas
**MONROE, LUCY**
Kraft Music Hall, NBC Echoes of New York, WEAF Henry Weber Concert Program MBS
**MONTANA, KEN**
KSOO Sioux Falls, S. D. Cowboy Ballads.
**MONTANA, PATSY**
WLS, Chicago Ill
**MOODY, GEORGE**
KUOA Siloam Springs, Ark
**MOORE, CARL**
WEEI Boston Mass Top O the Morning Matinee Promenade.
**MOREDAND, PEG**
WFAA, Dallas Texas Barn Dance, Rural Mail
**MORGAN, PEGGY**
WCAU Philadelphia Pa
**THE MORIN SISTERS**
NBC Breakfast Club Club Matinee



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**MORRIS, IRENE**
WGBR, Goldsboro, N. C. Songs of Long Ago.
**MORRIS, IRENE**
WPAY, Portsmouth, Ohio Star of Tomorrow.
**MORRIS, MARGARET DILLON**
WICC. Bridgeport, Conn. Songs at Eventide.
**MORRIS, WILLIE**
MBS. Music By Moonlight.
**MORRISON, JAMES**
WHEB, Portsmouth, N. H. Music Lovers' Hour.
**MOYES, CLAUDE "PIE PLANT PETE"**
WTAM, Cleveland, Ohio. Pete and Joe.
**THE MOYLAY SISTERS**
NBC.
**MUNN, FRANK**
NBC. Waltz Time, American
**MUNROE, HARRISON**
Album of Familiar Music. KRBC, Abilene, Texas. Hymns You Know and Love.
**MUNROE, VAUGHN**
WBZ-WBZA, Boston & Springfield, Mass. Breakfast In Bedlam.
**MURRAY, WYNN**
NBC. The New Fred Allen Show.
**MUSE, MARGARET**
WKY, Oklahoma City, Okla
**MUSIC MAIDS**
Kraft Music Hall Program NBC, Screen Guild Show CBS.

## — N —

**NADEAU, RAOUL**
MBS. Bach Cantatas.
**NAZARRO, CLIFF**
Quaker Party NBC, Magic Key of RCA NBC, Chase & Sanborn Hour NBC, Al Jolson Show CBS, Joe Penner Program CBS, Al Pearce and His Gang CBS, Screen Actors Guild Show CBS, Texaco Star Theatre CBS.
**NEESE, ERLU**
WBIG, Greensboro, N. C. Great Hymns of the Church.
**NEHER, DICK**
WLS, Chicago, Ill. WLS Quartet.
**NELSON SISTERS**
WEBC, Duluth, Minn. Hymn Time.
**NETTINGA, PAUL**
WLS, Chicago, Ill. WLS Quartet.
**NICKSON, GEORGE**
KPO, San Francisco, Calif. Woman's Magazine of the Air. Sleep Serenade. Waltz Reflections.
**NIELSON, GRACE**
Jack Haley Program CBS, Eddie Cantor's Camel Caravan CBS, Good News of 1939 NBC, Lux Radio Theatre CBS.
**NORATO, TOM**
WPRO, Providence, R. I. Housewives Serenade, Take It Easy Time.
**NORMAN, DALTON**
WMAZ, Macon, Ga. Dalton Norman, Singing Cowboy.
**THE NORSEMEN**
NBC. Horse and Buggy Days. Vocal Vogues.
**NORTON, LEE**
WKY, Oklahoma City, Okla. Cameos of Melody, SW Serenade, Otasco Merrymakers, Yellow Cab Program.
**NOVELIERS**
KMA, Shenandoah, Ia. Roundup on the Rhythm Range.
**NOVENSON, JOE**
WAIR, Winston-Salem, N. C. Romance Time.
**NOVIS, DONALD**
NBC. Fibber McGEE and Molly.
**NUGENT, HELEN**
MBS. Old Fashioned Girl.

## — O —

**O'CONNOR, MAUREEN**
KFWB, Los Angeles, Calif. Music By Maureen.
**O'CONNOR, WILLIAM**
WLS, Chicago, Ill.
**O'DELL, DOY**
WTIC, Hartford, Conn. Cowboy Singer.
**O'HEREN, DICK**
MBS. Irish Melodies, Wayne and Dick.
**O'KANE, RUTH**
KFBK, Sacramento, Calif.
**O'NEIL, DOLORES**
WCAU, Philadelphia, Pa.
**O'NEIL, JEAN**
KNX, Los Angeles, Calif. Saturday Morning Party.
**OSBORN, CARL**
WELL, Battle Creek, Mich. Gospel Singer.
**OSBORNE, VERNA**
NBC. Walter Kelsey's Almanac, Musical Fantasie, Woman's Magazine of the Air, Out of the West.
**OSSENBRINK, LUTHER**
WLS, Chicago, Ill. Arkansas Woodchopper.
**OSWALD, FLOY**
WNOE, New Orleans, La. The Sunshine Voice.
**OWENS, JACK**
Jack Owens Sings KECA, Music By Sweeten KECA, Town Talk Tel-a-tunes KNX, Cavalcade of Hits From Hollywood Today NBC.
**OZARKIANS, THE**
KUOA, Siloam Springs, Ark.

## — P —

**PALMER, CARRUTH**
WOAI, San Antonio, Texas. That Year.
**PAQUET, OSCAR**
CKCV, Quebec, Que. Parmi Nos Souvenirs.
**PARKER, FAY**
KDKA, Pittsburgh, Pa. Tap Time, Design for Dancing.
**PARKER, FRANK**
CBS. Burns & Allen Chesterfield Program, Burns & Allen Hinds Program.
**PARKER, GLORIA**
WFIL, Philadelphia, Pa Champagne Time.
**PARKER, LORRAINE**
WEW, St. Louis, Mo. Melody Time.
**PARSONS, BOB**
KVOO, Tulsa, Okla. Your Singing Neighbor, It's A Woman's World.
**PASCOE, PALLIE**
CHAB, Moose Jaw, Sask. Going Places With the Millers.
**PATTERSON, CLIFFORD**
KGBX-KWTO, Springfield, Mo.
**PATTERSON, PAT**
WLS, Chicago, Ill. Maple City Four.
**PAUL, ED**
WCFL, Chicago, Ill. Meet the Folks.
**THE PAUL TAYLOR CHORUS**
NBC. The Gilmore Circus.
**PAULE, NORMAN**
KXOK, St. Louis, Mo. Hymns We Love.
**PEDI, RALPH**
WOV, New York, N. Y.
**PEERCE, JAN**
Gulf Musical Playhouse CBS, Radio City Music Hall of the Air NBC.
**PEERMAN, MARTHA**
WAPI, Birmingham, Ala. Tonic Tunes.
**PENCE, INEZ**
KLZ, Denver, Colo. Lady Lend An Ear.
**PERKINS, RAY**
NBC. Letters Home.
**PERRY, BILL**
CBS. Saturday Night Serenade, Story of Song.
**PETERSON, RUTH**
KGO, San Francisco, Calif. Operator.
**PFAFF, LILLIUS**
WAIR, Winston-Salem, N. C. Melody Time.
**PHILLIPS, BETTY LOU**
WMBH, Joplin, Mo.
**PHILO, VIOLA**
NBC. Radio City Music Hall of the Air.
**PIANIST, CAROLYN**
KXOK, St. Louis, Mo. Girl O' the Morning.
**PIERSOL, BETTY**
KUSD, Vermillion, S. D. On Wings of Song.
**PIONEER, QUARTET**
KDKA, Pittsburgh, Pa. Treasure Trails of Song.
**PIXLER, SISTERS**
KGKO, Fort Worth, Texas. Sisters Three.
**PONS, LILY**
CBS. Ford Sunday Evening Hour.
**POTVIN, MADAME**
CJBR, Rimouski, Que.
**POWELL, DICK**
CBS. Lifebuoy Program.
**PRAGER, MANNY**
CBS. Ben Bernie and All the Lads.
**PRICE, HOWARD**
WCAE, Pittsburgh, Pa. Lazy Rhapsody, Linger Awhile.
**PRIN, TOBY**
WCCO, Minneapolis, Minn. Saturday Open House.
**PRICHARD, ESTHER**
WPIC, Sharon, Pa. Songs for You.
**PRITCHARD, LLOYD**
WNAX, Yankton, S. D. Hoppy Jack's Oldtimers, Rodeo Recess, Western Jamboree.
**PURCELL, MARTHA**
WICC, Bridgeport, Conn. Tunes for Two.
**PURCELL, PAT**
WIP, Philadelphia, Pa. Toytown Band.

## — Q —

**QUINN, INEZ**
WHAM, Rochester, N. Y.
**QUINT, KATHERINE**
KVOL, Lafayette, La. Songs By Katherine Quint.



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## — R —

**RAIES SISTERS**
WHIS, Bluefield, W. Va

**RAND, LARRY**
KQV, Pittsburgh, Pa

**RANGERS, THE**
WBR, Charlotte, N. C. Western Quartet Vick Chemical Program

**RAOUL, NADEAU**
WOR, Newark, N. J.

**RAULERSON, PEGGY**
WAYX, Waycross, Ga. Let's Remember.

**RAYE, EDITH**
KWK, St. Louis Mo. Rays of Melody.

**RAYE, MARTHA**
CBS, Al Jolson Show.

**RAYE, RACHEL**
WLTH, Brooklyn, N. Y

**READ SISTERS**
WOAI, San Antonio, Texas Saturday Night Parade

**RED RIVER DAVE**
WOR, Newark, N. J. Cowboy Singer.

**REED, DEAN**
WLS, Chicago, Ill. WLS Quartet.

**REESE, BOB**
KDYL, Salt Lake City, Utah Gift Box, Music By Woodbury.

**REID, ADA**
KRBC Abilene, Texas

**REID, DON**
CBS, Al Pearce and His Gang

**REINBERG, MARY CATHERINE**
WLS, Chicago, Ill. Prairie Sweethearts.

**REMSEN, ALICE**
NBC, Turn Back the Clock, The Land of Make Believe

**RENFOUL, KENNETH**
CKNX, Wingham Ont, CKNX Barn Dance.

**RHODES, BETTY JANE**
KBJ, Los Angeles, Calif

**RHODES, DORIS**
CBS The Zany Family Studio Rendezvous

**RHODES, TOM**
WDAS, Philadelphia, Pa.

**RHYTHM FOUR**
WSGN, Birmingham, Ala.

**RHYTHM RIDERS**
KMBC, Kansas City, Mo Western Echoes, Strange Enchantment Music for Your Afternoon.

**RHYTHMETTES**
WTMV, East St. Louis Mo Girls Trio, Color Harmonies

**RICCIARDI, FRANK**
WOV, New York, N. Y.

**RICE, AL**
WLS, Chicago, Ill Maple City Four.

**RIEHL, FREDDY**
CKNX Wingham, Ont CKNX Barn Dance.

**RIGGS, NELL**
WCLE, Cleveland, Ohio Song Shop.

**RIGGS, TOMMY**
NBC, The Quaker Party.

**ROBERSON, DARLENE**
WAVE, Louisville, Ky. Darlene Sings.

**ROBESON, PAUL**
CBS, Pursuit of Happiness.

**ROISE, RAY**
WBNS, Columbus, Ohio, Start the Day Right, Hello Ohio.

**ROESE, SCOTTY**
WPAY, Portsmouth Ohio Song of Today.

**ROGUES OF RHYTHM**
WAIR, Winston-Salem, N. C. Trio.

**ROLLINS, EADIE**
WCKY, Cincinnati, Ohio Blue Grass Boys.

**ROOT, DOLLY**
WTOL, Toledo, Ohio Ross and Dolly.

**ROOT, ROSS**
WTOL, Toledo, Ohio Ross and Dolly.

**ROSE, BILL**
WQDM, St. Albans, Vt Hands Across the Ivories.

**ROSE, MISCHA**
WPEN, Philadelphia Pa Planters Hi Hat Peanut Ou Program

**ROSENBERG, HENRIETTA**
WCAE Pittsburgh Pa Sophisticated Ladies, Muted Music, Airliners, Danger Awhile, Lazy Rhapsody, Enchanted Hour

**ROSENBERGER, VIRGINIA**
WBAL, Baltimore, Md. Afternoon Show.

**ROSS, GILL**
KXA, Seattle, Wash Yodeling Melodies.

**ROSS, LANNY**
CBS Your Hit Parade, Songs.

**ROSSELLI, EMELITA**
WOV, New York, N. Y

**ROUGH RIDERS, THE**
WKY, Oklahoma City Okla. Trio, Cain's Coffee Club

**ROWE, GENEVIEVE**
Bach Cantatas MBS Johnny Presents CBS, The Story of Song CBS, Columbia's Gay Nineties Revue CBS Johnny Presents NBC, The Swing Fourteen NBC

**ROWE, QUEENIE**
KBST Big Spring, Texas, Music for You

**RUDDELL, MARIE GENDRON**
WJMS Ironwood, Mich Song Time.

**RUSSELL, TONY**
KYW, Philadelphia Pa

**RUVELL, NORMAN**
WWJ, Detroit, Mich

**RYAN, PATRICIA**
MBS, New Tunes

**RYLES, BUDDIE**
KUJ Walla Walla Wash

## — S —

**SAHLIN, AL**
WDGY, Minneapolis St. Paul Minn. Hollow Funrise Frolic, Barn Dance

**SANDS, JAMES**
WCLE, Cleveland, Ohio, Kaypers.

**SANTA FE SLIM**
KMBC, Kansas City Mo Brush Creek Follies Dunne Bell Round Up.

**SAN'ANDRES, AMELIA**
WOV, New York, N. Y

**SAVOY SISTERS**
MBS, Savoy Swing

**SCHIPA, TITO**
MBS, Concert Series.

**SCHLACK, ROSEMARY**
WOC, Davenport, Ia, Ballads in Blue.

**SCHULLER, SELM**
WTAM, Cleveland, Ohio.

**SCHULTZ, WALTER**
WGL-WOWO, Fort Wayne, Ind.

**SCOGGINS, JERRY**
WFAA, Dallas, Texas, Dr Pepper House Party.

**SCOTT, MARGIE**
WCOP, Boston Mass. Artists Bureau Parade.

**SCRAP IRON QUARTET**
WTJS Jackson, Tenn.

**SENNEFF, BETTY**
KGLO, Mason City, Ia.

**SHAEFFER, ANNE**
KGBX-KWTO, Springfield, Mo

**SHAEFFER, DORA**
KGBX-KWTO, Springfield, Mo.

**SHAFFER, CLETA**
KWYO, Sheridan, Wyo.

**SHAPIRO, CANTOR**
WOL, Washington, D. C.

**SHAW, MONETTE**
WOAI, San Antonio, Texas Tapestry of Songs.

**SHEARER, SYLVIA**
WIP, Philadelphia, Pa. Songs By Sylvia.

**SHEEHAN, JOHN**
WGY, Schenectady, N. Y.

**SHEPARD, ETHEL**
WBN.

**SHERMAN, CLAIRE**
WFBL, Syracuse, N. Y. Musical Clock.

**SHERMAN, FLOYD**
NBC, The Cities Service Chorus, Johnny Presents, The Swing Fourteen.

**SHERRY, ELINOR**
MBS.

**SHIELDS, JIMMY**
Music and Manners MBS Emma Jettick Melodies NBC, Fibber McGee and Molly NBC We're Steppin' Along CBS.

**SHIMMIN SISTERS**
WJBC, Bloomington Ill. Music In The Air.

**SHORE, DINAH**
NBC Chatter Calling Rhythm School

**SHORT BROTHERS**
KPDN, Pampa Texas, Singers of the Sage Songs of Ken Bennett

**SHREVE, BOB**
WGL-WOWO, Fort Wayne, Ind

**THE SIGNALEERS**
NBC The Signal Carnival

**SIMMS, VIRGINIA**
NBC Kay Kyser's College of Musical Knowledge.

**SIMPSON, BOB**
WRC Washington, D. C. Whispering Rhythm

**SIMS, HARRY**
WLS, Chicago, Ill. The Rangers.

**SIMS HILLBILLIES, PAPPY**
WIOD, Miami, Fla. WIOD Dance Frolic.

**SINGIN' SAM**
Coca Cola ETs.

**SIX HITS AND A MISS**
NBC. The Pepsodent Show

**SIZER, ALICE**
Kraft Music Hall Program NBC, Screen Guild Show CBS

**SLOEX, AL**
KMA, Shenandoah, Ia.

**SMALL, MARY**
CBS. Ben Bernie and All the Lads.



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**SMARTIES, THE**
WBZ-WBZA, Boston & Springfield, Mass. Bostonalities.
**SMITH, MARJORIE**
WBLK, Clarksburg, W. Va. Songs By Margie.
**SMITH, KATE**
CBS. Kate Smith Hour.
**SMITH, SAMMIE**
WSIX, Nashville, Tenn. Songs of the Plains.
**SMITH, SUSAN**
WBLK, Clarksburg, W. Va. Concert Echoes.
**SMOOTHIES, THE**
Time To Shine CBS, Magic Key of RCA NBC, Fitch Bandwagon NBC, Show of the Week MBS.
**SNYDER, ROBERT**
WFBG, Altoona, Pa. Bob and Jean.
**SONGSMITHS, THE**
CBS. Your Hit Parade.
**SONS OF THE PIONEERS**
KHJ, Los Angeles, Calif. Western Songs.
**SPEAKER, ROBERT**
WLS, Chicago, Ill. WLS Quartet.
**SPEAKS, MARGARET**
NBC. Voice of Firestone.
**SPEIGLE, DORIS**
WSUN, St. Petersburg, Fla.
**SPRINGMAN, FAGUE**
WMAL - WRC, Washington, D. C. In Town Tonight.
**STAFFORD, JR., HARRY**
Jack Haley Program CBS, Gateway to Hollywood CBS, We Present NBC, Musical Soiree NBC.
**STAHL, RICHARD**
KMMJ, Clay Center, Nebr.
**STAHL, ROBERT W.**
KMMJ, Clay Center, Nebr.
**STARR, KAY**
WMPS, Memphis, Tenn. Jam for Supper, Starr Time.
**STECH-SHULTE, SETTY**
WTOL, Toledo, Ohio. Song Time.
**STEELE SISTERS**
MBS. Musical Steelmakers
**STEPHENS, GARRY**
WJSV, Washington, D. C.
**STEWART, FRANKLYN**
WCKY, - Cincinnati, Ohio. Hymns for Everyone.
**STEWART, MARYLIN**
KTUL, Tulsa, Okla.
**STONE, FRANCES**
WRNL, Richmond, Va.
**STONE, PERCY**
WMBG, Richmond, Va. Hymn Sing.
**STRAUSER, SOL**
WARD, Brooklyn, N. Y Yiddle from the South.
**STRICKLAND, WAYNE**
KNET, Palestine, Texas.
**STUART, BONNY**
KYW, Philadelphia, Pa.
**STUTZ, CARMEN**
KONO, San Antonio, Texas. The Melody Girl.
**SUMMERLIN, MACON**
KRBC, Abilene, Texas. Sophisticated Swing.
**SUNSHINE QUARTET**
KGKB, Tyler, Texas. Rhea's Sunshine Hour.
**SUNSHINE SALLY**
KOY, Phoenix, Ariz. Many Years Ago Today.
**SUTTON, TOMMY**
WIBC, Indianapolis, Ind.
**SWAYZE, BILL**
WCAU, Philadelphia, Pa.
**SWIFT, GARFIELD**
MBS. Listen America.
**SWING BUDDIES**
WTOL, Toledo, Ohio. Quartet Musical Cavalcade.
**THE SWING FOURTEEN**
NBC. Johnny Presents.

## — T —

**TAYLOR, JACK**
WLS, Chicago, Ill. Prairie Ramblers.
**TAYLOR, TOBY**
MBS. Romance in Rhythm.
**TEEL, JOHN**
KPO, San Francisco, Calif Woman's Magazine of the Air, Sleep Serenade, Waltz Reflections.
**TENNESSEE VALLEY BOYS**
KVOO, Tulsa, Okla. Tennessee Valley Boys, Saddle Mountain Roundup.
**TERRELL TRIO**
WSKB, McComb, Miss.
**TEXAS BLUE BONNET BOYS**
KTEM, Temple, Texas.
**THOMAS, RUTH**
WDBJ, Roanoke, Va. Evening Serenade, Music for Everybody.
**THOMPSON, BARNEY**
WTAD, Quincy, Ill. Hymns You Like to Hear.
**THOMPSON, KAY**
CBS. Tune-Up Time.
**THOMPSON, RUTH**
WEBQ, Harrisburg, Ill.
**THREE BELLES**
KTUL, Tulsa, Okla.
**THREE CHEERS, THE**
KGO, San Francisco, Calif. Trio.
**THREE J'S, THE**
WHBF, Rock Island, Ill. Girl Trio, Linger Awhile.
**THREE LITTLE GIRLS IN BLUE**
WCHS, Charleston, W. Va.
**THREE OF US**
WSPD, Toledo, Ohio. Girls' Trio.
**TIMM, ALLEN**
WEMP, Milwaukee, Wisc Fashion Promenade, Carefree Castle, Tonal Caravan.
**TODD, DICK**
CBS. Melody and Madness.
**TOLMAN, CLARENCE**
KGW-KEX, Portland, Ore. Me and My Shadow, Trail Blazers.
**TOMPKINS, JOHN**
WDAF, Kansas City, Mo. Showalter Shoe Program.
**TOMSON, TOMMY**
KRNT, Des Moines, Ia. Tommy Tomson Entertains.
**TORGERSON, HELEN**
CHAB, Moose Jaw, Sask. Alpine Sweethearts.
**TRAINMEN**
WICC, Bridgeport, Conn. Male Quartet, The Trainmen.
**TRAVALENA, FRED**
WBNX, New York, N. Y.
**TROTTMAN, ELLEN**
KADA, Ada, Okla. Sweet and Swing.
**TROYAN, JOE "BASHFUL JOE"**
WTAM, Cleveland, Ohio. Pete and Joe.
**TUMA, CY**
KMMJ, Clay Center, Nebr.
**TUCKER, SOPHIE**
CBS. Sophie Tucker and Her Show.
**TUNE TWINSTERS**
MBS. Listen America.
**TURBYFILL, LOIS**
KNET, Palestine, Texas. Singing Secretary.
**TUTTLE, DON**
WBBM, Chicago, Ill. Saturday Serenade, Something Old Something New.
**TWILIGHT QUARTETTE**
KVOL, Lafayette, La. Harmony Time.

## — V —

**VAGABOND COWBOYS**
KVOO, Tulsa, Okla. Vagabond Cowboys, Saddle Mountain Roundup.
**VAGABONDS, THE**
WTMV, East St. Louis, Ill. Mixed Trio.
**VALENTINE, RANCE**
WTAM, Cleveland, Ohio. Mail Pouch Express.
**VALLEE, RUDY**
NBC. The Chase and Sanborn Program.
**VENUTA, BENAY**
MBS-WOR, Newark, N. J. The Benay Venuta Program.
**VERDE, PALO**
KOY, Phoenix, Ariz. Singing in the Saddle.
**VERRILL, VIRGINIA**
The Wonder Show CBS, Uncle Walter's Dog House NBC.
**VICKERY, MRS. M. K.**
WMSL, Decatur, Ala.

## — W —

**WADE BROTHERS**
WTAL, Tallahassee, Fla. Hillbilly Trio.
**WAIN, BEA**
CBS. Your Hit Parade.
**WALL, RUTH**
WBNX, New York, N. Y. The Crinoline Girl.
**WALTERS, FRANCIS**
WDBJ, Roanoke, Va. Studio Party, Music for Everybody.
**WALTERS, ISABEL**
WLTH, Brooklyn, N. Y. The Imaginary Theatre.
**WAMPLER, LEW**
WHIO, Dayton, Ohio. Ridge Runners.
**WARD, MARY**
WLS, Chicago, Ill. Vern, Lee & Mary.
**WARNER, NAOMI**
KTOK, Oklahoma City, Okla. Rollickers.
**WARRICK, LEON**
WSPD, Toledo, Ohio.
**WATERS, VERNON "CAPTAIN OZIE"**
KLZ, Denver, Colo. Rocky Mountain Roundup.
**WATSON, BILLIE**
KMMJ, Clay Center, Nebr.
**WATSON, TOMMY**
KMMJ, Clay Center, Nebr.
**WATSON, TOM**
WRUF, Gainesville, Fla.
**WAUCHOPE, CAROL**
KGFF, Shawnee, Okla. Sweet Swing.



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**WAYNE, IVAN**
WFAA, Dallas, Texas. Dr. Pepper House Party.
**WEBSTER, LAURA**
WBAL, Baltimore, Md. Afternoon Show.
**WEEDE, ROBERT**
NBC, Radio City Music Hall On the Air.
**WEISSER, MIRIAM**
WLTH, Brooklyn, N. Y. News You Might Have Missed
**WELDING, SUE**
WDAS, Philadelphia, Pa. Musicomedy Gems.
**WELLINGTON, LARRY**
WLS, Chicago, Ill. The Westerners.
**WELLS, WILLIE**
KGBX KWTO, Springfield, Mo.
**WEST, WAYNE**
WHK, Cleveland, Ohio. Meet the Ladies.
**WESTLEY, OZZIE**
WLS, Chicago, Ill. The Rangers.
**WHITE, ARDENNE**
MBS, Musical Stockmakers.
**WHITE, FRANCIA**
CBS. Ford Summer Hour.
**WHITLEY, RAY**
KVOO, Tulsa, Okla. Ray Whitley and Co. Saddle Mountain Roundup.
**WIEDERHOLD, GEORGE**
WHAS, Louisville, Ky. Bill's Christmas Party.
**WITHROW, JR., PAT**
WCHS, Charleston, W. Va. Woodmen's Your Hymnsing Co.
**WILCOX, RICHARD**
WALR, Zanesville, Ohio. From the Album.
**WILLIAM, WALLACE**
WMAZ, Macon, Ga.
**WILLIAMS, CURLEY**
KTEM, Temple, Texas. Johnny and Curley.
**WILLIAMS, FRANK**
KDRO, Sedalia, Mo. Memories of Melodies.
**WILLIAMS, ROGER**
KYW, Philadelphia, Pa.
**WILLIAMS, SUE**
WOPI, Bristol, Tenn. Songs By Sue Williams.
**WILLIS, THELMA**
KDST, Big Spring, Texas. Especially for You.
**WILLMAN, HELEN**
WISN, Milwaukee, Wisc.
**WILLRICH, ELMER**
WTMV, East St. Louis, Ill. Hymn Time.
**WILMETH, FREEMAN**
WJBL, Decatur, Ill. The Golden Hour.
**WILSON, BETH**
KFWB, Los Angeles, Calif. Grouch Club.
**WILSON, DENNY**
Kraft Music Hall Program NBC, Screen Guild Show CBS.
**WILSON, GRACE**
WLS, Chicago, Ill.
**WITWER, KATHRYN**
MBS. Weber's Concert Revue.
**WOLFE, KATHERINE**
WOPI, Bristol, Tenn. Church Chimes.
**WOOD, BARRY**
CBS. Time Out for Dancing. Your Hit Parade. Ben Bernie and All the Lads. The Zany Family. It Goes Like This. Summer Colony.
**WOOD, MARTHA**
WHBQ, Memphis, Tenn. Wood Tones.
**WOOD SISTERS**
KVOO, Tulsa, Okla. Sooner Sweethearts. Saddle Mountain Roundup.
**WOODLEY, EVELYN**
WBAP, Fort Worth, Texas. Variety in Rhythm.
**WORTH, PATTY**
KOA, Denver, Colo. Rangers Serenade. Old Opry House.
**WRIGHT, DAVE**
KWK, St. Louis, Mo. Song Fest.
**WYNN, NAN**
Time To Shine CBS, Schaefer All-Star Revue WEAF, Show of the Week MBS, Fitch Bandwagon NBC.

## — Y —

**YON, MARTLE**
WTAL, Tallahassee, Fla.
**YOUNG, NORMAN**
WBAL, Baltimore, Md. Around the Dinner Table.

## — Z —

**ZAPPALA, CLOTILDA**
WNAC, Boston, Mass.
**ZOHN, CHESTER**
WTAM, Cleveland, Ohio. Cole webs and Cadenzas.

*(Variety - Feb. 14, 1940)*

# STUDEBAKER STICKS TO DICK HIMBER

Chicago, Feb. 13.

Studebaker is set to repeat its formula other show of the past couple of seasons, starting March 4 with a three-a-week 15-minute disc show. Will again use the Richard Himber orchestra augmented this year by the Ray Block chorus.

Set through Roche, Williams & Cunnyngham agency here, with the platters to be spotted in key situations from Coast to Coast. While other shows were offered, both agency and sponsor decided to string along with a show which had done a job for 'em previously.

RICHARD HIMBER
Hotel Pierre
New York



www.americanradiohistory.com

# Orchestra Leaders

## AND THEIR WORK DURING 1939

### — A —

**ALBERTI, JULES**
MBS. Dance Remotes

**ALLEN, JIMMY**
WTJS, Jackson, Tenn

**ANDERSON, DON**
WFBL, Syracuse, N. Y. Musical Clock.

**ANDREWS, BILL**
CKOC, Hamilton, Ont.

**ANTONINI, ALFREDO**
MBS. Concert Series.

**ARD, WILBUR**
WFAA, Dallas, Texas. Early Birds, Smile Program.

**ARMBRUSTER, ROBERT**
NBC. The Chase and Sanborn Program.

**ARMSTRONG, BOB**
WEBR, Buffalo, N. Y. Matinee in Rhythm (NBC).

### — B —

**BAER, LOU**
WDAS, Philadelphia, Pa.

**BARLOW, HOWARD**
CBS. Music for Fun, Columbia Concert Orchestra, Pop Concert, The Columbia Workshop.

**BARRON, BLUE**
NBC. Dance Remotes.

**BAUM, HOWARD**
WWSW, Pittsburgh, Pa. Madcap Matinee.

**BELANGER, EDWIN**
SKCV, Quebec, Que. Les Maitres du Violin.

**BERNIE, BEN**
CBS. Ben Bernie and All the Lads.

**BLACK, BOB**
WMBD, Peoria, Ill. Musico.

**BLACK, FRANK (DR.)**
NBC. Cities Service Concert, NBC String Symphony, Magic Key of RCA.

**BLAUFUSS, WALTER**
NBC. National Farm and Home Hour, Viennese Ensemble, Rhythm Auction, Afternoon Varieties.

**BLOCK, RAY**
CBS. Ray Block's Varieties, Model Minstrels, Columbia's Gay Nineties Revue, The Alibi Club.
CBS & MBS. Choral Director, Breezin' Along.

**BLUME, JOSEPH**
WDRC, Hartford, Conn. Our Best Wishes, Rhythmelodies.

**BOALS, COL. L. R.**
WFMJ, Youngstown, Ohio.

**BONIME, JOSEF**
NBC. Death Valley Days, Echoes of New York.

**BOYS, VERN**
CHAB, Moose Jaw, Sask. Vern Boys and His Rhythmettes.

**BRADLEY, OSCAR**
CBS. Hollywood Guild, Screen Guild Show.

**BRITE, AL**
KMAC, San Antonio, Texas Al Brite and His Log Cabin Fiddlers.

**BROEKMAN, DAVID**
CBS. Texaco Star Theatre.

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Victor Blue Bird Records
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Coast to Coast
Red and Blue Networks
NBC




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**BROWN, WALBERG**
CBS. Stringtime with Walberg Brown.

**BUCHANAN, GIB**
WIBC, Indianapolis, Ind.

**BUENNING**
KTOK, Oklahoma City, Okla Rollickers, Swingsters.

**BYER, SY**
WELI, New Haven, Conn. Continental Trio.

## — C —

**CHESTNEY, ROLLIE**
KLZ, Denver, Colo.

**CANNON, JIMMY**
WBTM, Danville, Va. Jam Session.

**CAPRA, JIMMY**
KTHS, Hot Springs, Ark.

**CAPRARO, JOE**
KTHS, Hot Springs, Ark.

**CHERNIAVSKY, JOSEF**
Musical Camera NBC, My Lucky Break MBS, Marathon Melodies NBC-WLW, Nash Automobile Program NBC-WSAI, Musical Steeplechase MBS.

**CLARK, JAMES**
KFPY, Spokane, Wash. Remember When, Variety Party.

**CLINTON, LARRY**
Sensations and Swing NBC, Show of the Week MBS, The Quaker Party NBC.

**CLOUTIER, NORMAN**
MBC. Norman Cloutier and His Orchestra, Clontier Calling, Rhythm and Song, Song for Saturday, Manhattan Melodies, Cosmopolitan Melodies

**COTTON, BILLY**
CFAR, Flin Flon, Manitoba.

**COURTNEY, DEL**
NBC. Dance Remotes.

**CROSBY, BOB**
Camel Caravan NBC & CBS, If I Had the Chance NBC, Dance Remotes CBS-MBS-NBC.

## — D —

**DALEY, WALTER**
WJMS, Ironwood, Mich.

**DAMROSCH, WALTER (DR.)**
NBC. NBC Music Appreciation Hour.

**DANT, CHARLES**
NBC. From Hollywood Today, Music for Listening, Romance and Rhythm.

**D'ARCY, CAPTAIN THOMAS**
MBS. Army Band.

**D'ARTEGA**
We're Steppin' Along WABC, Enna Jettick Melodies NBC.

**DAUMIER, HERMAN**
WTAQ, Green Bay, Wisc.

**DAVIES, LEW**
WCMI, Ashland, Ky.

**DAVIS, ART**
KTUL, Tulsa, Okla. Folks from Turkey Creek.

**DEITCHMAN, RUDY**
WCLS, Joliet, Ill.

**DE LANGE, EDDIE**
CBS. Honolulu Bonnd.

**DOLAN, BOBBY**
CBS. Tuesday Night Party.

**DONAHUE, AL**
NBC & MBS. Dance Remotes.

**DONNIE, DON**
NBC. Manhattan Merry-Go-Round.

**DONOVAN, JACKIE**
KWOC, Popular Bluff, Mo.

**DORR, ROY**
KUJ, Walla Walla, Wash.

**DORSEY, JIMMY**
NBC. Jimmy Dorsey and His Orchestra.

**DORSEY, TOMMY**
NBC. Tommy Dorsey and His Orchestra.

**DUCHOW, LAWRENCE**
WHBY, Green Bay, Wisc.

**DUMONT, CHARLES**
KTHS, Hot Springs, Ark.

**DUNSTEDTER, EDDIE**
CBS. It Happened in Hollywood.

## — E —

**ENNIS, SKINNAY**
NBC. The Pepsodent Show.

## — F —

**FAIRCHILD, EDGAR**
CBS. Eddie Cantor's Camel Caravan.

**FAITH, PERCY**
MBS. Cosmopolitans.

**FELBER, HERMAN**
WLS, Chicago, Ill. WLS Orchestra.

**FIELDS, SHEP**
Fitch Bandwagon NBC, If I Had the Chance NBC, Dance Remotes CBS-NBC-MBS.

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and
The World Famous
"Makes You Want To Dance Music"

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**FIORITO, ERNIE**
MBS. Music and Manners
**FIORITO, TED**
CBS. The Wonder Show.
**FITZGERALD, ELLA**
NBC. Dance Remotes
**FORBES, LOU**
NBC. I Want a Divorce.
**FREUDBERG, LEO**
MBS. Sustaining Shows

## — G —

**GALLICCHIO, JOSEPH**
NBC Joseph Gallicchio and His Orchestra. NBC Jamboree. Sunday Dinner at Aunt Fanny's.
**GARBER, JAN**
NBC. Dance Remotes.
**GILBERT, PEGGY**
KMPC. Beverly Hills, Calif. Petticoat Review. Six Gals and a Guy.
**GILL, ERNES**
NBC. Dinner Date with Judy. Musical Interview.
**GLENN, FRANK**
NBC. Musical Tete-a-Tete
**GLUSKIN, LUD**
CBS Al Jolson Show.
**GOODMAN, AL**
MBS Show of the Week.
**GOODMAN, BENNY**
CBS & NBC. The Camel Caravan.
**GORDON, GRAY**
NBC. Music Key of RCA Dance Remotes. NBC Thesaurus.
**GOULD, MORTON**
MBS. Busman's Holiday.
**GRANT, TED**
WMMN, Fairmont, W. Va Ted Grant's Varieties.
**GREEN, JOHNNY**
CBS, MBS & NBC. Johnny Presents, Breezing Along.
**GRIBBLE, CLAUDE**
KVCV, Redding, Calif Dancable Music.
**GROFE, FERDE**
NBC. Sustaining Shows.
**GROSS, WALTER**
CBS. Saturday Night Swing Club.
**GROSSMAN, WALTER**
WIOD, Miami, Fla. WIOD Light Symphony Orchestra.
**GROSSO, PAOLO**
KTHS, Hot Springs, Ark.

## — H —

**HAENSCHEN, GAUSTAVE**
American Album of Familiar Music NBC, Saturday Night Serenade, CBS.
**HAMNER, JIMMIE**
WRNL, Richmond, Va.
**HANSON, HOWARD, DR.**
NBC Rochester Concerts.
**HARRIS, PHIL**
NBC. The Jello Program
**HATCH, WILBUR J.**
Gateway to Hollywood CBS. Calling All Cars KNX. White Fires KNX.
**HAYES, REX**
WNAX, Yankton, S. D. Bohemian Band, Jammmeers, Devotional Singers.
**HAYTON, LENNIE**
NBC. Melody and Madness.
**HEIDT, HORACE**
NBC. Pot O' Gold. Horace Heidt and His Alamite Brigadiers.
**HENSLEY, E. D.**
KMAC, San Antonio, Texas. Possum Hunters.
**HERRMANN, BERNARD**
CBS. Exploring Music, Musical Album.
**HIMBER, RICHARD**
George Jessel's Jamboree NBC, Dance Remotes NBC & MBS.
**HODEK, FRANK**
NBC. Romance and Rhythm, Tune Types. Musical Contrasts, Sweet and Swing, Marie Antoinette Premiere, American Legion Broadcasts, Elvira Rios and Frank Hodek's Orchestra.
**HOFF, CARL**
CBS. Al Pearce and His Gang.
**HOHENGARTEN, CARL**
CBS. News and Rhythm.
**HONTI, JOSEF**
NBC. Fun with the Famous, Morning Musicale. NBC Salon Orchestra, If I Had the Chance, Music Calls, Melody Moments, Song at Eventide.
**HUMBER, WILSON**
KVOL, Lafayette, La. It's Rhythm Time with Humber.
**HURLIMANN, EDOVARD**
NBC. Standard Oil Symphony Hour.

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**HUTCHINSON, CHARLES**
WGBF, Evansville, Ind Little German Band.

## — I —

**IMBROGULIO, JOSEPH**
NBC. Music Styled for You

## — J —

**JACOBSON, ANDY**
WNAC, Boston, Mass. Names in the News, Sunshine News, Andy Jacobson's Rhythm.

**JACOBY, ELLIOTT**
NBC. The Parker Family.

**JENKINS, GORDON**
NBC. Musical Soiree, Muted Rhythm, The Signal Carnival, The Hall of Fun.

**JENNEY, JACK**
Fitch Bandwagon NBC, Dance Remotes CBS-MBS-NBC.

## — K —

**KAIN, PAUL**
WJSV, Washington, D. C.

**KAVELIN, AL**
NBC. Dance Remotes.

**KAY, EDDIE**
NBC. Those We Love.

**KAYE, SAMMY**
MBS. Show of the Week.

**KEKUNA, JACK**
KWFT, Wichita Falls, Texas. Kekuna Royal Hawaiians.

**KELSEY, WALTER**
Walter Kelsey's Almanac, Musical Fantasie, NBC.

**KEMP, HAL**
CBS. Time to Shine.

**KING, GEORGE**
NBC. Dance Remotes.

**KING, WAYNE**
NBC & CBS. Cashmere Bouquet Products Program.

**KLEMPERER, OTTO**
NBC. Standard Oil Symphony Hour.

**KOGEN, HARRY**
NBC. Harry Kogen and His Orchestra, NBC Minstrels.

**KOSTELANETZ, ANDRE**
CBS. Tune-up Time.

**KRUPA, GENE**
MBS. Show of the Week.

**KYSER, KAY**
NBC. Kay Kyser's College of Musical Knowledge.

## — L —

**LEDERER, JACK**
WCAO, Baltimore, Md. Spotlight Review.

**LEONARDI, LEON**
NBC. The Grouch Club.

**LIVINGSTON, JERRY**
NBC. Dance Remotes.

**LITTAU, JOSEPH**
CBS Let's Go to the Fair.

**LOMBARDO, GUY**
CBS & NBC. The Lady Esther Serenade.

**LOPEZ, VINCENT**
NBC. Dance Remotes

**LUNCEFORD, JIMMIE**
NBC. Dance Remotes.

## — M —

**McMILLIAN, DUTCH**
WDNC, Durham, N. C. Your Duke Parade.

**MacKINNON, R.**
CKCV, Quebec, Que. Legendes du Danube.

**MALNECK, MATTY**
CBS Music by Malneck.

**MARCELLO, BERNIE**
KWFT, Wichita Falls, Texas. Tophatters, 620 Music Street.

**MARINO, BETTE**
KYA, San Francisco, Calif. Meditation.

**MARTONE, JOHNNY**
WADC, Akron, Ohio.

**MASTERS, FRANKIE**
It Can Be Done, CBS, Show of the Week, MBS.

**MEERTE, MAURICE**
CKAC, Montreal, Que. L'Heure des Vedettes.

**MESSER, DON**
CFCY, Charlottetown, P. E. I. Don Messer and His Islanders.

**MILLER, GLENN**
CBS Chesterfield Program.

**MILLER, IRVING**
NBC. The Band Goes to Town, Barbenders, Manhattan Melodies.

**MILLER, JACK**
CBS. Kate Smith Hour.

**MILLS, BILLY**
NBC. Fibber McGee and Molly.

**MILLS, FELIX**
NBC. The Gilmore Circus.


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**MORGAN, RUSS**
CBS, Johnny Presents.
**MURRAY, LYN**
CBS, Moods for Moderns Honolulu Bound.

## — N —

**NEAL, PAUL**
WBNS, Columbus, Ohio
**NELSON, WAYNE**
WJBC, Bloomington Ill. Sunday Serenade
**NOBLE, RAY**
CBS, Burns & Allen Buds Programs.
**NOVAK, FRANK**
NBC, Frank Novak's Mu sicerators.

## — O —

**ORMAY, GYULA**
NBC, Good Morning Tonite

## — P —

**PAIGE, RAYMOND**
CBS, 99 Men and a Girl.
**PASTERNACK, PERCY**
Make Mine Music CBS, Carnation Contented Program, NBC
**PAYTON, JACK**
WDNC, Durham, N. C. Wheel of Fortune
**PELLETIER, WILFRED**
The Ford Sunday Evening Hour CBS, Metropolitan Opera Auditions of the Air, NBC.
**PERRY, AL KEALOHA**
KGMB, Honolulu, Hawaii Maxwell House Party, Heinz Hawaiian Serenade, Hawaii Calls.
**PITT, MERLE**
WNEW, New York, N. Y. Five Shades of Blue.
**POLLACK, BEN**
CBS, Joe Penner Program
**POWELL, TEDDY**
NBC Dance Remotes.

## — R —

**RAPEE, ERNO**
Listen America MBS, Music Hall of the Air NBC, Gulf Musical Playhouse CBS, General Motors Concert NBC.
**REINER, FRITZ**
CBS, Ford Sunday Evening Hour.
**REISMAN, LEO**
Your Hit Parade CBS, Show of the Week MBS
**RENARD, JACQUES**
NBC, The Tip Top Show
**REPINE, BURT**
WRVA, Richmond, Va
**RHODES, ETHMER**
KWOC, Popular Bluff, Mo.
**RICH, FREDDIE**
Quaker Party with Tommy Riggs NBC, Show of the Week MBS.
**RICH, LOUIS**
NBC, Revue in Miniature, Three Quarter Time.
**ROLAND, DON**
KNX, Los Angeles, Calif. Don Roland's Timesmiths, Saturday Morning Party.
**ROLLINI, ADRIAN**
MBS & WOR, Dance Remotes.
**ROTH, ALLEN**
NBC, The Schaefer Revue, If I Had The Chance, Dr. Rockwell's Brain Trust
**RUVINSKY, DANIEL**
WHKC, Columbus Ohio Moods in Melody

## — S —

**SAIDENBERG, DANIEL**
NBC Alec Thompson Time
**SALTER, HARRY**
Mr District Attorney NBC What's My Name? NBC Honolulu Bound CBS, Hobby Lobby CBS & NBC.
**SARLE, AL**
KWK St. Louis, Mo. Song Fest.
**SCOTT, RAYMOND**
CBS, Your Hit Parade, Concert In Rhythm.
**SHAFFER, HUCK**
KGLO, Mason City, Ia. Music With a Smile
**SHAW, ARTIE**
Melody and Madness NBC & CBS, If I Had the Chance NBC Dance Remotes CBS-NBC.
**SHEFTER, BERT**
NBC Dance Remotes
**SHIELD, ROY**
NBC Concert Salon Romance Melodies, Roy Shield Revue, Sunday Dinner At Aunt Fanny's.
**SHILKRET, NAT**
Music Box of RCA NBC Rupert's Relaxation Time WEAF.


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**SHEDNIK, MILTON**
NBC. The Rangers Serenade.

**SILVERS, JOHNNY**
WIOD, Miami, Fla WIOD Dance Frolic.

**SIMEONE, HARRY**
CBS. Texaco Star Theatre.

**SMALLE, ED**
We're Steppin' Along WABC

**SODERO, CESARE**
MBS. WOR Symphony Program.

**SOSNICK, HARRY**
Joe E. Brown Program CBS, Hollywood Playhouse NBC.

**SPITALNY, H. LEOPOLD**
NBC. Favorite Waltzes, Tapestry Musicale, Prelude To Evening, Popular Classics.

**SPITALNY, MAURICE**
NBC. Festival of Music, Grand Slam Revue.

**SPITALNY, PHIL**
NBC. The Hour of Charm

**STANLEY, BOB**
WOR, Newark, N. J. Benay Venuta Program, Tropical Serenade, Music By Moonlight, The Laugh 'n Swing Club, New Tunes.

**STEELE, TED**
NBC. Transcriptions, Time Out, Light Up and Listen Club.

**STEVENS, LEITH**
CBS. Columbia Chamber Orchestra, This is New York, Musical Weekly, The Alibi Club, Summer Colony, Studio Rendezvous.

**STOKES, HAROLD**
MBS. On A Sunday Afternoon.

**STOPAK, JOSEF**
NBC. The Revelers and Orchestra, Radio Guild

**STRAETER, TED**
CBS. Kate Smith Hour.

**STRONG, BOB**
NBC. Avalon Time, Uncle Walter's Dog House.

**SUMMERS, EARL**
MBS. Musical Steelmakers.

## — T —

**TANTILLO, JOE**
WIBA, Madison, Wisc

**TAYLOR, DICK**
CJCA, Edmonton, Alberta Hometown Boys, lol Boys, Good Morning Neighbor.

**TERRY, DAVE**
MBS. Name Three.

**TOSCANINI, ARTURO**
NBC. NBC Symphony Orchestra.

**TROTTER, JOHN SCOTT**
NBC. Kraft Music Hall.

**TUCKER, ORRIN**
CBS Teatimers, Let's Join the Band

## — V —

**VAN OSDELL, JIMMY**
WCKY, Cincinnati, Ohio Bluegrass Boys.

**VAN STEEDEN, PETER**
NBC. George Jessel's Celebrities, The New Fred Allen Show, For Men Only.

**VOORHEES, DON**
CBS. Cavalcade of America, Ford Summer Hour.

## — W —

**WALLENSTEIN, ALFRED F.**
Sinfonietta MBS, Symphonic Strings MBS, Bach Cantata MBS, Mozart Concerto Series MBS, Voice of Firestone NBC.

**WARING, FRED**
NBC. Fred Waring in Pleasure Time.

**WARNOW, MARK**
CBS. Time Out For Dancing, Your Hit Parade, The Zany Family, Pursuit of Happiness.

**WEBER, HENRY**
MBS. Pageant of Melody.

**WEEKS, ANSON**
CBS.

**WEINBERGER, EUGENE**
WMAN, Mansfield, Ohio. Mansfield Symphony.

**WELLMON, PAUL**
KTUL, Tulsa, Okla. The Songies.

**WHITEMAN, PAUL**
CBS. Chesterfield Program.

**WIESE, OTIS**
NBC. Youth Questions The Headlines.

**WILLSON, MEREDITH**
NBC. Good News of 1940. The Signal Carnival.

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# Musical Directors

## OF STATIONS EVERYWHERE
## And THEIR WORK DURING 1939

### — A —

**ADAMS, LELAND**
KNET, Palestine, Texas.
**ADAMSON, W. G.**
CKTB, St. Catharines, Ont., Can.
**ALBERT, DON**
WHN, New York, N. Y.
**ALEXANDER, JOHN**
KFBB, Great Falls, Montana.
**ALFORD, ELIZABETH**
KRMD, Shreveport, La.
**ALLEN, JAMES E.**
WTJS, Jackson, Tenn.
**ALSUP, J. E. (MRS.)**
KICA, Clovis, New Mexico.
**ANDREWS, ABBIE**
WDAY, Fargo, North Dakota.
**ARDUINI, VIC**
CFHC, Kamloops, British Columbia, Can.
**ARMSTRONG, ROBERT**
WEBR, Buffalo, N. Y.
**AURANDT, DICK**
KSFO, San Francisco, Calif.
**AYALA, GREGORIO**
WPRP, Ponce, Puerto Rico.
**AYARS, LOWELL**
WSNJ, Bridgeton, N. J.

### — B —

**BACON, GEORGE**
KGB, San Diego, Calif.
**BAER, MORGAN**
WMAL WRC, Washington, D. C.
**BALDWIN, J. GORDON**
KWFT, Wichita Falls, Texas.
**BANKS, MARGARET**
WBIG, Greensboro, N. C.
**BASS, FRED**
CKWX, Vancouver, B. C., Canada.
**BAUGH, EUGENE**
WBAP, Fort Worth, Texas.
**BAXTER, LEO**
WBOW, Terre Haute, Ind.
**BEAVERS, WALLACE**
WCOL, Columbus, Ohio.
**BECKER, ALFRED**
KOY, Phoenix, Ariz.
**BECKNER, RAY M.**
KEUP, Durango, Colorado.
**BEGHOLD, KEN**
WBAX, Wilkes Barre, Pa.
**BELANGER, EDWIN**
CKCV, Quebec, Quebec, Can.
**BENAVIE, SAMUEL**
WJR, Detroit, Mich.
**BENNETT, KEN**
KPDN, Pampa, Texas.
**BENNETT, V. E.**
WHEB, Portsmouth, New Hampshire.
**BERCOVITZ, ABE**
KEX & KGW, Portland, Ore.
**BERGMAN, MARY ELLEN**
KSUN, Lowell, Ariz.
**BERRY, ED.**
KLO, Ogden, Utah.
**BLACK, EARL**
WMAN, Mansfield, Ohio.
**BLAIR, FRANK**
WOL, Washington, D. C.
**BLENDER, MORTON**
WCOP, Boston, Mass.
**BLOCH, RAY**
CBS. Model Minstrels.
**BOALS, COL. L. R.**
WFMJ, Youngstown, Ohio.
**BOLIN, DOROTHY**
WMBO, Auburn, New York.
**BREECE, GEORGE**
KFBK, Sacramento, Calif.
**BREITENMOSER, DON**
KMLB, Monroe, La.
**BROOKS, WILLIAM H.**
KVOO, Tulsa, Okla.
**BROWN, EDDY**
WQZR, New York, N. Y.
**BROWN, JEANE**
WGL WOWO, Fort Wayne, Ind.
**BROWN, MARY LOUISE**
WMRO, Aurora, Ill.
**BROWN, TED**
KONO, San Antonio, Texas.
**BROWN, WALBERG**
WGAR, Cleveland, Ohio.
**BUENNING, PAUL**
KTOK, Oklahoma City, Okla.
**BUNCH, VIRGINIA, (MRS.)**
WSKB, McComb, Miss.
**BURSET, JOAQUIN A.**
WKAQ, San Juan, Puerto Rico.

### — C —

**CACARES, EMILIO**
WOAI, San Antonio, Texas.
**CALLAWAY, EDWIN**
KTEM, Temple, Texas.
**CANDELORI, ANTHONY**
WFIL, Philadelphia, Pa.
**CARR, ALBERTA**
WGTM, Wilson, N. C.
**CASTLE, MARGARET FISCHER**
KGVO, Missoula, Mont.
**CHANDLER, SYLVIA L.**
KAST, Astoria, Oregon.
**CHARLES, ANN**
WOSU, Columbus, Ohio.
**CHERNIAVSKY, JOSEPH**
WLW WSAI, Cincinnati, Ohio.
**CHRISTENSON, PAUL**
KOMA, Oklahoma City, Okla.
**CLARK, ALLAN**
WKY, Oklahoma City, Okla.
**CLARK, FREEMAN**
KIRO, Seattle, Wash.
**CLARK, JAMES B.**
KFPY, Spokane, Wash.
**CLAWSON, JACK**
KARM, Fresno, Calif.
**COLTON, W. R.**
KUSD, Vermillion, S. D.
**CONNELL, JAMES**
WHDL, Olean, N. Y.
**CONTI, ANTHONY**
WLEU, Erie, Pa.
**CORBEIL, P. E.**
CJBR, Rimouski, Quebec, Can.
**CORRIS, ALLYN**
WIS, Columbia, S. C.
**COTE, BERT**
WCOU, Lewiston, Maine.
**COTTER, FRANK**
WSAR, Fall River, Mass.
**COUCH, STERLING V.**
WDRC, Hartford, Conn.
**CRANE, VIRGINIA**
WEBQ, Harrisburg, Ill.
**CURREN, THELMA McNEIL**
WFBL, Syracuse, N. Y.

### — D —

**DAUGHERTY, STANLEY**
DXOK, St. Louis, Missouri.
**DAVID, RUSS**
KSD, St. Louis, Missouri.
**DAVIDSON, G.**
WKBN, Youngstown, Ohio.
**DAVIS, HELEN**
KATE, Albert Lee, Minn.
**DAVIS, TED**
WAGM, Presque Isle, Maine.
**DELFINO, POMEO**
WATR, Waterbury, Conn.
**DELSON, LILLIAN**
WVFW, Brooklyn, N. Y.
**DONAHOE, HOWARD**
WLOK, Lima, Ohio.
**DORR, ROY**
KUJ, Walla Walla, Wash.
**DOTTON, DOLLY**
KVSO, Ardmore, Okla.
**DREW, ED**
WPRO, Providence, R. I.
**DUFFY, L. ROY**
KFJZ, Fort Worth, Texas.

### — E —

**EBENER, FREDDIE**
WOW, Omaha, Nebraska.
**EVERSMAN, JOHN**
WWNC, Asheville, N. C.

### — F —

**FAIRBANKS, CILE**
KFIZ, Fond-Du-Lac, Wisc.
**FELD, BEN**
KMOX, St. Louis, Missouri.
**FERGUSON, DAN B.**
WAIM, Anderson, S. C.
**FERRIS,, RAY**
WLS, Chicago, Ill.
**FITZPATRICK, EDWARD J.**
KYA, San Francisco, Calif.
**FLATH, P. HANS**
KMBC, Kansas City, Mo.
**FOSS, MRS. C. R.**
KTW, Seattle, Wash.
**FRANZOSA, JOSEPH**
WPEN, Phila., Pa.
**FUHRMAN, CLARENCE**
WIP, Phila., Pa.



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## — G —

**GALLIART, MELVILL K**
WKBB, Dubuque, Iowa
**GAMBLE, PAUL**
WPIC, Sharon, Pa
**GEIL, JOHN C.**
WCBS, Springfield Ill
**GEIST, FAYLON**
KMA, Shenandoah Iowa
**GEYER, BILL**
WFDF, Flint Mich
**GIROUX, PAUL**
KTAR Phoenix Ariz
**GLASGOW, DONALD**
WJBC, Bloomington Ill
**GLUSKIN, LUD**
KNX, Los Angeles Calif
**GOBEL, ADOLPH**
WWRL, Woodside N Y
**GODT, PAUL**
WTMV East St Louis Mo
**GOFF, WILBY**
WGH, Newport News Virginia.
**GOLDEN, BOB**
WCAU, Phila., Pa
**GORDON, LEE**
WTAM, Cleveland, Ohio Assistant
**GRAHAM, ARTHUR W.**
WKST New Castle Pa
**GRAHAM, TODD**
CKGB Timmins, Ont. Can
**GRANT, HUBERT J.**
WNOE New Orleans La
**GRANT, LEE**
WMCA, New York N Y
**GRANT, TED**
WMMN, Fairmont, W Va
**GRASSO, FRANK**
WFLA Tampa Florida
**GREENE, C. F.**
CJGX, Yorkton Saskatchewan, Can
**GREENWOOD, WARREN**
WHAI, Greenfield Mass
**GREGORY, CHARLOTTE**
WTGT, Hartford Conn
**GRIEB, HERBERT C.**
WBRC Birmingham, Ala
**GRISWOLD, WALTER P.**
WIBX, Utica, N Y
**GUILD, WILLIAM**
CKOC Hamilton Ontario Canada

## — H —

**HANSON, BOB**
KUTA Salt Lake City Utah
**HARMAN, JAMES M**
WRDW Augusta Ga
**HART, DON**
WMFF, Plattsburg, N. Y
**HARES, RES**
WNAX, Yankton S D
**HEATON, BILLY**
WSAL, Salisbury Md
**HECTOR, CHARLES R.**
WEEI Boston Mass
**HEFFERNAN, W. P.**
WBTM Danville, Va.
**HELMS, LEOTA**
KOAM Pittsburg Kans
**HENKIN, MORTON**
KELO, Sioux Falls S D
KSOO, Sioux Falls S D
**HENSON, MARY**
WDBJ, Roanoke Va
**HEWETSON, H**
CFCF, Montreal Quebec Can
**HIATT, HOD**
WMBD, Peoria, Ill
**HILLIER, S. H.**
CJRM, Regina, Sask., Can
**HOELTY-NICKEL, PROF THEODORE**
KWLC, Decorah Iowa
**HOHENGARTEN, CARL**
WBBM Chicago Ill
**HOLIDAY, MARY**
WACO, Waco, Texas
**HOLLOWELL, STELLA**
KDB, Santa Barbara Calif
**HOWELL, BURNIE**
KFYO Lubbock Texas

## — I —

**IMBROGLIO, JOSEPH**
WFBR Baltimore, Md
**IRWIN, JERRY**
KTKC Visalia, Calif
**ISHAM, DON**
KOL, Seattle Wash
**IULA, RUFFINO**
WBAL Baltimore Md

## — J —

**JACOBSON, ANDY**
WNAC, Boston Mass
**JENKINS, ELIZABETH**
WMOB Mobile Ala

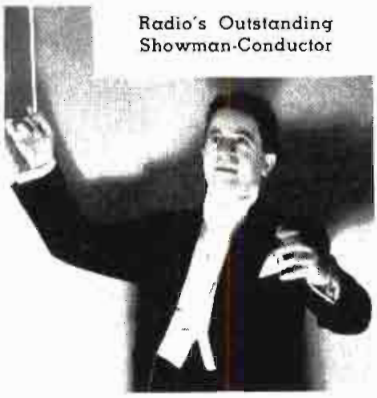
**PETER VAN STEEDEN**

*Conducting*

"The New Fred Allen Show"

George Jessel's "Celebrity Program"

Radio's Outstanding Showman-Conductor



**JOSEF CHERNIAVSKY**

*In Charge of Music*

**WLW-WSAI, Cincinnati, Ohio**

*Creator and Conductor*

"MUSICAL STEEPLECHASE"
"MUSICAL CAMERA"
"MY LUCKY BREAK"

Now, "Marathon Melodies" WLW-NBC split network, Friday 10:30 p.m., E.S.T. "Nash Automobile, WSAI-NBC split network, Sunday 12:00 noon, E.S.T."

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**JENSEN, RUSSELL**
WJAB, Norfolk, Nebr.
**JOHNSON, CARL J.**
WDGY, Minneapolis-St. Paul, Minn.
**JOHNSON, MARGARET**
KWNO, Winona, Minn.
**JOHNSON, R. H.**
KGAR, Tucson, Ariz.
**JOHNSTON, HERBERT L.**
WDZ, Tuscola, Ill.
**JONES, LIL**
WMIN, St. Paul-Minneapolis, Minn.

## — K —

**KAIN, PAUL**
WJSV, Washington, D. C.
**KALER, M. RANDALL**
WFAS, White Plains, N. Y
**KAILI, LILLIAN**
WTAL, Tallahassee, Fla.
**KANTER, BEN**
WJJD, Chicago, Ill.
**KASPAR, GORDON**
WPTF, Raleigh, N. C.
**KARLSTROM, MARGARET**
WDAN, Danvill, Ill.
**KAUFMANN, HARRY J.**
WDAF, Kansas City, Mo.
**KEATON, CHARLES**
WAIR, Winston-Salem, N. C.
**KEEVER, MARGARET**
WPG, Atlantic City, N. J.
**KELLER, EARL**
WAVE, Louisville, Ky.
**KELLEY, JOHN PEGUES**
KALB, Alexandria, La.
**KELLY, FLORENCE BETTRAY**
WEMP, Milwaukee, Wisc.
**KELLY, JOHN**
WCFL, Chicago, Ill.
**KENDALL, ARTHUR F.**
WCSH, Portland, Maine.
**KENEASTER, MARY VANCE**
KBST, Big Spring, Texas.
**KIEBS, ELMER**
WISN, Milwaukee, Wisc
**KILEY, JOHN F.**
WMEX, Boston, Mass.
**KIMBERLEY, HELENE**
WROK, Rockford, Ill.
**KLAER, JAMES**
WGBQ, Memphis, Tenn.
**KLEIVE, JOHN**
WEBC, Duluth, Minn.
**KOCKRITZ, EWALD**
KTHS, Hot Springs, Ark.
**KONTOS, SAM**
KFYR, Bismark, N. D.
**KOZAK, JAMES**
WAAF, Chicago, Ill.

## — L —

**LALLY, ED**
KGKO, Fort Worth, Texas.
**LAMB, ELIZABETH**
WNBF, Binghamton, N. Y
**LAMBERT, MURRAY**
WRR, Dallas, Texas
**LAMBERTZ, KARL**
WFAA, Dallas, Texas.
**LANGE, HENRY**
WHIO, Dayton, Ohio.
**LEAMAN, HAROLD**
WICA, Ashtabula, Ohio.
**LEE, H. W.**
WMFD, Wilmington, N. C.
**LIEGH, LEONARD**
KSTP, St. Paul, Minn.
**LEONARDI, LEON**
KFWB, Los Angeles, Calif.
**LESTER, FRANCES**
KOCY, Oklahoma City, Okla.
**LETONDAL, HENRI**
CKAC, Montreal, Quebec, Can
**LEWIS, JOHN R.**
DTSM, El Paso, Texas.
**LINEBERGER, EBER**
WFBC, Greenville, S. C.
**LOGAN, WALTER**
WTAM, Cleveland, Ohio
**LUKENS, STELLA**
WMBH, Joplin, Mo.
**LUTHER, JACK**
KVNU, Logan, Utah.
**LYONS, RUTH**
WKRC, Cincinnati, Ohio.

## — M —

**McALLISTER, JOHN J.**
WBT, Charlotte, N. C.
**McALPIN, CLO**
WAPI, Birmingham, Ala.
**McCUMBER, W. H.**
KRLH, Midland, Texas.
**McCURDY, DOROTHY WOOD**
WDOD, Chattanooga, Tenn.
**McEWAN, LEONARD**
WMC, Memphis, Tenn
**McGOWAN, JAMES**
WFTC, Kinston, N. C.
**McKEON, RAY**
WFFH, Lowell, Mass.

**LYN MURRAY**

•

Directing
THE "HIT PARADERS"

•

Directing
"PURSUIT OF HAPPINESS" CHOIR

•

Musical Director
"ELLERY QUEEN"

**BERT SHEFTER**

PIANIST • COMPOSER • CONDUCTOR

Shefter and Brenner
Piano-duo, NBC

**COMPOSER: "The Lamp Is Low," "S.O.S.," "Locomotive," "The Lonely Little Music Box," "At Twilight Time," etc.**

◆

**CONDUCTOR: Rhythm Octet—Victor, Decca and Brunswick Records—NBC. Radio Productions**

Seymour Mann, Associate
**Circle 7-0649 1619 Broadway, N. Y. C.**




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**McKINNON, A. F. (MRS.)**
CJCB, CJCX, Sydney, Nova Scotia, Can.
**McWHORTER, DON**
WBLK, Clarksburg, W. Va.
**MacDONALD, RICHARD**
CKUA, Edmonton, Alberta.
**MANNING, OLIVER**
WJBO, Baton Rouge, La.
**MANTER, ARTHUR**
KPMC, Bakersfield, Calif.
**MARTIN, KEETA**
WTSP, St. Petersburg, Fla.
**MARTIN, KEN**
KYW, Philadelphia, Pa.
**MARTONE, JOHNNY**
WADC, Akron, Ohio.
**MAYNARD, PAT**
WOC, Davenport, Iowa.
**MEDOFF, SAMUEL**
WARD, Brooklyn, N. Y.
**MEEK, SANDY**
WOOD-WASH, Grand Rapids, Mich.
**MENDELSOHN, FRED**
WBNX, New York, N. Y.
**MENDEZ, GENE**
WKBH, La Crosse, Wisc
**MEREDITH, LEE**
WOMI, Owensburg, Ky.
**MERKELEY, C. N.**
CKNX, Wingham, Ontario, Can.
**MERRIAM, DWIGHT**
KROC, Rochester, Minn.
**MESSER, DON**
CFCY, Charlottetown, P.E.I. Can.
**MEUES, JACK**
KRSC, Seattle, Wash.
**MEYER, T. SPENCER**
WMBG, Richmond, Va.
**MEYERS, JR., GUS**
WICC, Bridgeport, Conn.
**MILLER, PAUL**
WKOK, Sunbury, Pa.
**MINIUM, JAMES**
WALR, Zanesville, Ohio.
**MOORE, VERN**
KIDO, Boise, Idaho.
**MORGAN, CLEM**
KIUL, Garden City, Kans.
**MORRIS, FRANK**
WJAX, Jacksonville, Fla.
**MOYLE, PAUL**
WCNC, Elizabeth City, N. C.
**MULTER, W. L.**
WSAJ, Grove City, Pa.

## — N —

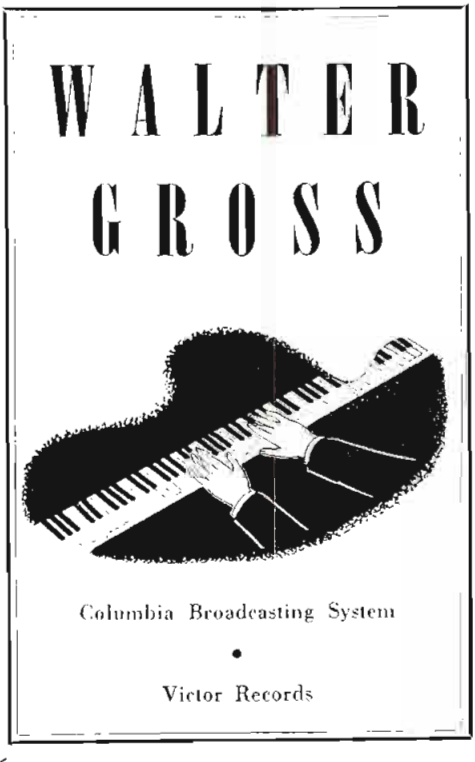
**NAFF, EDWARD D.**
WRVA, Richmond, Virginia.
**NASH, EDWARD D.**
WJLS, Beckley, W. Va.
**NEUMANN, HERMAN**
WNYC, New York City, N. Y.
**NEWCOMBE, HAROLD**
WRDO, Augusta, Maine.
**NIDES, HARRY**
WNOX, Knoxville, Tenn.
**NORMAN, JOAN M.**
WAGA, Atlanta, Georgia
**NORRIS, BOBBY**
WAAB, Boston, Mass.
**NORRIS, BOE**
WSOC, Charlotte, N. C.

## — O —

**OLSON, WALLY**
WCCO, Minneapolis, Minn.
**O'NEILL, HENRY**
KVAK, Atchinson, Kans.
**OVERBY, OSCAR R.**
WCAL, Northfield, Minn.
**OWEN, EM**
WHBY-WTAQ, Green Bay, Wisc.
**OWEN, HARRIS**
KARK, Little Rock Ark.

## — P —

**PAGE, DOROTHY**
WPAY, Portsmouth, Ohio.
**PAGLIARO, NICHOLAS**
WHIS, Charleston W. Va.
**PAPE, MONA J.**
WHBL, Sheboygan, Wisc.
**PARANOV, MOSHE**
WTIC, Hartford, Conn.
**PARKER, LAWRENCE M.**
KFEQ, St. Joseph, Mo.
**PAYNE, LARRY**
WTOL, Toledo, Ohio.
**PECK, DORIS**
WNBC New Britain, Conn.
**PELLETIER, PAUL**
WMAS, Springfield, Mass.
**PERCILLA, MARTHA**
WGPC, Albany, Ga.
**PERRY, NORMA**
WJMC, Rice Lake, Wisc.
**PERSSION, LEON**
WIBA, Madison, Wisc.







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**PETERSON, VERN**
WSAU, Wausau, Wisc.
**PITCHE, MAURICE**
KYSM, Mankato, Minn.
**POWERS, JANE**
KVI, Tacoma, Wash.
**PRESBY, O. K.**
CFCY, Charlottetown, P.E.E., Can.
**PREIS, REX L.**
KTSA, San Antonio, Texas.

## — R —

**RANDALL, GORDIE**
WGY, Schenectady, N. Y.
**RANDOLPH, KENNETH**
WAWZ, Zarepath, N. J.
**REESE, BERTHA**
KSCJ, Sioux City, Ia.
**REESE, JOHN**
WROL, Knoxville, Tenn.
**REESE, KEN**
WATL, Atlanta, Ga.
**REY, ALVINO**
KHJ, Los Angeles, Calif.
**REYNOLDS, MARION J.**
WELI, New Haven, Conn.
**RICE, KEN**
WDWS, Champaign, Ill.
**RICH, LOUIS**
WCLE, Cleveland, Ohio.
WHK, Cleveland, Ohio.
**RILEY, LOWELL F.**
WBNS, Columbus, Ohio.
**ROBARDS, CARY**
WJBL, Decatur, Ill.
**ROGERS, FEY**
WOPI, Bristol, Tenn.
**ROGERS, RAY**
WCOA, Pensacola, Fla.
**ROPER, PAT (MRS.)**
WEOA, Evansville, Ind.
**ROSE, HARRIET**
WQDM, St. Albans, Vt.
**ROSS, DICK**
KMO, Tacoma, Wash.
**ROYAL, RUTH**
KCKN, Kansas City, Kans.
**RUSSELL, GEORGE**
WCHV, Charlottesville, Va.
**RUVINSKY, ABRAM**
WHKC, Columbus, Ohio.

## — S —

**SAKRY, CLIFFORD**
KFAM, St. Cloud, Minn.
**SANFORD, WILLIAM**
KTMS, Santa Barbara, Calif.
**SARLI, AL**
KWK, St. Louis, Mo.
**SAVITT, LOUIS**
WBRE, Wilkes Barre, Pa.
**SCHAINDLIN, JACK**
CBS. Lanny Ross.
**SCHREIBMAN, JOSEPH**
WDAS, Phila., Pa.
**SCOTT, G. H.**
WCAP, Asbury Park, N. J.
**SEAL, ROBERT**
KPO, San Francisco, Calif.
**SECHREST, LOLA**
KWOC, Poplar Bluff, Mo.
**SHAFFER, ISABELL**
WIOD, Miami, Fla.
**SHAW, CLIFF**
WAVE, Lousville, Ky.
**SHELLEY, RAYMOND**
KANS, Wichita, Kans.
**SHERMAN, JOE**
WSUN, St. Petersburg, Fla.
**SHIELD, ROY**
WENR WMAQ, Chicago, Ill.
**SHREFFLER, MAUDIE**
WLBW, Topeka, Kans.
**SICKLES, WALTER E.**
WWSW, Pittsburgh, Pa.
**SIDELL, JAY**
KWYO, Sheridan, Wyoming.
**SILER, WENDELL**
WSVA, Harrisonburg, Va.
**SLOAN, K. B.**
KPRC, Houston, Tex.
**SMITH, AL**
CKCK, Regina, Saskatchewan, Can.
**SMITHLINE, LILLIAN**
KTUL, Tulsa, Okla.
**SNIDER, MERLE**
KOH, Reno, Nevada.
**SNYDER, THORNTON**
KWBG, Hutchinson, Kans.
**SOUTHWICK, ALBERT J.**
KSL, Salt Lake City, Utah.
**SPARNON, KEN**
WHEC, Rochester, N. Y.
**SPITALNY, MAURICE**
KDKA, Pittsburgh, Pa.
**SPRINGER, HARRY**
WESG, Elmira, N. Y.
**STAINTHORPE, RONNIE**
WJNO, West Palm Beach, Fla.
**STEELE, TED**
CBS. Society Girl CBS, Nellie The Novachord WOR.
**STEIN, RALPH B.**
WEW, St. Louis, Mo.
**STEPP, CARL**
KFRU, Columbia, Mo.
**STIDHAM, ALLENE**
WIBC, Indianapolis, Ind.
**STONE, CHARLES**
WMBR, Jacksonville, Fla.
**STRATTON, R. J.**
WDNC, Durham, N. C.
**SWEETEN, CLAUDE**
KECA - KFI, Los Angeles, Calif.

## — T —

**TATZ, CARL**
WEAN, Providence, R. I.
**TAYLOR, BETTY LEE**
WKAT, Miami Beach, Fla.
**TEELA, DICK**
KRNT KSO, Des Moines, Iowa.
**THOMAS, TOMMY**
KIRO, Seattle, Wash.
**THOMPSON, ALFRED**
KSAL, Salina, Kans.
**THOMPSON, GEORGE**
WISE, Asheville, N. C.
**THOMPSON, LUCIA**
WHBF, Rock Island, Ill.
**THOMPSON, MAURICE**
WJDX, Jackson, Miss.
**TRIGG, JOHN H.**
KCMC, Texarkana, Texas.
**TROBBE, CY**
KFRC, San Francisco, Calif.
**TRUXELL, EARL**
WCAE, Pittsburgh, Pa. Airliners, Linger A While, Figures, In Brass, Enchanted Hour, Big Swing, Muted Music.
**TURNER, PAUL**
WDEV, Waterbury, Vt.

## — V —

**VAN CAMP, BOB**
WSJS, Winston-Salem, North Carolina.
**VANCE, KENNETH**
WMSL, Decatur, Ala.
**VAN OSDELL, JAMES**
WCKY, Cincinnati, Ohio.
**VAN WYCK, ROLLAND**
WKBZ, Muskegon, Mich.
**VIDACOVITCH, IRVIN**
WWL, New Orleans, La.
**VILLELLA, JOSEPH**
KQV, Pittsburgh, Pa.
**VOLKOW, DAVID**
WHFC, Cicero, Ill.

## — W —

**WALKER, JESSE**
WCPO, Cincinnati, Ohio.
**WALLACE, JEAN**
WTOC, Savannah, Ga.
**WALLENSTEIN, ALFRED**
WOR, Newark, N. J.
**WARD, CHANNING (MRS.)**
WRNL, Richmond, Va.
**WAYNE, ROGER**
WCNW, Brooklyn, N. Y.
**WEBER, HENRY**
WGN, Chicago, Ill.
**WEELANS, LES**
KLZ, Denver, Colorado.
**WEINER, ARNOLD C.**
KELA, Centralia and Chehalis, Wash.
**WELLS, ROBERT**
WJMC, Rice Lake, Wisc.
**WHISENANT, A. D.**
KRBC, Abilene, Texas.
**WHITE, KEN**
WAYX, Waycross, Ga.
**WHITEHEAD, HENRY COWLES**
WTAR, Norfolk, Va.
**WIEGAND, CLYDE**
KVCV, Redding, Calif.
**WILLARD, ROBERT**
WDBO, Orlando, Fla.
**WILLS, HARRY**
WJMS, Ironwood, Mich.
**WILSON, ELVAN B.**
WLAK, Lakeland, Fla.
**WILSON, ROY**
WMBH, Joplin, Mo.
**WINGER, JAMES**
WHBC, Canton, Ohio.
**WINSTON, JACK**
KFAR, Fairbanks, Alaska.
**WIRGES, WILLIAM F.**
WFBM, Indianapolis, Ind.
**WOLD, MARION**
KGHL, Billings, Montana.
**WOODBURY, T. BOWRING**
KDYL, Salt Lake City, Utah.
**WRIGHT, EARL**
KHSL, Chico, Calif.
**WRIGHT, JOHN H.**
WBZ-WBZA, Boston & Springfield, Mass.
**WRIGHT, ROY**
CKMO, Vancouver, British Columbia, Can.
**WRIGHT, WILL**
KTFI, Twin Falls, Idaho.
**WYLIE, ALLISTER**
WIL, St. Louis, Mo.

## — Z —

**ZDARSKY, FRANK**
WTCN, St. Paul-Minneapolis, Minn.



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# RALPH EDWARDS

*Announcer*

Major Bowes' Amateur Hour
(Chrysler Corp.)

•

"Life Can Be Beautiful"

•

"What's My Name?"

•

"Vic & Sade"

•

"Against the Storm"
(Procter & Gamble Shows)

•

Horn & Hardart Children's Hour

# JOHN CONTE

Singing Star
of
"IT HAPPENED IN HOLLYWOOD"
for
Geo. A. Hormel Company

•

*Currently Announcing*

EDWARD G. ROBINSON'S
"BIG TOWN"

GULF OIL COMPANY'S
"SCREEN GUILD THEATRE"

Management—
William Morris Agency, Inc.



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# Announcers

## AND THEIR WORK DURING 1939

### — A —

**AAROE, ALDEN**
WCHV, Charlottesville, Va.

**ABBOTT, ED**
WCCO, Minneapolis, Minn.

**ABBOYY, KEN**
WAAB-WNAC, Boston, Mass.

**ACKLEY, J. HOWARD**
WGL-WOWO, Fort Wayne, Ind.

**ACKLEY, WAYNE**
KSO, Des Moines, Iowa.

**ADAMS, BILL**
KEX-KGW, Portland, Ore.

**ADAMS, CLARANCE**
KBTM, Jonesboro, Ark.

**ADAMS, H. BERNHAM**
WBRK, Pittsfield, Mass.

**ADAMS, R.**
WADC, Akron, Ohio.

**ADAMS, WILLIAM**
WDAN, Danville, Ill.

**ADAMSON, W. G.**
CKTB, St. Catherines, Ont. Can.

**ADEMY, JOHN**
WCAO, Baltimore, Md.

**ALAN, PAT**
WCLO, Janesville, W. Va.

**ALBAYALDE, ABRAHAM**
KTOH, Lihue, Hawaii

**ALDEN, JERRY**
WSNJ, Bridgeton, N. J.

**ALEXANDER, JOHN**
KRBB, Great Falls, Mont.

**ALFRED, GERALD**
KGKY, Scottsbluff, Nebr.

**ALLARIE, LEE**
WSAR, Fall River, Mass.

**ALLEN, HAROLD**
WBNS, Columbus, Ohio

**ALLEN, HERB**
KECA-KFI, Los Angeles, Cal.

**ALLEN, JANE**
WSAL, Salisbury, Md.

**ALLEN, L. L.**
WHJB, Greensburg, Pa.

**ALLEN, PHIL**
KFBB, Great Falls, Mont.

**ALLEN, REGINALD**
WJSV, Washington, D. C.

**ALLEN, ROBERT**
WEAU, Eau Claire, Wisc.

**ALLYN, KENNETH**
WRTD, Richmond, Va.

**ALMODOVAR, HECTOR**
WKAQ, San Juan, Puerto Rico

**ALT, JIM**
KMOX, St. Louis, Mo.

**AMOULI, GULIO**
WHOM, Jersey City, N. J.

**ANDEREGG, DON**
KOOS, Marshfield, Ore.

**ANDERS, WAYNE**
KYSM, Mankato, Minn.

**ANDERSON, A. C.**
KTAR, Phoenix, Ariz.

**ANDERSON, BOB**
KFPY, Spokane, Wash.

**ANDERSON, CHARLES**
KOA, Denver, Colo.

**ANDERSON, ED**
WQDM, St. Albans, Vt.

**ANDERSON, LLOYD**
WHIO, Dayton, Ohio.

**ANDERSON, ORVAL**
WDBO, Orlando, Fla.

**ANDERSON, SHELDON**
KTKC, Visalia, Calif.

**ANDRE, PIERRE**
NBC Little Orphan Annie, Betty and Bob.

**ANDRES, HOYT**
WOAI, San Antonio, Texas.

**ANDREWS, TED**
KOCY, Oklahoma City, Okla.

**ANDRUS, EDWARD**
WTAR, Norfolk, Va.

**ANGELL, J. H.**
KQV, Pittsburgh, Pa.

**ANGLIN, GRADY**
KPDN, Pampa, Texas.

**ANSBRO, GEORGE**
NBC Young Widder Brown.

**ANTHONY, ALLAN C.**
KEK, St. Louis, Mo. Song Fest, Dr. I. Q. (NBC).

**ANZJON, ARNE**
KGCU, Mandan, N. D.

**APPLEGATE, GEORGE**
KECA-KFI, Los Angeles, Cal.

**ARMSTRONG, BOB**
WGBR, Goldsboro, N. C.

**ARNOLD, AL**
KOBH, Rapid City, S. D.

**ARNOLD, TED**
WHBF, Rock Island, Ill.

**ASCARELLI, GULIO**
WHOM, Jersey City, N. J.

**ASH, KEN**
WNBC, New Britain, Conn.

**ASHMAN, CLARENCE**
KSAN, San Francisco, Calif.

**ATWOOD, JACK S.**
WRDO, Augusta, Maine

**AULSEN, VARNER P.**
WCOU, Lewiston, Maine

**AVERY, ALLEN**
WJJD, Chicago, Ill.

**AVERY, GAYLORD**
WOW, Omaha, Nebr.

### — B —

**BABBEE, OWEN**
KMTR, Los Angeles, Calif.

**BACKS, HENRY**
WWRL, Woodside, N. Y.

**BAICHLY, HOWARD**
KFXM, San Bernardino, Calif.

**BAILEY, BILL**
KGBX-KWTO, Springfield, Mo.

**BAILEY, CARL**
KGFJ, Los Angeles, Calif.

**BAILEY, RAY**
KPMC, Bakersfield, Calif.

**BAILEY, II, VERNON**
WSAZ, Huntington, W. Va.

**BAKER, ART**
NBC. The Gronch Club.

**BAKER, LES**
WARD, Brooklyn, N. Y.

**BAKER, MELVIN**
KUSD, Vermillion, S. D.

**BAKER, RAY**
WCNW, Brooklyn, N. Y.

**BALAND, HELMER**
WJMC, Rice Lake, Wisc.

**BALDWIN, BILL**
KOIL, Omaha, Nebr.

**BALDWIN, BILL**
KRNT, Des Moines, Iowa.

**BALDWIN, PHIL**
CKMO, Vancouver, British Columbia, Can.

**BALFE, KAYE**
WMMN, Fairmont, W. Va.

**BALLINGER, ART**
KMTR, Los Angeles, Calif.

**BALLOU, CHARLES**
WSVA, Harrisonburg, Va.

**BANNON, JIM**
NBC. The Chase and Sanborn Program, Joe Penner, Tip Top Show.

**BANTA, DIANE**
KFBK, Sacramento, Calif.

**BARBER, ALICE**
KFXJ, Grand Junction, Colo.

**BARCROFT, WENDELL**
KFEL, Denver, Colo.

**BARENTS, GAIL H.**
WBRK, Pittsfield, Mass.

**BARBER, BOB**
WFAM, WSBT, South Bend, Ind.

**BARNES, WADE**
WTAM, Cleveland, Ohio

**BARNETT, KEN**
KCRC, Enid, Okla.

**BARNETT, MELVIN**
WHIS, Bluefield, W. Va.

**BARRETT, RAY**
WDRC, Hartford, Conn.

**BARRINGTON, BOB**
KJBS, San Francisco, Calif.

**BARRINGTON, CHARLES**
KOB, Albuquerque, N. M.

**BARRY, JOHN**
WAAB-WNAC, Boston, Mass.

**BARRY, NORMAN**
WENR-WMAQ, Chicago, Ill.

**BARTH, BERNIE**
KOBH, Rapid City, S. D.

**BARTMAN, W.**
CKOC, Hamilton, Ont., Can.

**BARTON, FRANK**
KGO-KPO, San Francisco, Cal.

**BARUCH, ANDRE**
John's Other Wife NBC, My Son and I CBS, Kate Smith Hour CBS, Your Hit Parade CBS, American Album of Familiar Music NBC, Second Husband CBS, Dr. Christian CBS, The Aldrich Family NBC, Guiding Light NBC.

**BASS, FRED C.**
CKWX, Vancouver, B. C., Can.



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**BASTIEN, O.**
CFCF, Montreal Quebec Can.

**BATCHELDER, CHARLES**
WDBO Orlando Fla

**BATCHELDER, JOHN**
WFBL, Syracuse, N Y

**BATES, BILL**
KWOC, Poplar Bluff, Mo

**BATES, CARL**
WKST-NEW, Castle, Pa

**BATES, RICHARD E.**
WGAN, Portland Maine

**BATEY, HUBERT**
WGPC Albany, Ga

**BATSON, CHARLES**
WFBC, Greenville S C

**BAUGHMAN, ELMER**
WFAA Dallas, Texas

**BAXTER, LIONEL**
WAPI, Birmingham, Ala.

**BAXTER, VERNICE**
WPAD Paducah, Ky

**BAYER, GIL**
WDRC Hartford, Conn.

**BAYLOR, DAVE**
WGAR, Cleveland, Ohio

**BEACHBOARD, KENNETH**
WISE, Asheville, N C

**BEARD, SAM**
WQPI, Bristol Tenn

**BEAUDETTE, CARLTON**
WJMC, Rice Lake, Wisc.

**BECKER, BOB**
Skyways Reporter, WAAT, Timekeeper WFIL, Women In The News WFIL
WNEW, New York N. Y

**BECKER, FRED**
KARM Fresno, Calif

**BECKER, PHILIP**
WTIC, Hartford, Conn

**BEEBOUT, GEORGE**
WHKC Columbus Ohio

**BEEMER, BRACE**
WXYZ, Detroit Mich.

**BEGHOLD, KEN**
WBAX Wilkes Barre Pa

**BEICHL, BRUCE**
WRJN, Racine Wisc

**BELANGER, LOUIS**
CKAC Montreal, Quebec Can

**BELANGER, M. A.**
CJBR Rimouski, Quebec, Can.

**BELL, ALLEN**
WJBL Decatur Ill.

**BELL, DICK**
WARD, Brooklyn N Y.

**BELL, DON**
WTSP St Petersburg, Fla

**BELL, JOHN**
WFMD, Frederick, Md.

**BELL, RAMEL**
KFXJ Grand Junction, Colo.

**BELL, VICTOR**
KUTA, Salt Lake City, Utah

**BENANDER, MILTON**
WMC Memphis, Tenn.

**BENEDETTI, CARLOS**
KGO-KPO, San Francisco Cal

**BENNETT, BERTON**
NBC Professor Puzzlewit Standard Oil Symphony Hour

**BENNETT, BURTON**
KGO KPO, San Francisco Cal

**BENNETT, JACK**
WKNY, Kingston N Y

**BENNETT, JOHN**
KPO KGO San Francisco, Cal

**BENNETT, JOSEPH**
WBRB, Red Bank N. J

**BENNETT, KEN**
KPDN Pampa Texas

**BENNETT, MARON J**
KDAL Duluth Minn.

**BENNETT, THURSTON**
WRDW Augusta Ga

**BENWARE, REX KEITH**
WQXR, New York, N Y

**BERG, AL**
KIEV, Glendale Calif

**BERGMAN, HERMAN A.**
KSUN Lowell Ariz

**BERGSTROM, ARTHUR**
WSPR, Springfield Mass

**BERNARD, JOHN**
WJBL Decatur Ill

**BERNARD, V.**
CHNC, New Carlisle Quebec Can

**BERNDT, IRVING**
WRAK Williamsport, Pa

**BERRY, CHARLES**
WOV New York, N Y

**BERRY, JAMES**
KFWB Los Angeles Calif

**BERTHOLD, WAYNE**
KTRB Modesto, Calif

**BERTRANDIS, RICHARD**
KPO-KGO San Francisco, Cal

BEN GRAUER

Master-of-Ceremonies
Announcer - Commentator
NBC Artists Service

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HILLTOP HOUSE
KALTENBORN COMMENTS
WHEN A GIRL MARRIES
WYTHE WILLIAMS
N. Y. PHILHARMONIC SYMPHONY

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**BESSAN, A. S.**
KMAC, San Antonio, Texas

**BEYNON, EFFAY**
WROK, Rockford, Ill.

**BICE, MAX**
KMO, Tacoma, Washington.

**BIEBER, FREDERICK**
WTHT, Hartford, Conn.

**BIER, JOSEPH**
WOR, Newark, N. J. Farmer's Digest.

**BIGNELL, FRANK**
WJJD, Chicago, Ill.

**BILBY, RALPH**
KGAR, Tucson, Ariz.

**BINGHAM, FRANKLIN**
NBC. Blue Moonlight, This Moving World.

**BINKIN, SYL**
WEW, St. Louis, Mo.

**BISHOP, BENNIE**
WPG, Atlantic City, N. J.

**BISHOP, BURTON**
KTEM, Temple, Texas.

**BISPING, HUBERT**
KUTA, Salt Lake City, Utah.

**BIVENS, William C.**
WBT, Charlotte, N. C.

**BJORK, MERLE**
KDIR, Devils Lake, N. D.

**BLACK, EARL**
WMAN, Mansfield, Ohio.

**BLACK, HOWARD**
WLS, Chicago, Ill.

**BLACK, SHIRL**
KOVO, Provo, Utah.

**BLACKMON, BILL**
KGAR, Tucson, Ariz.

**BLACKWELL, H. B.**
WAVE, Louisville, Ky.

**BLAIR, FRANK**
WOL, Washington, D. C.

**BLAKELEY, CLINT**
WAPI, Birmingham, Ala.

**BLANCHARD, LOWELL**
WNOX, Knoxville, Tenn.

**BLANCHETTE, BUD**
KGVO, Missoula, Mont.

**BLAND, AL**
WCKY, Cincinnati, Ohio

**BLAND, LEE**
WCKY, Cincinnati, Ohio.

**BLAND, JR., W. H.**
WJBO, Baton Rouge, La.

**BLANTON, FRED**
WCHV, Charlottesville, Va.

**BLANTON, WALLY**
KABC, San Antonio, Texas.

**BLENDER, MORTON**
WCOP, Boston, Mass.

**BLENHEIM, LAWRENCE**
WFAS, White Plains, N. Y.

**BLISS, HOMER**
WHAM, Rochester, N. Y.

**BLOOMFIELD, LOUIS**
WTAL, Tallahassee, Fla.

**BODEN, ERIC**
KYA, San Francisco, Calif.

**BOGGESS, JOHN**
WMSL, Decatur, Ala.

**BOGGS, OTIS**
WRUF, Gainesville, Fla.

**BOLEY, JOSEPH**
WOV, New York, N. Y.

**BOLTON, LES**
WOMI, Owensburg, Kentucky.

**BOND, FORD**
NBC. Cities Service Concert, David Harum, Easy Aces, Stella Dallas, Ellen Randolph, Manhattan Merry-Go-Round, Orphans of Divorce, Your Family and Mine, Alias Jimmy Valentine.

**BOND, WILLIAM**
WHN, New York, N. Y.

**BOOEN, SHERMAN**
KATE, Albert Lea, Minn.

**BOOTH, VIRGIL**
WHDL, Olean, N. Y.

**BOOTHBY, JOHN**
WSAY, Rochester, N. Y.

**BOOTON, FRAN**
WDZ, Tuscola, Ill.

**BOREN, ROBERT**
KVCV, Redding, Calif.

**BORGAN, JACK**
KGFJ, Los Angeles, Calif.

**BORRELLI, RALPH**
WPEN, Phil. Pa.

**BORTHWICK, BILL**
WBRC, Birmingham, Ala.

**BOSS, KEITH**
WHEB, Portsmouth, N. H.

**BOSTICK, BUDDY**
KARK, Little Rock, Ark.

**BOSTICK, BUDDY**
WACO, Waco, Texas.

**BOSTWICK, ARTHUR**
WQDM, St. Albans, Vt.

**BOSWORTH, LOUISE**
WJBC, Blomington, Ill.

**BOTTGER, JACK**
WNOE, New Orleans, La.

**BOTZER, AL**
KIRO, Seattle, Wash.

**BOUHAN, MART**
WGIL, Galesburg, Ill.

**BOULTINGHOUSE, KENNETH L.**
WEOA-WGBG. Evansville, Ind.

**BOURNE, PORTER**
WEXL, Royal Oak, Mich.

**BOVARD, BOB**
KGMB, Honolulu, Hawaii

**BOWDEN, R. H.**
WMFD, Wilmington, N. C.

**BOWE, GEORGE**
WTIC, Hartford, Conn.

**BOWEN, BETTY**
WCAM, Camden, N. J.

**BOWERS, ROBERT**
WPTF, Raleigh, N. C.

**BOWIN, MARTIN**
KWK, St. Louis, Mo.

**BOWMAN, BRUCE**
KGKB, Tyler, Texas.

**BOWMAN, ERNEST**
WRNL, Richmond, Va.

**BOYD, ROBERT**
KDB, Santa Barbara, Calif.

**BOYDEN, MARK**
WFAM-WSBT, South Bend, Ind.

**BOYER, JOHN**
KTSA, San Antonio, Texas.

**BOYER, PAGE**
WODU, Columbus, Ohio.

**BOYER, PAUL**
KWYO Sheridan, Wyo.

**BRADFORD, JOHN**
WHDL, Olean, New York.

**BRADLEY, EDNA**
CKLN, Nelson, British Columbia, Can.

**BRADLEY, TRUMAN**
CBS, BURNS and Allen.

**BRADSHAW, JOHNNY**
WCOV, Montgomery, Ala.

**BRADY, ED**
KVOD, Denver, Colo.

**BRADY, ELIZABETH**
WHDL, Olean, New York.

**BRAGG, MARION**
WMAZ, Macon, Ga.

**BRANCH, JOHN**
KTHS, Hot Springs, Ark.

**BRANDON, JERRY**
WCLS, Joliet, Ill.

**BRANDT, BILLY**
KTMS, Santa Barbara, Calif.

**BRANDT, DEL**
KFKA, Greeley, Colo.

**BRANDT, LYNN**
WENR-WMAQ, Chicago, Ill.

**BRANT, ROY L.**
WFBM, Indianapolis, Ind.

**BRAS, CHARLES**
KOMO-KJR, Seattle, Wash.

**BRECKNER, GARY C.**
CBS. Gateway To Hollywood, Jimmy Fidler in Hollywood Gossip, Al Pearce and His Gang.

**BREINING, PAUL**
WRAK, Williamsport, Pa.

**BREMSER, R. LYELL**
KFOR, Lincoln, Nebr.

**BRENDL, MILT.**
WISN, Milwaukee, Wisc.

**BRENEMAN, MARK**
KFAC, Los Angeles, Calif.

**BRENGEL, GEORGE**
WSOC, Charlotte, N. C.

**BRENNER, JOE**
WEW, St. Louis, Mo.

**BRENNAN, WILLIAM**
WORC, Worcester, Mass.

**BRENNER, ROBERT**
WFTC, Kinston, N. C.

**BRENNER, ROBERT**
WMEX, Boston, Mass.

**BREVAK, AL**
WHJB, Greensburg, Pa.

**BRICE, DON**
KSAL, Salina, Kans.

**BRIGGS, FRED**
KYA, San Francisco, Calif.

**BRIGHT, HARRY**
WBLK, Clarksburg, W. Va.

**BRINSLEY, NORMAN**
WKBB, Dubuque, Iowa.

**BRISTOL, LOU**
WJAX, Jacksonville, Fla.

**BROCK, CHARLES**
WWRL, Woodside, N. Y.

**BROILES, LUTHER**
KSAL, Salina, Kans.

**BROLLER, JOHN**
WGBI, Scranton, Pa.

**BROOK, PHILIP**
WGY, Schenectady, N. Y.

**BROOKS, BETTY**
KGMB, Honolulu, Hawaii.

**BROOKS, DAN**
WLTH, Brooklyn, New York

**BROOKS, DAVID**
WEAN, Provideuce, R. I.

**BROOKS, LESLIE**
WTJS, Jackson, Tenn.

**BROOKS, RUSSELL**
WORC, Worcester, Mass.

**BROSE, CARL**
WHA, Madison, Wisc.

**BROUCK, RONIE**
WKBH, La Crosse, Wisc.

**BROWN, ANDERSON**
WGNC, Gastonia, N. C.

**BROWN, ART**
WOL, Washington, D. C.

**BROWN, BOB**
NBC. Quicksilver, Vic and Sade.

**BROWN, DENNIS**
WTOC, Savannah, Georgia.

**BROWN, FOSTER**
KFRU, Columbia, Mo.

**BROWN, GORDON**
KSRO, Santa Rosa, Calif.



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**BROWN, LYMAN**
KICA Clovis N M

**BROWN, ROBERT**
WENR-WMAQ Chicago Ill

**BROWN, SAM**
Five Star Final WMCA
Lorenzo Jones NBC Young
Widder Brown NBC

**BROWN, JR., W. J**
CFCY Charlottetown P.E.I
Can

**BROWNE, TOM**
KRGU, Westlaco, Texas

**BRUNDAGE, HUGH**
NBC The Pepsodent Show

**BRUNTLETT, GEORGE E**
KOBH, Rapid City, S D

**BRUSEK, WALTER**
KROC, Rochester, Minn

**BRYANT, ED**
CJCA, Edmonton, Alberta Can

**BRYANT, EDWARD**
WLEU Erie Pa.

**BRYHER, STEVE**
KYA, San Francisco, Calif

**BRYNE, WOODRUFF**
WIS Columbia S C

**BRYSON, JOHN**
WCLS, Joliet, Ill

**BUDD, BILLY**
KFDA, Amarillo Texas

**BUDD, MILTON**
WMBD, Peoria Ill

**BUENNING, PAUL**
KTOK, Okla

**BUILTA, TOM**
WBBM Chicago Ill

**BULLEIT, JAMES**
WAIM, Anderson S C

**BUNCH, VIRGINIA**
WSKB McComb Miss

**BUNDER, GEORGE**
WSAU, Wausau Wis

**BUNKER, ED**
WIS, Columbia S C

**BURBANK, ROBERT**
WBRK, Pittsfield Mass

**BURGE, HARRY**
WHBC Canton Ohio

**BURGIN, RALPH**
WPTF Raleigh N C

**BURKE, CHAS.**
KFXJ Grand Junction Colo

**BURKE, HARRY**
WOW, Omaha, Nebr

**BURNETTE, NORMAN**
WHBQ, Memphis Tenn

**BURTNER, RICHARD**
KIUP Durango Colo

**BURTON, JAMES**
KHJ, Los Angeles Calif

**BURWELL, ED**
WEED, Rocky Mount N C

**BUSHONG, VERNON M.**
WTMA, Charleston, S C

**BUTCHER, L. V**
KVAK Atchinson Kans

**BUTHERUS, ED.**
REPY, Spokane Wash

**BUTLER, CURTIS**
KRLC Lewiston Idaho

**BUTLER, FRANCIS**
KFAM St Cloud Minn

**BUTLER, JERRY**
WBRE Wilkes Barre Pa

**BUTLER, RUSSELL**
KLS Oakland Calif

**BUTTERFIELD, WILLIAM**
KOCY, Okla City Okla

**BUUCK, WINFRED**
WMBO Auburn N Y

**BYERS, WAYNE C.**
WHBL Virginia Minn

**BYRN, JR. DAVID**
WBAP, Fort Worth Texas

## — C —

**CABINESS, TRAVIS**
KRMD, Shreveport La

**CABRERA, BERNABE**
WNEL, San Juan Puerto Rico

**CADE, MARVIN**
WCHS Charleston W Va

**CAINE, H.**
CKOC, Hamilton, Ont Can

**CAIRNS, GEORGE**
WORC Worcester Mass

**CALDER, C. WYLIE**
WTMA, Charleston S C

**CALDWELL, FREO**
KTBC, Austin Texas

**CALDWELL, JAY**
WBTM Danville Va

**CALL, ELLIS**
KTFI, Twin Falls Idaho

**CALLAGHAN, JACK**
WKAR East Lansing Mich

**CALLAWAY, EDWIN**
KTEM, Temple, Texas

**CALLEN, DON**
WWJ, Detroit Mich

**CALLIHAN, CLAIR**
KSD St Louis Mo

**CALLOWAY, JOE**
WSIX Nashville Tenn

**BOB TROUT**

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CHAB, Moose Jaw, Sask., Can.
**CAMP, DEL**
WTAG, Worcester, Mass.
**CAMPBELL, BOB**
WCCO, Minneapolis, Minn.
**CAMPBELL, JAMES**
KOA, Denver, Colo.
**CAMPBELL, JIM**
KFRU, Columbia, Mo.
**CAMPBELL, VICTOR**
WGY, Schenectady, N. Y.
**CANNADAY, EWING**
KARK, Little Rock, Ark.
**CANTER, RUSSELL**
WBNS, Columbus, Ohio.
**CAPELONE, MARIO**
WOV, New York, N. Y.
**CAPOZUCCHI, JAMES**
WOV, New York, N. Y.
**CARD, CLELLAN**
WCCO, Minneapolis, Minn.
**CAREY, SAMUEL**
WSAL, Salisbury, Md.
**CARLBERG, LOREN**
KWBG, Hutchinson, Kans.
**CARLOCK, VIC**
KMTR, Los Angeles, Calif.
**CARLON, ANDRE**
WCPO, Cincinnati, Ohio.
**CARLSON, HARRY**
WOR, Newark, N. J.
**CARLSON, RICHARD**
WELI, New Haven, Conn.
**CARLSON, WILLIAM**
WHA, Madison, Wise.
**CARMAN, FRANK**
KUTA, Salt Lake City, Utah.
**CARMICHAEL, LES**
WFOR, Hattiesburg, Miss.
**CARNAGHAN, JOHN E.**
WFMD, Frederick, Md.
**CARPENTER, ALICE MARY**
CKUA, Edmonton, Alberta, Can.
**CARPENTER, JAMES D.**
WLBB, Dubuque, Iowa.
**CARPENTER, KEN**
NBC. The Gilmore Circus, Kraft Music Hall, One Man's Family, Jimmy Fidler's Hollywood Gossip, Norman Sper.
**CARRAWAY, HOWARD**
KGKO, Fort Worth, Texas
**CARROLL, ANN**
WMBH, Joplin, Mo.
**CARROLL, JIM**
KWYO, Sheridan, Wyo.
**CARRUTH, T. M.**
WDAE, Tampa, Fla.
**CARTER, ED**
KPJ, Walla Walla, Wash.
**CARTER, ROBERT**
WFMJ, Youngstown, Ohio.
**CARTHY, WILLIAM**
WCAM, Camden, N. J.
**CARTWRIGHT, LOWELL**
KHJ, Los Angeles, Calif.
**CARY, DICK**
KMPC, Beverly Hills, Calif. and KUJ, Walla Walla, Wash.
**CARY, HARVEY**
KOIL, Omaha, Nebr.
**CASE, KENTON**
KGMB, Honolulu, Hawaii
**CASEY, THOMAS**
WENR-WMAQ, Chicago, Ill.
**CASPER, CY**
KMOX, St. Louis, Mo.
**CASSIDY, CHARLES**
KGFF, Shawnee, Okla.
**CATE, LEWIS**
WENY, Elmira, N. Y.
**CATON, EARL**
WMGA, Moultrie, Ga.
**CHAMBERLIN, FRANCIS**
WMPS, Memphis, Tenn.
**CHAMBERS, CLAIRE**
CKSO, Sudbury, Ont. Can.
**CHAMBERS, ELMER W.**
WCSH, Portland, Maine
**CHAMBERS, GARDNER**
WFMJ, Youngstown, Ohio
**CHAMBERS, HUBERT, H.**
WEOA-WGBF, Evansville, Ind.
**CHAPMAN, JAMES P.**
KSAC, Manhattan, Kans.
**CHARLES, LEWIS**
WHN, New York, N. Y.
**CHASE, BOB**
WIL, St. Louis, Mo.
**CHASE, JACK**
WNAX, Yankton, S. D.
**CHASE, TOM**
WOW, Omaha, Nebr.
**CHATTERTON, LARRY**
KNX, Los Angeles, Calif.
**CHILDS, LELAND**
WBRC, Birmingham, Ala.
**CHILDS, RALPH**
KMA, Shenandoah, Iowa.
**CHOATE, N.**
CKOC, Hamilton, Ont., Can.
**CHOTZINOFF, SAMUEL**
NBC. NBC Symphony Orchestra.
**CHRIGTIAN, RALPH**
WBRC, Birmingham, Ala.
**CHRISTOPHER, CARL**
KDYL, Salt Lake City, Utah.
**CHURCHILL, NELSON**
WAAB-WNAC, Boston, Mass.
**CISSNA, DAVID**
WPAY, Portsmouth, Ohio.
**CIVILLE, ROY**
KIDO, Boise, Idaho.
**CLANCY, RUSSELL**
WHN, New York, N. Y.
**CLARK, CHESTER**
WCAE, Pittsburgh, Pa.
**CLARK, GENE**
KGO-KPO, San Francisco, Calif.
**CLARK, HAROLD**
WEAN, Providence, R. I.
**CLARK, HOWARD**
CKSO, Sudbury, Ont.,, Can.
**CLARK, JO (MISS)**
WRDW, Augusta, Ga.
**CLARK, PAUL A.**
WEOA-WGBF, Evansville, Ind.
**CLARK, RAY**
WNAX, Yankton, S. D. Newscasts, Bohemian Program.
**CLARKE, JACK**
KMO, Tacoma, Wash.
**CLARKE, JOHN**
WRBL, Columbus, Ga.
**CLARKE, MYRON**
WATL, Atlanta, Ga.
**CLARKE, PAUL**
WOC, Davenport, Iowa.
**CLAYTON, BOB**
WJIM, Lansing, Mich.
**CLAYTON, JOE**
KDRO, Sedalia, Mo.
**CLAYTON, TOM**
WLLH, Lowell, Mass.
**CLEAVER, JAMES**
WFDF, Flint, Mich.
**CLEGHORN, JOHN**
WMC, Memphis, Tenn.
**CLIFFER, MAURICE**
KMOX, St. Louis, Mo.
**CLINE, CALDWELL**
WBT, Charlotte, N. C.
**CLODIUS, RICHARD**
KUJ, Walla Walla, Wash.
**CLOUGH, MERVIN**
KFYR, Bismark, N. D.
**CLOVER, BOB**
KTKC, Visalia, Calif.
**CLOYD, MARVIN**
KBTM, Jonesboro, Ark.
**COBB, JERRY**
KOH, Reno, Nevada.
**COBB, RICHARD**
WAAB-WNAC, Boston, Mass.
**COCHRAN, DAN**
KWK, St. Louis, Mo.
**COCHRAN, PAUL**
KICA, Clovis, N. M.
**CODDING, WM. J.**
KIUP, Durango, Colo.
**COFFIN, TED**
WAGM, Presque Isle, Maine.
**COHEN, SAMUEL H.**
WARD, Brooklyn, N. Y.
**COLAMN, HARRY**
KXOK, St. Louis, Mo.
**COLBY, ROBERT**
WHN, New York, N. Y.
**COLE, FRED B.**
WBZ-WBZA, Boston & Springfield, Mass.
**COLE, LOU**
WWRL, Woodside, N. Y.
**COLE, MAX**
KSD, St. Louis, Mo.
**COLLEY, EUGENE**
KVSO, Ardmore, Okla.
**COLLIER, LARRY**
WCNW, Brooklyn, N. Y.
**COLLINS, HUGH**
WRAL, Raleigh, N. C.
**COLLINS, JUD**
WSGN, Birmingham, Ala.
**COLMANS, EDWARD**
KVOA, Tucson, Ariz.
**CONING, BILL**
WMBH, Joplin, Mo.
**CONNELL, JAMES**
WHDL, Olean, N. Y.
**CONNELLY, JOHN**
WMBD, Peoria, Ill.
**CONNOLLY, DUD**
WWRL, Woodside, N. Y.
**CONNOLLY, JOHN**
WBRC, Birmingham, Ala.
**CONOVER, HUGH**
WJSV, Washington, D. C.
**CONOVER, WILLIS C.**
WTBO, Cumberland, Md.
**CONRAD, RICHARD**
WSAU, Wausau, Wise.
**CONRADSON, W.**
KWLC, Decorah, Iowa.
**CONTE, JOHN**
NBC. Kay Kyser's College of Musical Knowledge, Al Pearce and His Gang.
**CONTOUR, EDWARD**
WFBG, Altoona, Pa.
**CONWAY, JIMMY**
WISN, Milwaukee, Wise.
**CONWAY, WALT**
KHSL, Chico, Calif.
**COOK, IRA**
KMTR, Los Angeles, Calif.
**COOK, LYNN**
KIUL, Garden City, Kans.
**COOK, MILTON**
KARM, Fresno, Calif.
**COOK, WILLIAM**
WBNS, Columbus, Ohio.
**COOKE, FOREST**
WHBF, Rock Island, Ill.
**COOKE, HENRY**
WBOW, Terre Haute, Ind.
**COOLEY, FRANK**
KFPY, Spokane, Wash.
**COOLEY, LEE**
KHJ, Los Angeles, Calif.



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**COONTZ, EDDIE**
KVOO, Tulsa, Okla

**COOPER, ED**
KFAB, Lincoln Nebr.

**COOPER, J. G**
KVOL Lafayette La

**COPE, FRANK**
KJBS San Francisco, Calif

**COPPEDGE GEORGE**
WRAL Raleigh, N C.

**COPPOCK, DAVE**
KUTA Salt Lake City, Utah

**CORKHILL, JR., CHARLES**
KSCJ Sioux City, Ia

**CORLEY, GUY**
KFJZ Fort Worth Texas

**CORLEY, STAN**
WIND Gary, Ind

**CORLEY, WILBUR**
WIND, Gary Ind

**CORNING, WALTER**
WNOX Knoxville Tenn

**CORRIS, ALLYN**
WIS Columbia S D

**COSLETT, FRANKLIN D.**
WBRE, Wilkes Barre, Pa

**COSTELLO, JACK**
NBC Battle of the Sexes Fitch Bandwagon Morning Market Basket The Revelers and Orchestra Carson Robinson and His Buckaroos Uncle Jim's Question Bee Paul Wing's Spelling Bee

**COSTLEY, JAN**
WSYR Syracuse, N Y

**COTTER, FRANK**
WSAR Fall River Mass

**COULSON, BERT**
KPDN Pampas Texas

**COURAN, J. EDWIN**
WKBN Youngstown, Ohio

**COURTNEY, EDW.**
WDGY Minneapolis-St Paul Minn

**COUTURE, CHARLES**
CKCV Quebec Quebec Can

**COUTURE, M**
CJBR, Rimouski Quebec, Can

**COWAN, THOMAS H.**
WNYC, New York N Y

**COWLES, HAZEL**
WHAM Rochester N Y

**COX, LES**
KVAK Atchinson Kans

**COZAD, FLOYD V.**
WTBO Cumberland Md

**CRABBE, BILL**
KMPC Bakersfield Calif

**CRABTREE, CHARLES**
KTFI Twin Falls Idaho

**CRAFT, V. B,**
KVOL Lafayette La

**CRAGER, LEON**
KVAN Vancouver Wash.

**CRAGO, WILLIAM**
WMAL WRC, Washington D C.

**CRAIG, BENNY**
KARK Little Rock Ark

**CRAIG, KEN**
KSFO San Francisco Calif

**CRAIG, NANCY BOOTH**
NBC The Woman of Tomorrow

**CRANE DICK**
KGKO Fort Worth, Texas

**CRANE VIRGINIA**
WEBQ Harrisburg Ill

**CRAWFORD, RICHARD**
KFXM, San Bernardino Calif

**CRAWFORD ROBERT**
WEAU, Eau Claire, Wisc

**CRAWFORD, VERNON**
WIBX Utica N Y

**CREASMAN, JIMMY**
KPAR, Phoenix, Ariz

**CREIGHTON, HARRY**
WAAF Chicago Ill

**CREMEENS, GEORGE**
WOC Davenport Iowa

**CROCKETT, DAVID**
KGKB Tyler Texas

**CROCKETT, S LAVERNE**
KOMO-KJR Seattle Wash

**CROMBIE, RICHARD**
KOMO-KJR Seattle Wash

**CROMWELL, GEORGE**
CHSJ Saint John N B, Can

**CRONNEWETT, WILSON**
WKBZ Muskegon Mich

**CROSATTO, DAVE**
KSAN San Francisco Calif

**CROSBY, LEW**
NBC Hollywood Playhouse

**CROSS, MILTON J.**
NBC Coast to Coast On A Bus Don't Forget Information Please Metropolitan Opera Auditions Radio City Muse Hall on the Air, Magic Key of RCA Listen Hone

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CKNX, Wingham, Ont. Can.
**CULVER, HAL**
WLS. Chicago, Ill.
**CUMMINS, JOHN**
WFOY, St. Augustine, Fla.
**CUNNINGHAM, HOMER**
WIBW, Topeka, Kans.
**CURREN, JACK**
WFBL, Syracuse, N. Y.
**CURRIE, WILLIAM S.**
WCAX, Burlington, Vt.
**CURRLIN, DON**
KHJ, Los Angeles, Calif.
**CURTIS, E. H.**
WIBW, Topeka, Kans.
**CURTO, KEN**
WPRO, Providence, R. I.
**CUTLER, CHARLES**
WNLC, New London, Conn.

## — D —

**DAHLSTEAD, DRESSER**
NBC. Bridge to Dreamland, Contrasts, The Holdens, I Love a Mystery, Standard Oil Symphony Hour.
**DAIGER, FRED**
WAPI, Birmingham, Ala.
**DAIL, AMBERT**
WBTM, Danville, Va.
**DAILEY, TOM**
KVOO, Tulsa, Okla.
**DAKIN, R.**
CFCF, Montreal, Quebec, Can.
**DALE, GEORGE**
WJLS, Beckley, W. Va.
**DALL, ED R.**
WKOK, Sunbury, Pa.
**DALY, JOHN C.**
WJSV, Washington, D. C.
**DAMON, ALDEN**
WQDM, St. Albans, Vt.
**DANA, JOE**
KOY, Phoenix, Ariz.
**DANE, TOM**
WBAL, Baltimore, Md.
**DANIEL, ALFRED**
KPRC, Houston, Texas.
**DANIEL, CLAY**
WDNC, Durham, N. C.
**DANIELS, FRANK**
WVFW, Brooklyn, N. Y.
**DANIELS, STUART**
KLO, Ogden, Utah.
**DAUB, JACK**
WSPB, Sarasola, Fla.
**DAVENPORT, J. A.**
WRDW, Augusta, Ga.
**DAVIDSON, BILL**
KFRC, San Francisco, Calif.
**DAVIES, JACK**
KOVO, Provo, Utah.
**DAVIS, AL**
KGVO, Missoula, Mont.
**DAVIS, CLIVE**
WCNW, Brooklyn, N. Y.
**DAVIS, HAROLD**
WDAS, Phila., Pa.
**DAVIS, JOHN**
WWSW, Pittsburgh, Pa.
**DAVIS, REX**
WCKY, Cincinnati, Ohio.
**DAVIS, ROBERT**
WDAF, Kansas City, Mo.
**DAVIS, RUSS**
KGBX-KWTO, Springfield, Mo.
**DAVY, K.**
CKBI, Prince Albert, Sask.
**DAWSON, DON**
CKCK, Regina, Sask., Can.
**DAWSON, EDWARD**
KVCV, Redding, Calif.
**DAWSON, STUART**
NBC. Backstage Wife.
**DAY, JACK**
WSJS, Winston-Salem, N. C.
**DAY, RICHARD**
WDGY, Minneapolis-St. Paul, Minn.
**DEAL, JAKE**
WDEV, Waterbury, Vt.
**DEAL, JOHN**
WMBO, Auburn, N. Y.
**DEAN, BILL**
WDAY, Fargo, N. D.
**DEAN, GEORGE**
KOMO KJR, Seattle, Wash.
**DEAN, JERRY**
KATE, Albert Lea, Minn.
**DECKER, BEN**
WJNO, West Palm Beach, Fla.
**DEE, TOMMY**
WFAM WSBT, South Bend, Ind.
**DEEM, WARREN**
WIBC, Indianapolis, Ind.
**DEEN, STUART**
KOMA, Oklahoma City, Okla.
**DeGROOT, DON**
WFDF, Flint, Mich.
**de HOLLY, B.**
CHSJ, Saint John, N. B., Can.
**DELAHUNT, J. D.**
WHLB, Virginia, Minn.
**DE LINE, JAMES**
WFBL, Syracuse, N. Y.
**DEMERS, JACQUES**
CKAC, Montreal, Quebec, Can.
**DEMING, LAWSON**
WGAR, Cleveland, Ohio.
**DEMOSS, LYLE**
WOW, Omaha, Nebr.
**DENKEMA, EDWARD**
WOOD-WASH, Grand Rapids. Mich.
**DENNIS, GENE**
KMBC, Kansas City, Mo.
**DENSFORD, JOHN**
KIUN, Pecos, Texas.
**DENT, KENNETH**
WTMA, Charleston, S. C.
**DENVER, JR., D. D.**
WFEQ, St. Joseph. Mo.
**DEOINE, J. R.**
KPAB, Laredo, Texas.
**DE RITIS, VINCENT**
WHEC, Rochester, N. Y.
**DeSIGNE, SAM**
WHBY-WTAQ, Green Bay, Wisc.
**DESPARD, BILL**
WHEC, Rochester, N. Y.
**De SUZE, CARLYLE**
WGAN, Portland, Maine.
**DEWHIRST, DON**
WCLE WHK, Cleveland, Ohio.
**DICE, FRANCIS R.**
WCAO, Baltimore, Md.
**DICK, BOB**
WJMS, Ironwood, Mich.
**DICKERMAN, C. H.**
WEEI, Boston, Mass.
**DICKSON, BRICE**
KPRC, Houston, Texas.
**DIGHTON, JACK**
WIND, Gary, Ind.
**DILLAHUNTY, THOMAS**
KCMC, Texarkana, Texas.
**DILLON, JOE**
WPEN, Phila., Pa.
**DILLON, JOHN**
WFAS, White Plains, N. Y.
**DIXON, BERT**
WNYC, New York,, N. Y.
**DIXON, MASON**
WNOX, Knoxville, Tenn.
**DOBSON, G.**
CKBI, Prince Albert, Sask.
**DOLAN, TOMMY**
WEMP, Milwaukee, Wisc.
**DONAHOE, HOWARD**
WLOK, Lima, Ohio.
**DONALDSON, AL**
KRIC, Beaumont, Texas.
**DONALDSON, DAN**
NBC. The Trouble with Marriage.
**DONATO, FLO**
WDAS, Phila,, Pa.
**DONKERT, ROGER**
KGCU, Mandan, N. D.
**DONLEY, ROBERT**
WCAE, Pittsburgh, Pa.
**DONOVAN, GREGG**
WDGY, Minneapolis-St. Paul, Minn.
**DOOLITTLE, JAMES**
WSAU, Wausau. Wisc.
**DOREY, RAYMOND**
WCAX, Burlingtou, Vt.
**DORR, RUSSELL A.**
WGAN, Portland, Maine.
**DOUGHERTY, WILLIAM**
WCPO, Cincinnati, Ohio.
**DOUGLAS, JOEL**
WAAF, Chicago, Ill.
**DOUGLAS, PAUL**
Burns & Allen Chesterfield Program CBS, Burns & Allen Hinds Program CBS, Fred Waring in Pleasure Time NBC.
**DOUGLAS, STEVE**
WWNC, Asheville, N. C.
**DOWD, DONALD**
NBC. The Affairs of Anthony, The Carters of Elm Street. NBC Jamboree.
**DOWLING, BERT**
WKBN, Youngstown, Ohio.
**DOWNER, JERRY**
KVOD. Denver, Colo.
**DOWNES, JACK**
CKPR, Fortwilliam-Port Arthur, Ont., Can.
**DOWNEY, ROBBINS**
WOOD-WASH, Grand Rapids, Mich.
**DOWNIE, DICK**
KIRO, Seattle, Wash.
**DOWNS, GEORGE**
KONO, San Antonio, Texas.
**DOWNS, HUGH**
WLOK, Lima, Ohio.
**DOWTY, BYRON**
KALB, Alexandria, La.
**DOYLE, JAMES**
KHJ, Los Angeles, Calif.
**DRAIN, ROBERT**
WFAM WSBT, South Bend, Ind.
**DREES, JACK**
WJJD, Chicago, Ill.
**DREW, ALBERT**
WBTM, Danville, Va.
**DREXLER, ROBERT**
WSAZ, Huntington, W. Va.
**DRUM, DEWEY**
WSOC, Charlotte, N. C.
**DRUMMOND, DAVID**
KPO-KGO, San Francisco, Calif.
**DRUSHALL, ROY**
KSL, Salt Lake City, Utah.
**DRYDEN, BOB**
KUOA, Siloam Springs, Ark.
**DUDLEY, J.**
WGBB, Freeport, N. Y.
**DUDLEY, JIMMY**
WCFL, Chicago, Ill.
**DUFFEE, JON**
WNOE, New Orleans, La.
**DUFFY, WARD**
KFAR, Fairbanks, Alaska.
**du FOUR, ROBERT**
WPTF, Ralelgh, N. C.



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**DUHAMEL, GILLES**
CKCV, Quebec, Quebec, Can.
**DUISMORE, ED.**
WORL, Boston, Mass.
**DUNCAN, NORMAN**
WFBC, Greenville, S. C.
**DUNCAN, PAUL**
KVSO, Ardmore, Okla.
**DUNHAM, BOB**
KMOX, St. Louis, Mo.
**DUNHAM, BYRON**
KFVD, Los Angeles, Calif.
**DUNHAM, JOHN**
KSOO - KELO, Sioux Falls, S. D.
**DUNLAP, TED**
WOL, Washington, D. C.
**DUNLEVY, J.**
WADC, Akron, Ohio.
**DUNN, BERT**
KMO, Tacoma, Wash.
**DURBIN, BILL**
WEW, St. Louis, Mo.
**DUREN, BOB**
KOMA, Oklahoma City, Okla.
**DURKIN, SHERWOOD**
KCKN, Kansas City, Kans.
**DWAN, ROBERT**
KGO-KPO, San Francisco, Calif.
**DYHDAL, V.**
KWLC, Decorah, Iowa

## — E —

**EAST, HENRY**
WRBL, Columbus, Ga.
**EATON, GORDON**
WTFL, Fort Lauderdale, Fla.
**EBERLE, JAMES**
WWJ, Detroit, Mich.
**EDDINS, O. B.**
KROW, Oakland, Calif.
**EDINGTON, JOHN**
WEOA WGBF, Evansville Ind.
**EDMON, HERBERT**
WMAS, Springfield Mass.
**EDWARD, GENE**
WDAS, Phila., Pa.
**EDWARDS, BILL**
WMMN, Fairmont, W. Va.
**EDWARDS, DOUGLAS**
WXYZ, Detroit, Mich.
**EDWARDS, GEORGE**
WCAP, Asbury Park, N. J.
**EDWARDS, RALPH**
NBC, Horn and Hardart Children's Hour, Vic and Sade, What's My Name, The Gospel Singer.
**EDWARDS, WILSON**
KECA-KFI, Los Angeles Calif.
**EFFERTZ, HENRY**
KCKN, Kansas City, Kans.
**EGAN, LEO**
WAAB WNAC, Boston, Mass.
**EILERS, FRED**
KSRO, Santa Rosa, Calif.
**EISEN, MORRIS**
WMBH, Joplin, Mo.
**EISENMAN, ROBERT**
WSAV, Savannah, Ga.
**ELDER, DON**
WDAY, Fargo, N. D.
**ELIASSEN, JACK**
KDON, Monterey, Calif.
**ELLERS, RICHARD**
KYA, San Francisco, Calif.
**ELLINGTON, KEN**
CBS, H. V. Kaltenborn's Pure Oil Program, Gateway to Hollywood, Know Your Job (WBBM), Meet Chicago (WBBM)
**ELLIOT, IRWIN**
WMEX, Boston, Mass.
**ELLIOT, TIM**
WCPO, Cincinnati, Ohio.
**ELLIOTT, VINCENT**
KPXM, San Bernardino, Calif.
**ELLIOTT, WILLIAM**
WICC, Bridgeport, Conn.
**ELLSWORTH, JACK**
WKAT, Miami Beach, Fla.
**ELSWORTH, SHERILL**
KGKY Scottsbluff, Nebr.
**EMBURY, AL**
KROC, Rochester, Minn.
**EMERSON, JOE**
NBC, Hymns of All Churches.
**EMMANUEL, JACK**
WCAD, Canton, N. Y.
**EMMOTT, ALAN**
CKLN, Nelson, B. C., Can.
**ENDERSBY, FRANK**
KYSM, Mankato, Minn.
**ENGLE, CLIFF**
KGO-KPO, San Francisco, Cal.
**ENGLE, THAINE**
KGKO, Fort Worth, Texas
**ENTERLINE, BERNE**
WJBL, Decatur, Ill.
**EPSTEIN, JOE**
WNOX Knoxville Tenn.

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KFBB, Great Falls, Mont.
**ERICSON, C. EUGENE**
KGB, San Diego, Calif.
**ERWIN, ALGRED**
KPPC, Pasadena, Calif.
**ESTES, ROBERT**
WDNC, Durham, N. C.
**ETHIER, DON**
WJMS, Ironwood, Mich.
**EUBANKS, BLAIR**
WTAR, Norfolk, Va.
**EULENFELD, BEN**
WTAL, Tallahassee, Fla.
**EVANS, DOUGLAS**
KECA-KFI, Los Angeles, Calif.
**EVANS, EDDIE**
KWFT, Wichita Falls, Texas.
**EVANS, FLEM**
WCHS, Charleston, W. Va.
**EVANS, JOE**
KSD, St. Louis, Mo.
**EVANS, ROBERT**
WSPD, Toledo, Ohio.
**EVANS, VIRGIL**
WCOA, Pensacola, Fla.
**EWING, E. A.**
CKBI, Prince Albert, Sask.

## — F —

**FACENDA, FRANK**
WCNC, Elizabeth City, N. C.
**FACENDA, JOHN**
WIP, Phila., Pa.
**FADEL, RAY**
KLO, Ogden, Utah.
**FAIRBANKS, LYNN**
KFIZ, Fond-Du-Lac, Wisc.
**FAILEY, BILL**
KUOA, Siloam Springs, Ark.
**FAIRWEATHER, GORDON**
CKWX, Vancouver, B. C., Can.
**FALARDEAU, CYRILLE**
CKCV, Quebec Quebec, Can.
**FALKNOR, HOWARD**
KLS, Oakland, Calif.
**FALLERT, RALPH**
WCAE, Pittsburgh, Pa.
**FARIS, CLINTON**
WGTM, Wilson, N. C.
**FARLEY, WILLIAM**
WICC, Bridgeport, Conn.
**FARNUM, WILLIARD**
WFLA, Tampa, Fla.
**FARR, FLOYD**
KGO-KPO, San Francisco, Calif.
**FARELL, MAURY**
WAPI, Birmingham, Ala.
**FARRELLE, PAUL S.**
KPMC, Bakersfield, Calif.
**FARRINGTON, FIELDEN**
WXYZ, Detroit, Mich.
**FASHBAUGH, ROBERT**
WCMI, Ashland, Ky.
**FAUST, DON**
KGKB, Tyler, Texas.
**FAUST, JAMES**
KTSM, El Paso, Texas.
**FEATHER, RALPH**
WJAX, Jacksonville, Fla.
**FEISTEL, JOHN**
WHOM Jersey City, N. J.
**FELDSTEIN, SI.**
WDAS, Phila., Pa.
**FELIX, HENRY**
WORC, Worcester, Mass.
**FELL, JOHN**
WCOL, Columbus, Ohio.
**FELLER, OTTO**
WHOM, Jersey City, N. J.
**FENTON, WARD**
WENY, Elmira, N. Y.
**FERGUSON, BERT**
WJPR, Greenville, Miss.
**FERGUSON, DAN**
WAIM, Anderson, S. C.
**FERGUSON, FRANK**
WWJ, Detroit, Mich.
**FERGUSON, HUGH**
WCAU, Phila., Pa.
**FERRI, GAETANO**
WOV, New York, N. Y.
**FIDLER, ROBERT**
WHIO, Dayton, Ohio.
**FIELDING, BILL**
WMC, Memphis, Tenn.
**FIELDS, O.**
WMAN, Mansfield, Ohio.
**FIFIELD, BILL**
WBBM, Chicago, Ill.
**FINCH, DURWOOD**
WNBF, Binghamton, N. Y.
**FINCH, JOE**
KVOD, Denver, Colo.
**FINCH, MERRITT**
WELI, New Haven, Conn.
**FINDLAY, ROBERT**
WHAI, Greenfield, Mass.
**FIORILLO, M.**
WPEN, Phila., Pa.
**FISCHER, DON**
WTAD, Quincy, Ill.
**FISHER, HANK**
WDZ, Tuscola, Ill.
**FISHER, JERRY**
KABC, San Antonio, Texas.
**FISHER, LOUIS**
WCAU, Phila., Pa.
**FITZGERALD, D.**
WAAB-WNAC, Boston, Mass.
**FITZGERALD, GORDON**
KFJZ, Fort Worth, Texas.
**FITZGERALD, JOHN**
WSPD, Toledo, Ohio.
**FITZPATRICK, AIDAN**
KDKA, Pittsburgh, Pa.
**FIX, JAY C.**
WBOW, Terre Haute, Ind.
**FLAHERTY, PAT**
WOAI, San Antonio, Texas.
**FLANAGAN, ALVIN**
WRUF, Gainesville, Fla.
**FLEISCHMAN, SOL**
WDAE, Tampa, Fla.
**FLEMING, EDWARD**
WIBA, Madison, Wisc.
**FLEMING, JAMES**
Road of Life NBC, Our Gal Sunday CBS, Manhattan Mother, Betty & Bob NBC, Mr. Keen NBC.
**FLEMING, ROBERT**
WELI, New Haven, Conn.
**FLETCHER, FRED**
WRAL, Raleigh, N. C.
**FLETCHER, GORDON G.**
WLAK, Lakeland, Fla.
**FLETCHER, TOD**
WCNW, Brooklyn, N. Y.
**FLORA, JOHN**
WNEW, New York, N. Y.
**FOLAND, MYLES**
WBIG, Greensboro, N. C.
**FOLL, CHARLIE**
KTKC, Visalia, Calif.
**FORD, BON**
WNLC, New London, Conn.
**FORD, JOE**
WSGN, Birmingham, Ala.
**FORD, WALLACE**
KFJZ, Fort Worth, Texas.
**FORMAN, BILL**
WHBC, Canton, Ohio.
**FORNO, LEANDRO**
WOV, New York, N. Y.
**FORSTER, WALTER**
WIL, St. Louis, Mo.
**FORT, ALLAN**
WIP, Phila., Pa.
**FORTUNA, PETER**
WQDM, St. Albans, Vt.
**FORWARD, ROBERT**
KYA, San Francisco, Calif.
**FOSS, MRS. C. R.**
KTW, Seattle, Wash.
**FOSTER, CARROLL**
KIRO, Seattle, Wash.
**FOSTER, JACK**
KRIC, Beaumont, Texas.
**FOSTER, JACK**
WCKY, Cincinnati, Ohio.
**FOSTER, JIM**
KVI, Tacoma, Wash.
**FOSTER, J. P.**
WJAC, Johnstown, Pa.
**FOSTER, NORTON**
WDWS, Champaign, Ill.
**FOSTER, WILSON**
KFAR, Fairbanks, Alaska.
**FOURNIER, NORMAN**
WAWZ, Zarephath, N. J.
**FOWLER, CLINTON**
KUOA, Siloam Springs, Ark.
**FOWLER, FRED**
WNOE, New Orleans, La.
**FOWLER, TED**
CKWX, Vancouver, B. C., Can.
**FOWLKES, ROSSER**
WAIR, Winston-Salem, N. C.
**FRAKER, WILLARD W.**
WFBG, Altoona, Pa.
**FRAMER, WALT**
WWSW-Pittsburgh, Pa.
**FRANCIS, IVOR**
CFCR, Montreal, Quebec, Can.
**FRANDSEN, TOM**
KECA - KFI, Los Angeles, Calif.
**FRANK, DON**
WAPI, Birmingham, Ala.
**FRANKLIN, JOHN**
WCAU, Phila., Pa.
**FRANKLIN, THOMAS**
KEX-KGW, Portland, Ore.
**FRANKLYN, ROY**
WCFL, Chicago, Ill.
**FRANZ, BOB**
WEBQ, Harrisburg, Ill.
**FRANZEN, NOEL**
WHBY-WTAQ, Green Bay, Wisc.
**FRASER, JACK**
NBC. The Women of Tomorrow.
**FRATICELLI, CAMILO**
WNEL, San Juan, Puerto Rico.
**FRAZER, JOHN**
NBC. Brent House, Candid Lady, The Signal, Carnival, Who Sang It, The Circle.
**FRAZIER, ROBERT**
WPIC, Sharon, Pa.
**FREAR, ROBERT**
WIBX, Utica, New York.
**FREEBAIRN-SMITH, THOMAS**
CBS. Texaco Star Theatre.
**FREED, ROBERT**
KLZ, Denver, Colo.
**FREEMAN, EUGENE**
KTW, Seattle, Wash.
**FRENCH, KEN**
WHEC, Rochester, N. Y.
**FRENCH, NED**
WORL, Boston, Mass.
**FRIEDMAN, MAX**
WCAT, Rapid City, S. D.



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**FURR, BEDFORD**
KWFT, Wichita Falls, Texas.

## — G —

**GADE, WALLACE**
KJBS, San Francisco, Calif.

**GAILEY, GEORGE**
WKST, New Castle, Pa.

**GAINES, RUBEN**
KVI, Tacoma, Wash.

**GALLAGHER, MIKE**
KFPL, Dublin, Texas.

**GALLAGHER, EDDIE**
WCCO, Minneapolis, Minn.

**GALLIART, MELVILLE K.**
WKBB, Dubuque, Iowa.

**GALLOP, FRANK**
CBS, N. Y. Philharmonic Orch. Gang Busters, Hilltop House, Her Honor Nancy James, When A Girl Marries, As The Clock Strikes.

**GAMBLE, PAUL**
WPIC, Sharon, Pa.

**GAMBLE, RON**
WJR, Detroit, Mich.

**GANGON, ED.**
WQDM, St. Albans, Vt.

**GARBETT, ARTHUR**
KPO San Francisco, Calif.

**GARNES, CLARENCE**
KANS, Wichita, Kans.

**GARRISON, JACK**
WJR Detroit, Mich.

**GARROWAY, DAVE**
KDKA, Pittsburgh, Pa.

**GARSON, JULIAN**
CKGB, Timmins, Ont., Can.

**GAY, WILLIAM**
KNX, Los Angeles, Calif.

**GAYLORD, CHESTER**
WTAG, Worcester, Mass.

**GAYMAN, L. VAUGHN**
WKBB, Dubuque, Iowa.

**GEARHART, LYNN**
WSUN, St. Petersburg, Fla.

**GEIS, BOB**
WHBC, Canton Ohio.

**GENSEL, CARL**
WXYZ, Detroit, Mich.

**GEORGE, ABNER B.**
KOBH, Rapid City, S. D.

**GEORGE, LEE**
WTMV East St. Louis, Ill.

**GIBBS, DELL**
WRUF, Gainesville Fla.

**GIBBS, LAWRENCE**
KMLB, Monroe La.

**GIBNEY, HAL**
NBC, From Hollywood Today, Muted Rhythm Hawthorne House.

**GIBNEY, JACK**
WRBL, Columbus Ga.

**GIBSON, JIM**
KECA KFI, Los Angeles Calif.

**GILBERT, A. V.**
WIBA Madison Wisc.

**GILBERT, GALEN**
KUOA, Siloam Springs, Ark.

**GILFOY, JAMES E.**
KGCU, Mandan, N. D.

**GILLELAND, HERBERT**
WTOL, Toledo, Ohio.

**GILLESPIE, JOSEPH**
KPO & KGO San Francisco, Calif.

**GILMORE, ARTHUR**
KNX, Los Angeles, Calif.

**GIRARD, PAUL**
WBAL, Baltimore, Md.

**GLADSTONE, HENRY**
WHN, New York, N. Y.

**GLENN, JOE**
WMMN, Fairmont, W. Va.

**GODDARD, DON**
NBC Peter Paul Presents Goodyear Farm Radio News.

**GODWIN, AL**
WWL, New Orleans, La.

**GODWIN, C. V.**
CKCA, Kenora, Ont., Can.

**GOERNER, R. V.**
KROW Oakland, Calif.

**GOERSS, JON**
WJLS, Beckley, W. Va.

**GOFF, WILLBY**
WGH, Newport News, Va.

**GOLDBERG, RUBIN**
WLTH, Brooklyn N. Y.

**GOLDER, HARRY**
WXYZ Detroit, Mich.

**GOLDRICK, ROBERT**
WNBH, New Bedford, Mass.

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**GOODMAN, HERALD**
KVOO, Tulsa, Okla.

**GOODSON, MARK**
KFRC, San Francisco, Calif.

**GOODWIN, BILL**
NBC. The Pepsodent Show, Al Pearce and His Gang.

**GOODWIN, HAL**
WHAI. Greenfield, Mass.

**GOODWIN, SID**
KECA - KFI, Los Angeles, Calif.

**GORDON, BILL**
KHJ. Los Angeles, Calif.

**GORDON, WILLIAM**
WAIR, Winston-Salem, N. C.

**GORSUCH, KEN**
KFFM. Albuquerque, N. M.

**GOSS, FRANK**
KFWB, Los Angeles, Calif.

**GOUGH, JAMES**
WMFF. Plattsburg, N. Y.

**GOULDING, PHIL**
WLLH, Lowell, Mass.

**GOURLAY, DOUGLAS**
KDYL, Salt Lake City, Utah.

**GOVE, ELLIOTT**
WSYR, Syracuse, N. Y.

**GOW, GEORGE**
WCHS, Charleston, W. Va.

**GOW, G.**
CJOC, Lethbridge, Alberta, Can.

**GRACE, TED**
WJR, Detroit, Mich.

**GRAHAM, FRANK**
KNX, Los Angeles, Calif.

**GRAHAM, FRED**
KVOD, Denver, Colo.

**GRAHAM, JOSEPH**
WCKY, Cincinnati, Ohio.

**GRAHAM, TODD**
CKGB, Timmins, Ont., Can.

**GRAHAM, WALTER**
WMAZ, Macon, Ga.

**GRAM, RALPH**
WWNC, Asheville, N. C.

**GRAMS, HAROLD**
KSD, St. Louis, Mo.

**GRANBY, SUMNER**
WCAE, Pittsburgh, Pa.

**GRANT, JOSEPH**
WMEX, Boston, Mass.

**GRANT, TAYLOR**
KWK, St. Louis, Mo.

**GRANTHAM, DOUGLAS**
WGRM, Grenada, Miss.

**GRAUER, BEN**
NBC. Jergen's Journal, George Jessel's Celebrities,Mr. Keen Tracer of Lost Persons, Pot O' Gold, Kay Kyser's College of Musical Knowledge, Magic Key of RCA, Name the Place, What Would You Have Done?

**GRAY, GORDON**
WCPO, Cincinnati, Ohio.

**GRAY, HAROLD**
WBIG, Greensboro, N. C.

**GRAY, HOWARD**
KFVD, Los Angeles, Calif.

**GRAY, JOHN**
WDOD, Chattanooga, Tenn.

**GRAY, R.**
CKMO, Vancouver, B. C., Can.

**GREEN, ART**
Weekly Swing Session and Candid Microphone WMCA, Sunday Morning Swing Concert WNEW, Housewive's Prom WHN.

**GREEN, GILBERT**
WLTH, Brooklyn, N. Y.

**GREEN, JOHNNY**
NBC. Johnny Presents, Breezin' Along.

**GREENE, R. G.**
KIEV, Glendale, Calif.

**GREENICE, FRED**
KMA, Shenandoah, Iowa.

**GREENWOOD, WARREN M.**
WHAI. Greenfield, Mass.

**GREEP, MALCOLM**
WOMI, Owensboro, Ky.

**GREER, KENNETH**
WKAR, East Lansing, Mich.

**GREGORY, BOB**
WCBS, Springfield, Ill.

**GREGSON, JACK**
KSFO, San Francisco, Calif.

**GRESHAM, J. A.**
KTAR, Phoenix, Ariz.

**GREY, BOB**
WMBH, Joplin, Mo.

**GRIFFIN, WAYNE**
KFYR, Bismark, N. D.

**GRIFFITH, LESTER**
WENR-WMAQ, Chicago, Ill.

**GRINDE, K.**
KXRO, Aberdeen, Wash.

**GRISSOM, GENE**
WMPS, Memphis, Tenn.

**GROETHE, RONALD**
WCAT, Rapid City, S. D.

**GROSE, JOHN PAUL**
KFXD, Nampa, Idaho.

**GROSS, ELLIOT F.**
WFMD, Frederick, Md.

**GROSS, LOUIS**
WPEN, Phila., Pa.

**GROVER, JOHN**
KGO & KPO, San Francisco, Calif.

**GRUBER, JOHN**
WKBH, La Crosse, Wisc.

**GUDELSKY, HILLIARD**
WKBZ, Muskegon, Mich.

**GUERRA, HENRY**
WOAI, San Antonio, Texas.

**GUINAN, JACK**
WGBI, Scranton, Pa.

**GULLEY, PHIL**
WJDX, Jackson, Miss.

**GUNN, GEORGE**
WMAL WRC, Washington, D. C.

**GUY, AUBREY**
WMC, Memphis, Tenn.

**GUY, BILL**
KFPL, Dublin, Texas.

**GUY, PAUL**
CKCA, Edmonton, Alberta, Can.

**GUYAN, GEORGE**
KFRU, Columbia, Mo.

**GUYER, SANDY**
WPEN, Phila., Pa.

## — H —

**HADFIELD, BEN**
WAAB-WNAC, Boston, Mass.

**HAIDEN, REG**
WFOR, Hattiesburg, Miss.

**HAIGHT, ALDEN**
WELL, Battle Creek, Mich.

**HALBROOK, HOWARD**
KTEM, Temple, Texas.

**HALE, ALAN**
WISN, Milwaukee, Wisc.

**HALE, ARTHUR**
MBS. Listen America.

**HALE, CALVIN L.**
KSEI, Pocatello, Idaho.

**HALE, CECIL**
WFAA, Dallas Texas.

**HALEY, BILL**
KFRU, Columbia, Mo.

**HALL, ARTHUR SEYMOUR**
WCOP, Boston, Mass.

**HALL, HARRY**
KFWB, Los Angeles, Calif.

**HALL, THOMAS**
KXA, Seattle, Wash.

**HALLE, DEXTER**
WBNX, New York, N. Y.

**HALLOREN, RYAN**
KWNO, Winona, Minn.

**HALPERN, DAVID HALE**
MBS. Listen Ameriea.

**HALTEMAN, CHARLES**
WTOL, Toledo, Ohio.

**HAMANN, RUBY**
WCOU, Lewiston, Maine.

**HAMILTON, BENSON**
CKNX, Wingham, Ont., Can.

**HAMILTON, GENE**
NBC. NBC Symphony Orchestra, Voice of Firestone.

**HAMLIN, DAVE**
KVAK, Atchinson, Kans.

**HAMMOND, FRED**
KPAB, Laredo, Texas.

**HAMRICK, EARLE A.**
WBRE, Wilkes Barre, Pa.

**HAMRICK, HOWARD**
WRAL, Raleigh, N. C.

**HAMURA, SHOICHI**
KTOH, Lihue, Hawaii.

**HANAFORD, JACK**
KHSL, Chico, Calif.

**HANAUER, BERT**
WFBR, Baltimore, Md.

**HANAWALT, CLARE**
KXA, Seattle, Wash.

**HANNAMAN, GEORGE**
WJBL, Decatur, Ill.

**HANSEN, WALTER**
WRR, Dallas, Texas.

**HANSON, BOB**
KUTA, Salt Lake City, Utah.

**HANSON, MARK**
KFEL, Denver, Colo.

**HARBIN, DAVID**
WPIC, Sharon, Pa.

**HARDEN, FRANK**
WBIG, Greensboro, N. C.

**HARDING, AL**
WCCO, Minneapolis, Minn.

**HARKINS, STERLING**
KSD, St. Louis, Mo.

**HARLEY, WM. G.**
WHA, Madison, Wisc.

**HARMAN, JAMES M.**
WRDW, Augusta, Ga.

**HARPER, JACK**
WNBH, New Bedford, Mass.

**HARPER, TRO.**
KSFO, San Francisco, Calif.

**HARRICE, CY.**
NBC. The National Barn Dance.

**HARRINGTON, NORMAN**
KGLU, Safford, Ariz.

**HARRIS, BUDDY**
WRR, Dallas, Tex.

**HARRIS, ELLIS**
KDAL, Duluth, Minn.

**HARRIS, GLENN**
KYSM, Mankato, Minn.



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**HART, DON**
WMFF, Plattsburgh, N. Y

**HART, ELIZABETH**
WENR-WMAQ Chicago, Ill

**HART, W. R.**
CKBI, Prince Albert, Sask

**HARTMAN, M.**
WHFC, Cicero Ill.

**HARTRICK, GEORGE**
WTAM, Cleveland Ohio

**HARVEY, DON**
KSOO KELO, Sioux Falls S. D.

**HARVEY, WALTER**
WAAB WNAC, Boston, Mass

**HARWELL, RICHARD**
KRGV, Westlaco, Texas

**HASBROOK, DICK**
WJMS, Ironwood, Mich.

**HATTER, WALLA**
KSCJ, Sioux City, Ia

**HAUGHT, HAROLD**
WPAR, Parkersburg, W. Va

**HAVENS, LEWIS**
WGCM, Mississippi City, Miss

**HAWKINS, DON**
KSTP, St. Paul, Minn

**HAWLEY, MARK**
Transradio News WOR, Fred Allen Show NBC, Georgy Celebrates NBC, Little Old New York NBC.

**HAWORTH, WILLIAM**
KHJ, Los Angeles, Calif

**HAWTHORNE, BEN**
WTIC, Hartford Conn

**HAYDEN, JAMES A.**
WARD, Brooklyn, N. Y

**HAYNES, LANDON**
KGAR, Tucson, Ariz.

**HAYNES, RICHARD**
KRIC, Beaumont, Texas

**HAYWORTH, HERBERT**
WGL, WOWO, Fort Wayne Ind

**HAZAN, MAURICE**
KGER Long Beach, Calif

**HEATLIE, REYNOLD**
KXRO, Aberdeen, Wash.

**HEGARD, KEN**
WRJN Racine, Wisc

**HEGELUND, FRED**
KGO KPO, San Francisco Calif.

**HELEN, DILLEN**
WAGM, Presque Isle, Maine

**HELEZER, WALTER**
WEDC, Chicago, Ill.

**HELFER, AL**
WOR, Newark, N. J.

**HELQUIST, JOHN C.**
KTSM, El Paso, Texas.

**HELSER, PETE**
WALR, Zanesville, Ohio

**HELTON, BERNARD P.**
WACO, Waco, Texas.

**HENDERSON, BOB**
KORE, Eugene, Ore

**HENDERSON, BROOKS**
KSTP, St. Paul, Minn.

**HENDERSON, SAMUEL G.**
WGAN, Portland, Maine.

**HENDRICKSON, BOB**
WAGM, Presque Isle, Maine

**HENDRIX, JAMES**
WMOB, Mobile, Ala

**HENNESY, JIM**
KXOK, St. Louis, Mo

**HENRY, LEW**
WCLE, Cleveland, Ohio, WHK

**HERGET, JOE**
WCHS, Charleston W. Va

**HERLIHY, ED**
NBC Jack Berch and His Boys, Mr. District Attorney Irene Rich, The Budd Show Just Plain Bill, Swing To Chiclets.

**HERRIN, WELDON**
WTOC, Savannah, Ga

**HERSON, BILL**
WBAL, Baltimore Md

**HEWETSON, H. B.**
CFCF, Montreal, Quebec, Can

**HEYDE, BUD**
KGO & KPO, San Francisco Calif.

**HEYWORTH, DON**
KYW, Philadelphia, Pa.

**HICHMAN, HENRY**
WFBR, Baltimore, Md.

**HICKOX, RICHARD T.**
WLAW, Lawrence, Mass

**HICKS, CHARLES**
WSOC, Charlotte, N. C.

**HICKS, GEORGE**
NBC Calsodent Presents Death Valley Days, The Man From Cook's Gliding Swing Names Make News, The ABC of NBC.

**HICKS, JOHN**
WTAM, Cleveland, Ohio

**HIEBERT, AUGUST**
KFAR, Fairbanks, Alaska

**HIGGINS, FRANCIS**
WDAN, Danville, Ill

**HIGHTOWER, BILL**
WIOD, Miami, Fla.

**HILBURN, WILLIAM**
KXOX, Sweetwater, Texas

**HILL, CHARLES**
WIBW, Topeka Kans

**HILL, DON**
WAVE, Louisville Ky

**HILL, EDWARD**
WBNX New York N. Y

**HILL, EDWIN C.**
NBC

**HILL, JACK**
CJRM, Regina Sask Can

**HILL, ROY**
WHIS, Bluefield W. Va

**HILL, R. T.**
CKSO, Sudbury Ont Can

**HILL, ZACK**
WPAD, Paducah Ky

**HILLEAREY, PERRY**
KELA, Centralia and Chehalis, Wash

**HILLEARY, PERRY**
KLO, Ogden, Utah

**HILLIE, BOB**
KXOK, St. Louis, Mo

**HINDS, BILL**
KDKA, Pittsburgh Pa.

**HIRSCH, RUSSELL**
WCMI, Ashland, Ky.

**HITCHCOCK, JOHN**
KFOR, Lincoln Nebr

**HITE, ROBERT**
WXYZ, Detroit Mich

**HOAR, JOHN S.**
WTMA, Charleston, S. C

**HOBGOOD, ROBERT**
WOMI, Owensburg, Ky.

**HODGE, TED**
WNLC, New London, Conn

**HODGES, GILBERT**
WTAG, Worcester Mass

**HODGES, HILTON**
WIBW, Topeka, Kans

**HODGES, RUSS**
WBT Charlotte, N. C

**HOFFMAN, FRANCES**
KTHS, Hot Springs, Ark

**HOGAN, GEORGE**
CBS The Man I Married

**HOLBROOK, ART**
WIBW, Topeka, Kans

**HOLBROOK, JACK**
WMIN, St. Paul Minn. & KSYM Mankato, Minn

**HOLD, ELLIOTT**
WRDO, Augusta, Maine

**HOLDEN, JACK**
NBC The National Barn Dance.

**HOLDER, EARL**
WGNC, Gastonia, N. C.

**HOLMES, THURSTON**
WHOM, Jersey City, N. J

**HOLMES, WALTER**
WBNX, New York, N. Y

**HOLT, ORIAL**
WCLS, Joliet, Ill

**HOLTMAN, JOHN**
WENR-WMAQ, Chicago Ill

**HOMERSHAM, D.**
CFJC, Kamloops, British Columbia Can.

**HOOPER, JACK**
WMBG Richmond Va

**HOPKINS, DON**
KGVO Missoula, Mont

**HORN, ROBERT**
WCAM, Camden, N. J

**HORTON, TED**
WGBR, Goldsboro N. C

**HOSKINS, JAMES**
WLOK, Lima, Ohio

**HOUSEMAN, KENNETH**
WHAI Greenfield Mass

**HOUSH, MERLE**
WLS Chicago Ill.

**HOWARD, DENNIS**
WLLH Lowell, Mass

**HOWARD, HERBERT**
WNAX Yankton S. D. Pot O' Gold Sunset Trail Rodeo Recess.

**HOWARD, LEO**
KOAM, Pittsburg, Kans

**HOWARD, MARC**
WDWS Champaign Ill

**HOWELL, CLIF**
KNX, Los Angeles, Calif.

**HOWELL, REX**
KFXJ, Grand Junction, Colo

**HOWLE, CONRAD**
WMBG, Richmond, Va.

**HOYT, LEE**
WIBW, Topeka, Kans

**HUBER, DICK**
KTRI, Sioux City, Iowa

**HUBER, RUS**
WKBH, La Crosse, Wisc

**HUDDLE, DON**
WJAG, Norfolk, Nebr

**HUDSON, JACK**
WGTM, Wilson, N. C

**HUFFINGTON, WALTER**
WPTF, Raleigh, N. C

**HUGHES, JAMES**
KGFX, Pierre, S. D

**HUGHES, JUDD**
WNBF, Binghamton N. Y



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**HUGHES, RUSH**
NBC.

**HULL, MARTHA**
WDZ, Tuscola, Ill.

**HULL, WARREN**
NBC. Good News of 1940.

**HULWI, JAMES**
WEAU, Eau Claire, Wisc.

**HUMPHREY, ED**
WJJD, Chicago, Ill.

**HUNNICUTT, MIKE**
WKRC, Cincinnati, Ohio.

**HUNTER, CHARLES**
WMRO, Aurora, Ill.

**HURD, BOB**
KFPY, Spokane, Wash.

**HURD, JOE**
WFDF, Flint, Mich.

**HURLEIGH, ROBERT**
WFBR, Baltimore, Mich.

**HURT, EDIDE**
KFXD, Nampa, Idaho.

**HUSEBY, LARRY**
KMO, Tacoma, Wash.

**HUSSEY, TOM**
WAAB-WNAC, Boston, Mass.

**HUSTON, LOU**
KFOX, Long Beach, Calif.

**HYDE, DON**
WCLE, Cleveland, Ohio.
WHK.

**HYND, JUNE**
NBC. Guest Book, Let's Talk It Over.

## — I —

**INCH, MERRILL**
KOH, Reno, Nevada.

**INGHAM, BOB**
WTOL, Toledo, Ohio.

**INGLER, CLIFFORD K.**
WAWZ, Zarephath, N. J.

**INGLES, FRANK**
WJAX, Jacksonville, Fla.

**INGSTAD, ROBERT E.**
KOVC, Valley City, N. D.

**INNES, BOB**
WJIM, Lansing, Mich.

**IRVINE, L.**
CFCJ, Kamloops, B. C., Can.

**IRWIN, BOB**
WROK, Rockford, Ill.

**IRWIN, JERRY**
KTKC, Visalia, Calif.

**IRWIN, PHILIP**
KEX-KGW, Portland, Ore.

**IVAN, IGOR**
WMPS, Memphis, Tenn.

## — J —

**JACKSON, FRANK**
KGFF, Shawnee, Okla.

**JACKSON, GLEN**
WHIO, Dayton, Ohio.

**JACKSON, HERBERT**
KSOO KELO, Sioux Falls, S. D.

**JACKSON, JAY**
WBNS, Columbus, Ohio.

**JACKSON, RILEY**
WJBC, Bloomington, Ill.

**JACOBS, ED**
WNEW, New York, N. Y.

**JACOBS, JOHN**
KMOX, St. Louis,, Mo.

**JACOBSEN, MARTIN**
WCFL, Chicago, Ill.

**JACOBSON, LESTER**
KWG, Stockton, Calif.

**JAEGER, JOHN**
WNEW, New York, N. Y.

**JAMES, GLEN**
WHBL, Sheboygan, Wisc.

**JAMES, HUGH**
NBC. Lowell Thomas Program.

**JAMESON, KEITH**
WMBD, Peoria, Ill.

**JANAVER, RICHARD**
WQXR, New York, N. Y.

**JANNEY, ED**
KGGM, Albuquerque, N. M.

**JANSEN, EDWARD J.**
KOL, Seattle, Wash.

**JARIVS, PELL**
KFPL, Dublin, Texas.

**JARZEMBOWSKI, CASIMIR**
WHOM, Jersey City, N. J.

**JAYNE, FRANK**
WELL, Battle Creek, Mich.

**JENKINS, ALUN**
WCLE, Cleveland, Ohio WHK.

**JENKINS, BYRON**
WMOB, Mobile, Ala.

**JENKINS, RON**
WSOC, Charlotte, N. C.

**JENKINS, RONALD**
WJNO, West Palm Beach, Fla.

**JENSEN, RUSSELL**
WJAG, Norfolk, Nebr.

**JOB, F.**
CKOC, Hamilton, Ont., Can.

**JOHNANSEN, CHRIS**
WGKJ, Charleston, W. Va.

**JOHNS, RUSS**
WNYC, New York, N. Y.

**JOHNS, WILLIAM**
WTFL, Fort Lauderdale, Fla.

**JOHNSON, ARVID**
KVOX, Moorehead, Minn.

**JOHNSON, CLIFFORD T.**
KFOR, Lincoln, Nebr.

**JOHNSON, DICK**
KTOK, Oklahoma City, Okla.

**JOHNSON, IRWIN A.**
WBNS, Columbus, Ohio.

**JOHNSON, MELVIN**
KDON, Monterey, Calif.

**JOHNSON, MOTT**
KMA, Shenandoah, Iowa.

**JOHNSON, OWEN**
WDGY, Minneapolis-St. Paul, Minn.

**JOHNSON, PARKS**
NBC.

**JOHNSON, TED**
KMMJ, Clay Center, Nebr.

**JOHNSON, WAYNE**
WKBN, Youngstown, Ohio.

**JOHNSTON, MARVIN**
KFXD, Nampa, Idaho.

**JOHNSTONE, BILL**
WDEV, Waterbury, Vt.

**JOHNSTONE, BILL**
NBC. One of the Finest.

**JONES, HOWARD**
WIP, Phila., Pa.

**JONES, MERWIN**
KFBK, Sacramento, Calif.

**JONES, PAUL**
WFLA, Tampa, Fla.

**JONES, ROBERT**
WMAS, Springfield, Mass.

**JORDAN, HARRY**
KOMO-KJR, Seattle, Wash.

**JORDAN, MAITLAND**
KOMO-KJR, Seattle, Wash.

**JOSLYN, SALLY**
KROC, Rochester, Minn.

**JOURNEAY, TOM**
KRBC, Abilene, Texas.

**JOY, WILLARD**
WRBL, Columbus, Ga.

**JOYNER, RED**
WHKC, Columbus, Ohio.

## — K —

**KALER, RAN**
WFAS, White Plains, N. Y.

**KALUSCHE, EARL**
KWK, St. Louis, Mo.

**KAMPE, MEL**
WIL, St. Louis, Mo.

**KARL, MAX**
WCCO, Minneapolis, Minn.

**KARN, BILL**
WFAA, Dallas, Texas.

**KARNSTEDT, CAL**
KSTP, St. Paul, Minn.

**KEARNS, DOUG**
WNBC, New Britain, Conn.

**KEATHLY, HAMPTON**
KPRC, Houston, Texas.

**KEATING, LARRY**
NBC. Parent's Pow Wow, Bennie Walker's Homestead Amateur Hour.

**KECKI, MICHAEL**
WHOM, Jersey City, N. J.

**KEECH, KELVIN**
NBC. Hilda Hope M. D., Crawford Clothes Presents Jimmy Walker.

**KEEFE, HOWARD**
WSPR, Springfield, Mass.

**KEEGAN, FRANK**
KGKO, Fort Worth, Texas.

**KEEHN, NEAL**
KMBC, Kansas City, Mo.

**KELLEY, BOB**
WGAR, Cleveland, Ohio.

**KELLEY, RODNEY**
WSKB, McComb, Miss.

**KELLY, ARTHUR**
WHAM, Rochester, N. Y.

**KELLY, CHARLES**
WROL, Knoxville, Tenn.

**KELLY, GEORGE W.**
KCMC, Texarkana, Texas.

**KELLY, JACK**
WKHB, La Crosse, Wisc.

**KELLY, TOM**
KGBX-KWTO, Springfield, Mo.

**KELSEY, JOHN**
WCSH, Portland, Maine.

**KELSO, BILL**
KFVD, Los Angeles, Calif.

**KEMPER, HOWARD**
KRBC, Abilene, Texas.

**KEMPER, LOU**
KVOO, Tulsa, Okla.

**KENNEDY, BILL**
NBC. Do You Remember?

**KENNEDY, JOHN M.**
KFAC, Los Angeles, Calif.

**KENNEDY, KEN**
WDAY, Fargo, N. D.

**KENNEDY, RAYMOND**
WRUF, Gainesville, Fla.

**KENNEDY, S. R.**
CFCY, Charlottetown, P.E.I., Can.

**KENT, ALAN**
The O'Neills NBC, Hobby Lobby NBC, Sensations in Swing NBC, Battle of the Sexes NBC, Jane Arden NBC, Alice Blair MBS.

**KENT, BOB**
WMMN, Fairmont, W. Va.

**KENT, CARL**
WGJK, Charleston, W. Va.

**KENT, HAL**
WNBF, Binghamton, N. Y.

**KENT, LEW**
WMAZ, Macon, Ga.

**KENT, WILLIAM**
WMFF, Plattsburg, N. Y.



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**KEPHART, WILLIAM**
WENR & WMAQ, Chicago, Ill

**KEPNER, ARCH**
WQXR, New York, N. Y.

**KERN, BRUCE**
WTIC, Hartford, Conn

**KERN, KEN**
WCLS, Joliet Ill

**KERNS, HERB**
KDRO, Sedalia, Mo

**KERNS, ROY**
WKY, Oklahoma City, Okla

**KERR, JOHN**
WICA, Ashtabula, Ohio

**KERWOOD, ORIE**
WNAX, Yankton, S. D. Devotional Reader, Happy Jack's Oldtimers.

**KESTEN, ROBERT**
CKGB, Timmins Ont., Can.

**KIERSEY, AL**
KWFT, Wichita Falls, Texas

**KILGORE, JERRY**
KARM, Fresno Calif

**KILLIAN, GEORGE**
KOVO Provo Utah

**KILMER, BILL**
KFDA, Amarillo Texas

**KIMBALL, MRS.**
KROC, Rochester, Minn

**KIMBALL, TED**
KSL, Salt Lake City, Utah

**KIMMELL, HAROLD**
KWFT, Wichita Falls, Texas

**KING, A. C.**
WEEI, Boston, Mass.

**KING, ALLYN**
WCOV, Montgomery Ala.

**KING, EDWARD**
KGO & KPO, San Francisco Calif.

**KING, FULTON**
WSVA, Harrisonburg Va.

**KING, LAWRENCE**
KAST, Astoria, Ore

**KING, ROGER**
KOMA Oklahoma City Okla

**KINGSLEY, BOB**
WJBW, New Orleans La

**KINZEL, JACK**
KIRO, Seattle Wash

**KIRBY, DURWOOD**
NBC, Kaltenmeyer's Kinder karten, Ransom Sherman Presents.

**KIRBY, JIMMY**
WRGA, Rome, Ga.

**KIRBY, KLEVE**
WWL New Orleans, La

**KIRBY, LEE**
WBT Charlotte, N. C

**KIRK, JOHN**
KOB, Albuquerque, N. M.

**KIRK, JOHN**
WMBG Richmond, Va.

**KISTER, GEORGE**
KMMJ Clay Center, Nebr

**KISTLER, GLEASON**
WDAN Danville, Ill

**KITTELL, CLYDE**
MBS, Name Three.

**KITTS, ED**
WHIS, Bluefield W. Va

**KLIMENT, ROBERT**
WEBR, Buffalo, N. Y

**KLINE, HAROLD**
WJAG, Norfolk, Nebr.

**KNAPP, CLINT**
KROC Rochester, Minn

**KNAPP, TED**
KRIC Beaumont, Texas

**KNEASS, DONALD**
KEX-KGW Portland, Ore.

**KNIGHT, FRANK**
WOR, Newark, N. J.

**KNIGHT, KIRK**
WEXL, Royal Oak, Mich

**KNOPF, ELMER**
WFDF, Flint, Mich.

**KNOX, JIM H.**
WTFL, Fort Lauderdale, Fla

**KNOX, RALPH**
WGL WOWO Fort Wayne Ind.

**KOBER, RUSS**
KGCO, Minnlan, N. D

**KRAMP, LARRY**

**KRAUSE, MARVIN**
KOCY, Oklahoma City, Okla

**KRAUSS, BERNARD**
WMFF, Plattsburg, N. Y

**KREUGER, FRANK**
WHOM, Jersey City, N. J

**KREY, TED**
WTCN, St. Paul-Minneapolis Minn

**KRUG, JR., K. E.**
KNOX, Sweetwater, Texas

**KRUG, PETER**
WEBR, Buffalo, N. Y

**KRUPP, ROGER**
WTCN, St. Paul Minneapolis Minn.

**KUAKENDALL, RADFORD**
KWSC, Pullman, Wash

**KYLER, JAMES F.**
WCLO, Janesville, W. Va

**KYSER, MARION**
WGCM, Mississippi City, Miss

## — L —

**LACY, JACK**
WNBC, New Britain, Conn

**LAFFEK, JACK**
KANS, Wichita Kans.

**LAFFEY, FRED P.**
WLAW Lawrence, Kans

**LA FORCE, CHARLES**
WEMP, Milwaukee, Wisc.

**LaFRANO, TONY**
KHJ, Los Angeles Calif

**LaGRAVE, JR., ED**
KUSD, Vermillion S. D

**La HAYE, LOUIS**
WICC, Bridgeport, Conn

**LAING, GIL**
KSRO Santa Rosa, Calif

**LAKE, CHARLES**
WKBN, Youngstown, Ohio

**LAKE, J. B.**
KVOO Tulsa, Okla.

**LALONDE, JEAN**
CKAC, Montreal, Quebec, Can

**LAMB, RUSS**
KFJZ Fort Worth, Texas

**LANE, BERT**
KMBC Kansas City Mo.

**LANG, BILL**
KYW Philadelphia, Pa.

**LANG, FRED**
WAAB WNAC, Boston Mass

**LANG, JUNE**
KDAL, Duluth, Minn

**LANSING, HAL**
WTCN, St. Paul Minneapolis Minn.

**LANTZ, JR., JAMES**
KSAL Salina, Kans

**LANTZ, STANLEY**
WJBC, Bloomington, Ill

**LA PLANTE, ROY**
WFIL, Philadelphia, Pa

**LATEAU, HERBERT**
KVOO, Tulsa, Okla.

**LATHAM, JACKSON**
KNA Seattle Wash.

**LATHAM, WAYNE, HENRY**
WSPR, Springfield, Mass.

**LAUGHNER, ROL**
WGIL, Galesburg, Ill.

**LAURIE, BILL**
KONO, San Antonio, Texas.

**LAUX, FRANCE**
KMOX, St. Louis, Mo.

**LAUX, ROGER**
KEHI, El Dorado, Ark.

**LA VAL, JEAN**
WMAN Mansfield Ohio

**LA VALLE, AL**
WEDC, Chicago, Ill.

**LAWRENCE, BILL**
I Want A Divorce NBC, Union Oil Opera Series CBS, Tuesmiths CBS

**LAWRENCE, DAN**
KRNT, Des Moines Iowa.

**LAWRENCE, GEORGE**
CKCK, Regina, Sask Can

**LAWRENCE, JERRY**
WOR, Newark N. J

**LAWTON, JOEL**
WFBC, Greenville S. C

**LAYMAN, CARROLL**
WDWS, Champaign, Ill

**LEAKE, H. H.**
WNAD, Norman, Okla.

**LEAMAN, HAROLD**
WICA Ashtabula, Ohio.

**LE BRUN HARRY**
WHEC, Rochester N. Y.

**LEE, BOB**
WTAD Quincy, Ill.

**LEE, CLETE**
KIDO, Boise Idaho

**LEE, H. W.**
WMFD, Wilmington N. C

**LEE, JACK**
WHAM, Rochester, New York.

**LEE, R. E.**
KWLC Decorah, Iowa.

**LEE, ZEB**
WISE Asheville, N. C

**LEFEVRE, NED**
WFBM, Indianapolis, Ind.

**LEFTWICH, ALEXANDER**
WNYC, New York N. Y

**LEGARE, ED**
WAYX Waycross, Ga

**LEHIGH, ROBERT**
WCSC, Charleston S. C

**LEISFIELD, HOWARD**
WRRL, Richmond, Va.

**LEMEN, MATT**
KVOA Tucson Ariz.

**LEMOND, L. R.**
WPAD, Paducah Ky

**LEONARD, JIMMY**
NBC The Plantation Party

**LEOPIZZI, A.**
WPEN, Phila., Pa

**LE ROY DICK**
WGL, Fort Wayne, Ind.

**LESTER, KEN**
WTAG Worcester, Mass.

**LEVERTON, ORVILLE**
WSAU, Wausau, Wis

**LEVINE, HERMAN**
WHOM, Jersey City N. J

**LEVITAN, SAM L.**
KDAL, Duluth Minn

**LEVY, BERNARD**
WRDW, Augusta, Ga

**LEWIS, A.**
CJOC, Lethbridge Alberta Can.

**LEWIS, DON**
WWL, New Orleans, La.

**LEWIS, HOWARD**
WHJB, Greensburg Pa.

**LEWIS, JACK**
KARK, Little Rock, Ark

**LEWIS, MARYLYN**
KFXJ, Grand Junction, Colo.



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**LEWIS, RALPH**
WTAD, Quincy, Ill.
**LEWIS, ROBERT**
KGLO, Mason City, Iowa.
**LEWIS, ROBERT**
KGLO, Mason City, Iowa.
**LEWIS, ROBERT**
KUJ, Walla Walla, Wash.
**LEYDEN, BILL**
WCFL, Chicago, Ill.
**LIBBY, JOHN**
WCOU, Lewiston, Maine.
**LILES, MARDI**
WWNC, Asheville, N. C.
**LINDSAY, A. W.**
WXRO, Aberdeen, Wash.
**LINDSEY, JOHN**
WHIS, Bluefield, W. Va.
**LINEBERGER, EBER**
WFBC, Greenville, S. C.
**LINFOOT, VICTOR**
WWJ, Detroit, Mich.
**LINK, LOUIS J.**
WSUN, St. Petersburg, Fla.
**LINN, JR., J. B.**
KFYO, Lubbock, Texas.
**LINN, KEN**
KTUL, Tulsa, Okla.
**LINTHICUM, WALTER**
WBAL, Baltimore, Md.
**LITTLE, BOB**
WOL WOWO, Fort Wayne, Ind.
**LITTLE, JACK**
NBC. Standard Oil Symphony Hour.
**LIVEZEY, TOM**
WPEN, Phila., Pa.
**LLOYD, JOHN**
WTHT, Hartford, Conn.
**LLOYD, MELVIN**
WCOL, Columbus, Ohio.
**LOCKWOOD, BOB**
WATR, Waterbury, Conn.
**LOEB, O. W.**
CJCB - CJCX, Sydney, Nova Scotia, Can.
**LOFFLER, GENE**
KRNT, Des Moines, Iowa.
**LONDON, JACK**
KWNO, Winona, Minn.
**LONDON, LEW**
WPEN, Phila., Pa.
**LONG, DEANE**
WSAL, Salisbury, Md.
**LONG, RUSSELL**
WCSC, Charleston, S. C.
**LONGSTREET, R. L.**
WFMD, Frederick, Md.
**LONGWELL, BOB**
WIBC, Indianapolis, Ind.
**LOOSE, CARL**
WPAR, Parkersburg, W. Va.
**LOUDON, GORDON**
KALB, Alexandria, La.
**LOVE, LEWIS**
WACO, Waco, Texas.
**LOWE, DON**
NBC. Lorenzo Jones.
**LOWE, MOWRY**
WEAN, Providence, R. I.
**LOWE, NORINE**
WWNC, Asheville, N. C.
**LUCAS, BEN**
WRDW, Augusta, Ga.
**LUCAS, MARK**
WALR, Zanesville, Ohio.
**LUDGATE, STERLING**
WPRO, Providence, R. I.
**LUDLAM, KENNEDY**
WOV, New York, N. Y.
**LUDWIG, LYELL**
WCLO, Janesville, W. Va.
**LUEDEKE, HARRY**
WMBD, Peoria, Ill.
**LUEDKE, CHARLES**
KGVO, Missoula, Mont.
**LUKINS, HARRY**
WAVE, Lexington, Ky.
**LUTH, JACK**
WHOM, Jersey City, N. J.
**LUTHER, PAUL**
NBC. Inside Story.
**LUTZ, CHARLES V.**
WKRC, Cincinnati, Ohio.
**LYMAN, PETER**
WTCN, St. Paul-Minneapolis, Minn.
**LYNCH, CECIL**
KTRB, Modesto, Calif.
**LYNCH, CHARLES**
WATR, Waterbury, Conn.
**LYON, CHARLES**
NBC. Girl Alone.
**LYON, EDDIE**
KTUL, Tulsa, Okla.
**LYON, TED**
KWBG, Hutchinson, Kans.
**LYONS, DON**
WSAZ, Hutington, W. Va.
**LYONS, ROGER**
WOR, Newark, N. J.
**LYTLE, HARRY**
WBNS, Columbus, Ohio.

## — M —

**McAULEY, TERRY**
WEW, St. Louis, Mo.
**McBRIDE, LESTER**
KGLU, Safford, Ariz.
**McBRIDE, W. G.**
WDBO, Orlando, Fla.
**McCAIN, BILL**
WBRC, Birmingham, Ala.
**McCALL, DON**
WEBC, Duluth, Minn.
**McCANN, JAMES J.**
WIBG, Glenside, Pa.
**McCARTHY, CHARLES F.**
WHN, New York, N. Y.
**McCARTHY, FRANK**
WBRK, Pittsfield, Mass.
**McCARTHY, JACK**
WXYZ, Detroit, Mich.
**McCARTHY, JIMMY**
WBRE, Wilkes Barre, Pa.
**McCARTHY, JOHN**
CKCV, Quebec, Quebec, Can.
**McCARTNEY, HOWARD**
KQV, Pittsburgh, Pa.
**McCAULEY, HOWARD**
KSRO, Santa Rosa, Calif.
**McCLAIN, DENNY**
WTJS, Jackson, Tenn.
**McCLANAHAN, STEELE**
WNOX, Knoxville, Tenn.
**McCLAY, JOHN L.**
WPG, Atlantic City, N. J.
**McCLEARY, WILLIAM**
KFKA, Greeley, Colo.
**McCLOURY, THOMAS**
WHBC, Canton, Ohio.
**McCORD, BILL**
KEX-KGW, Portland, Ore.
**McCORMACK, MALCOLM**
WBZ-WBZA, Boston & Springfield, Mass.
**McCORMICK, JOHN**
WBBM, Chicago, Ill.
**McCORMICK, STEPHEN J.**
WOL, Washington, D. C.
**McCOY, ROBERT**
WENR-WMAQ, Chicago, Ill.
**McCREARY, DOUG**
KTRB, Modesto, Calif.
**McCULLOCH, MARK**
WPIC, Sharon, Pa.
**McCULLOUGH, BILL**
WJR, Detroit, Mich.
**McCUMBER, W. H.**
KRLH, Midland, Texas.
**McDERMID, D.**
CKMO, Vancouver, B. C., Can.
**McDONALD, L. A.**
CFCY, Charlottetown, P.E.I., Can.
**McDONNELL, GENE**
KSOO KELO, Sioux Falls, S. D.
**McDOWELL, F.**
CJOC, Lethbridge, Alberta, Can.
**McELROY, EDDIE**
KWJJ, Portland, Ore.
**McELROY, JACK**
KTUL, Tulsa, Okla.
**McENIRY, MATTHEW**
KLZ, Denver, Colo.
**McGIVERN, FRANK**
WJBC, Bloomington, Ill.
**McGLOGAN, FRANK**
KSTP, St. Paul, Minn.
**McGOFFIN, W. M.**
KXRO, Aberdeen, Wash.
**McGOWAN, JAMES**
WFTC, Kinston, N. C.
**McGREW, JACK**
KPRC, Houston, Texas.
**McGUIRE, RAE**
WSKB, McComb, Miss.
**McGUIRE, RAY**
WGRM, Grenada, Miss.
**McHAIN, W. R.**
KIEV, Glendale, Calif.
**McHUGH, PHIL**
KPMC, Bakersfield, Calif.
**McILVAIN, HARRY**
WCAU, Phila., Pa.
**McININCH, NELSON**
KDYL, Salt Lake City, Utah.
**McINTIRE, CHARLES**
WMBH, Joplin, Mo.
**McINTOSH, EZRA**
WKNY, Kingston, N. Y.
**McINTYRE, FRANK**
KTSM, El Paso, Texas.
**McINTYRE, NEIL**
KHSL, Chico, Calif.
**McKAY, STEWART**
CJCA, Edmonton, Alberta, Can.
**McKEE, ALLEN**
KGFJ, Los Angeles, Chlif.
**McKEE, R. L.**
WHFC, Cicero, Ill.
**McKEE, ROY**
KGKO, Fort Worth, Texas.
**McKENZIE, E. T.**
WJBK, Detroit, Mich.
**McKENZIE, OTIS**
KTEM, Temple, Texas.
**McKENLAY, LYNN**
KSL, Salt Lake City, Utah.
**McKNIGHT, CECIL**
CKTB, St. Catbarines, Ont., Can.
**McKNIGHT, JOHN**
WDOD, Chattanooga, Tenn.
**McLAUGHLIN, FRANCIS**
WGBI, Scranton, Pa.
**McLAUGHLIN, FRANCIS J.**
WSAR, Fall River, Mass.
**McLAY, HARRY**
CJRM, Regina, Sask., Can.
**McLEAN, BOB**
CHAB, Moose Jaw, Sask., Can.
**McLEAN, LEONARD**
KWYO, Sheridan, Wyo.
**McLELLAN, W.**
CKCA, Kenora, Ont., Can.
**McLEOD, W.**
CFCJ, Kamloops, B. C., Can.
**McMASTER, JOHN J.**
WMEX, Boston, Mass.
**McMURRAY, E. H.**
WHBQ, Memphis, Tenn.
**McMURRAY, JAMES**
WSIX, Nashville, Tenn.
**McNAMARA, DON**
KECA-KFI, Los Angeles, Calif.



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**McNAMEE, GRAHAM**
NBC Four Star News Rudy Valley Variety Hour

**McNEIL, IDA A.**
KGFX, Pierre, South Dakota

**McNICHOL, JACK**
KFBB, Great Falls Mont

**McNULTY, CHARLES**
WDBJ, Roanoke, Va

**McNUTT, TOM**
WDZ, Tuscola, Ill

**McPHERSON, GAYLORD**
WDOD, Chattanooga, Tenn

**McQUIRE, MAC**
WSNJ, Bridgeton N J

**McRAE, J. B.**
CJGX, Yorkton Sask, Can

**McRANEY, BOB**
WSGN, Birmingham Ala.

**McREADY, S. W.**
KVAN, Vancouver Wash

**McWHORTER, DON**
WBLK, Clarksburg, W Va

**MABRY, BOB**
KWOC Poplar Bluffs Mo

**MacCAVILL, CARL**
CHGS, Summerside, Prince Edward Is, Can

**Mac DAUGALL, CHAS.**
CJCB-CJCX, Sydney Nova Scotia, Can.

**MACDONALD, ARCH**
WBZ-WBZA, Boston & Springfield, Mass.

**MacDONALD, JOHN C.**
WPIC, Sharon, Pa

**MacDONALD, RICHARD**
CKUA Edmonton Alberta Can.

**MacDONNELL, DANIEL**
WLAW, Lawrence Mass

**MacDONNELL, JOHN**
KLS, Oakland, Calif

**MacINTYRE, ROSS**
CKWX Vancouver, B. C. Can

**MACK, DON**
WGNC Gastonia N C

**MACK, FLOYD**
WOR, Newark N J

**MACK, KENT**
WCAT Rapid City S D

**MACK, WAYNE**
WGAR Cleveland, Ohio

**MacKENZIE, GEORGE**
WELL Battle Creek Mich

**MACKENZIE, NORRIS**
CJCA, Edmonton Alberta Can.

**MACKNIGHT, JOHN**
WDGY, Minneapolis St Paul Minn

**MACLEOD, ROBERT**
KFYR, Bismark, N D

**MacMILLAN, LOWELL**
WHEC, Rochester, N Y

**MacMURRAY, PHILLIP**
KDYL, Salt Lake City Utah

**MacNAMEE, DOUG**
WGBI, Scranton, Pa

**MACON, DON**
KCKN, Kansas City Kans

**MACY, BERNARD**
WISE, Asheville N C

**MACY, VIRG**
WJAG, Norfolk, Nebr

**MADDEN, MERRILL**
WCOL, Columbus, Ohio

**MADDOX, RALPH**
WJDX, Jackson Miss.

**MAGNUSON, J. WOODROW**
WHBF, Rock Island Ill

**MAHANEY, ROBERT**
WIBX, Utica, N. Y

**MALLEY, CAP**
WNAX, Yankton, S. D Post's Corner, Sunset Trail

**MALLOW, JOHN**
KFPY, Spokane, Wash

**MALLOY, LEO**
KSAN, San Francisco, Calif

**MALONEY, VINCENT**
WAAB-WNAC, Boston Mass.

**MALOUIN, ROY**
CKAC, Montreal, Quebec Can

**MALOY, JOHN D.**
WLAW, Lawrence, Mass

**MANN, HERB**
WRJN, Racine, Wisc.

**MANN, NORMAND**
KRLC, Lewiston, Idaho.

**MANNING, JOHN**
WBZ-WBZA, Boston & Springfield, Mass.

**MANNING, KNOX**
NBC, The Adventures of Sherlock Holmes, Melody and Madness.

**MANNING, RAY**
WIL, St. Louis Mo

**MANNS, WILLIAM**
WCAM Camden N J.

**MANOX, FRANK**
KROW Oakland Calif

**MANSFIELD, STAN**
KLO, Ogden, Utah

**MARCELLE, LOU**
KFWB Los Angeles, Calif.

**MARCH, MILTON**
WSNJ, Bridgeton N. J

**MARK, CARL**
WCLE, Cleveland, Ohio WHK

**MARKS, GARNETT**
Relaxation Time WEAF, Baseball Broadcasts WABC, Baseball Broadcasts WSAV

**MARLER, HAROLD**
WCMI, Ashland, Ky

**MARQUIS, ARNOLD**
KGO-KPO, San Francisco Calif.

**MARRION, FRANK E.**
KAST, Astoria, Ore

**MARS, PETER**
WKBZ, Muskegon Mich

**MARSH, CURT**
WDZ, Tuscola, Ill

**MARSHALL, DON**
KFLZ, Fond-Du Lac, Wisc.

**MARSHALL, FRED**
WCAU, Phila Pa

**MARSHALL, GENE**
WTAR, Norfolk, Va

**MARSTEN, GLENN**
WRBL, Columbus Ga.

**MARTA, JACK**
WJMS Ironwood, Mich

**MARTIN, HALLOWEEN**
WBBM, Chicago, Ill

**MARTIN, LEW**
KOAM Pittsburg, Kans

**MARTIN, THOMAS**
WGY, Schenectady, N Y

**MARTIN, VIRGINIA**
KOVC, Valley City N D

**MARTIN, JR., W. D.**
KNET Palestine Texas

**MARTINEAU, BOB**
WTHT, Hartford, Conn

**MARTINEAU, HOWARD**
KVNU, Logan, Utah.

**MARTINO, J. A. TORRES**
WKAQ, San Juan, Puerto Rico

**MASON, LIN**
WKRC, Cincinnati Ohio.

**MASON, SYDNEY**
WXYZ, Detroit, Mich.

**MASTERSON, NORMAN**
KFOX, Long Beach, Calif

**MASTERSON, PAUL**
KGER, Long Beach, Calif

**MATHIS, JR., CHARLIE**
WJPR, Greenville, Miss.

**MATTHEWS, JAMES**
KGO - KPO, San Francisco Calif.

**MATTHEWS, THOMAS**
WLAK Lakeland Fla

**MAUST, WILLIAM**
WMBG Richmond Va

**MAY, EARL**
KMA, Shenandoah Iowa

**MAY, FOSTER**
WOW, Omaha Nebr

**MAY, LEONS**
WCHS, Charleston W Va.

**MAYHEW, ARTHUR**
WBRB Red Bank, N. J

**MEIER, KENNETH**
KXA, Seattle Wash

**MENARD, GEORGE**
WLS, Chicago, Ill

**MENEFEE, BOB**
WHIS, Bluefield W Va

**MENIER, GIL**
KGAR, Tucson Ariz.

**MEREDITH, LEE CARL**
WOMI, Owensboro Ky

**MERINO, BEATRICE**
KGLU, Safford Ariz

**MERINO, JOHN**
KGLU, Safford Ariz

**MERRIAM, DWIGHT**
KROC, Rochester Minn

**MERRIDEN, REG**
WKOK, Sunbury Pa

**MERRIL, PAUL**
KGLU, Safford Ariz

**MERRYMAN, ROBERT**
WWSW, Pittsburgh Pa

**MERSIER, ART**
WBBM, Chicago, Ill

**MERTENS, PETE**
KIRO, Seattle, Wash

**METCALF, BERT**
KXOK, St Louis Mo.

**METZ, STUART**
NBC, Orphans of Divorce, Pepper Young's Family Road of Life.

**MEYERS, WENDELL**
KFIZ, Fond Du Lac, Wisc

**MICHAEL, RAYMOND**
WMAL WRC Washington D. C.

**MICHEL, ALF**
WHBY-WTAQ Green Bay Wisc.

**MICKUS, KAROL**
WWRL, Woodside N Y

**MILES, GEORGE**
KCRC Enid, Okla

**MILES, JIM**
WHKC, Columbus Ohio

**MILLER, C. D. "CHUCK"**
KFAB Lincoln Nebr

**MILLER, DeWITT**
CKNX, Wingham Ont Can

**MILLER, GARLAND**
KOAM, Pittsburg Kans

**MILLER, HAL**
WHEB, Portsmouth N H

**MILLER, JOHN**
WGJK Charleston W Va.

**MILLER, JOHN**
KOMO-KJR, Seattle Wash.

**MILLER, JOHNNA**
WSJS, Winston-Salem N C

**MILLER, LEROY**
KYW, Philadelphia Pa

**MILLER, PAUL**
WKOK, Sunbury, Pa.

**MILLER, RUSS**
KADA, Ada, Okla

**MILLER, WILBUR**
KGER, Long Beach, Calif

**MILLET, ART**
NBC, Valiant Lady.

**MILLIGAN, MERRITT**
KATE, Albert Lea, Minn

**MILLMAN, J. E.**
CHGS, Summerside, Prince Edward Is., Can



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**MILLS, GORDON**
KGER, Long Beach, Calif.
**MILSTER, JACK**
KWOC, Poplar Bluff, Mo.
**MINER, PAUL**
KSO, Des Moines, Iowa.
**MINIUM, JAMES**
WALR, Zanesville, Ohio.
**MINTON, J. K.**
WEBQ, Harrisburg, Ill.
**MISHLER, BILL**
WWJ, Detroit, Mich.
**MITCHELL, EVERETT**
WENR-WMAQ, Chicago, Ill.
**MITCHELL, FRANKLIN C.**
WJR, Detroit, Mich.
**MITCHELL, J. B.**
CKTB, St. Catharines, Ont., Can.
**MITCHELL, JACK**
KTSA, San Antonio, Texas.
**MITCHELL, JAMES E.**
KSEI, Pocatello, Idaho.
**MITCHELL, JOE**
KIDO, Boise, Idaho.
**MOAN, HAROLD**
KOMO-KJR, Seattle, Wash.
**MOBLEY, ERNEST**
KTOK, Oklahoma City, Okla.
**MOCK, BILL**
KEX-KGW, Portland, Ore.
**MODERSKI, STANLEY**
WPEN, Phila., Pa.
**MOEGLE, FRED**
WTMV, East St. Louis,, Ill.
**MOFFETT, ERNEST**
KVNU, Logan, Utah.
**MOFFETT, RAYMOND W.**
WCAO, Baltimore, Md.
**MONAGHAN, GEORGE**
WTHT, Hartford, Conn.
**MONDAY, RAY**
KPDN, Pampa, Texas.
**MONK, KARL**
CKCR, Kitchener - Waterloo, Ont., Can.
**MONKKOVER, ALFRED**
KVOX, Moorehead, Minn.
**MONROE, WILSON**
KBST, Big Spring, Texas.
**MONTANIO, CHARLOS**
KGAR, Tucson, Ariz.
**MONTGOMERY, CARL**
WARD, Brooklyn, N. Y.
**MOORE, HAL**
WNEW, New York, N. Y.
**MOORE, KATE**
NBC, Doctor Kate.
**MOORE, LINDLE**
WEBQ, Harrisburg, Ill.
**MOORE, MARIAN**
WTFL, Fort Lauderdale, Fla.
**MOORE, PAUL E.**
KOMO-KJR, Seattle, Wash.
**MOORE, VERN**
KIDO, Boise, Idaho.
**MOORE, WARREN**
WNAD, Norman, Okla.
**MORELAND, EARL**
WMC, Memphis, Tenn.
**MORELAND, HARRY**
WROL, Knoxville, Tenn.
**MORGAN, CLOUD**
WMAZ, Macon, Ga.
**MORGAN, DALE**
KSO, Des Moines, Iowa.
**MORGAN, HENRY**
WOR, Newark, N. J.
**MORGAN, JOHN CARL**
WTAR, Norfolk, Va.
**MORGAN, RAY**
WPG, Atlantic City, N. J.
**MORRALL, WILL**
WAAF, Chicago, Ill.
**MORRIEM, BOB**
KYSM, Mankato, Minn.
**MORRIS, A. THOMAS**
KOOS, Marshfield, Ore.
**MORRIS, BOB**
KPDN, Pampa, Texas.
**MORRIS, COLTON G.**
WBZ-WBZA, Boston & Springfield, Mass.
**MORRIS, DeWITT**
KELA, Centralia and Chehalis, Wash.
**MORRIS, DON**
WWJ, Detroit, Mich.
**MORRIS, ROBERT**
WAGM, Presque Isle, Maine.
**MORRISON, HERBERT**
WCAE, Pittsburgh, Pa.
**MORRISON, WILBUR**
WGY, Schenectady, N. Y.
**MORSE, TONY**
KFBK, Sacramento, Calif.
**MORTON, DON**
WEAN, Providence, R. I.
**MORTON, HA.**
KATE, Alberta Lea, Minn.
**MOSES, JOHN B.**
WHKC, Columbus, Ohio.
**MOSHER, HUGH**
KFXM, San Bernardino, Calif.
**MOTT, WALTER**
KFXD, Nampa, Idaho.
**MOYER, BILL**
CDWX, Vancouver, B. C., Can.
**MOYLAN, NEIL**
WFBL, Syracuse, N. Y.
**MOYLE, PAUL**
WCNC, Elizabeth City, N. C.
**MUIR, RAYMOND**
WDZ, Tuscola, Ill.
**MULHOLLAND, ROSS**
WXYZ, Detroit, Mich.
**MULLINAX, EDWIN**
WHMA, Anniston, Ala.
**MULLINS, BERNARD**
WTIC, Hartford, Conn.
**MULREADY, MERRILL**
KSCJ, Sioux City, Ia.
**MULROY, BERT**
WEMP, Milwaukee, Wisc.
**MULVIHILL, MARY**
KFXJ, Grand Junction, Colo.
**MUNSTER, DAN**
KYW, Phila., Pa.
**MURPHY, BOB**
KSTP, St. Paul, Minn.
**MURPHY, ED**
WROK, Rockford, Ill.
**MURPHY, JACK**
KFRC, San Francisco, Calif.
**MURPHY, MICKEY**
KFPL, Dublin, Texas.
**MURPHY, WILLIAM**
KBND, Bend, Ore.
**MURRAY, EARNEST**
KATE, Alberta Lea, Minn.
**MURRAY, HAROLD**
WMGA, Moultrie, Ga.

## — N —

**NAGORKA, FRANK**
WHOM, Jersey City, N. J.
**NAITO, KIKUE**
KTOH, Lihue, Hawaii.
**NASH, BARNES H.**
WJLS, Beckley, W. Va.
**NASH, NOBLE**
WCBS, Springfield, Ill.
**NASH, ROBERT**
WKRC, Cincinnati, Ohio.
**NAVE, BILLY**
WOMI, Owensboro, Ky.
**NEALE, FLOYD**
WOR, Newark, N. J.
**NEGRI, RINO COLLA**
WOV, New York, N. Y.
**NEHER, D. ALTON**
WEBC, Duluth, Minn.
**NELSON, BILL**
WDWS, Champaign, Ill.
**NELSON, CHARLES**
KMAC, San Antonio, Texas.
**NELSON, DE WAYNE**
KDAL, Duluth, Minn.
**NELSON, HOWARD**
WDAY, Fargo, N. D.
**NELSON, KARL**
WTOL, Toledo, Ohio.
**NELSON, KENNEDY**
WAAF, Chicago, Ill.
**NESBIT, DICK**
WENR-WMAQ, Chicago, Ill.
**NETTLES, FOREST**
WJBO, Baton Rouge, La.
**NEWBURY, WALTER**
WCAP, Asbury Park, N. J.
**NEWCOMBE, HAROLD**
WRDO, Augusta, Maine.
**NEWELL, H. W.**
WEEI, Boston, Mass.
**NEWKIRK, AL**
WICA, Ashtabula, Ohio.
**NEWSHOUSE, JOHN**
WENY, Elmira, N. Y.
**NEWSOME, GILBERT L.**
WRTD, Richmond, Va.
**NEWTON, WALTON**
WIP, Phila., Pa.
**NICHOLS, BOB**
KSRO, Santa Rosa, Calif.
**NICHOLS, HAL**
KFOX, Long Beach, Calif.
**NICHOLSON, WILFORD**
WAYX, Waycross, Ga.
**NICKELL, JOE**
WIBW, Topeka, Kans.
**NILES, KEN**
NBC, Kay Kyser's College of Musical Knowledge, Chase and Sanborn Hour.
**NILES, WENDELL**
Chase & Sanborn Hour NBC, Man About Hollywood CBS.
**NININGER, LOGAN**
KBND, Bend, Ore.
**NOBLE, CODY (MISS)**
WDAN, Danville, Ill.
**NOBLE, DICK**
WIBC, Indianapolis, Ind.
**NOLAN, JAMES**
KWSC, Pullman, Wash.
**NORMAN, H.**
WADC, Akron, Ohio.
**NORMAN, RICHARD**
WOV, New York, N. Y.
**NORTON, FRANK**
WMAS, Springfield, Mass.
**NOVENSON, JOSEPH**
WAIR, Winston-Salem, N. C.
**NUGENT, TOMMY**
KOVC, Valley City, N. D.

## — O —

**OAKES, BARNEY**
WATL, Atlanta, Ga.
**OAKS, BARNEY**
WJPR, Greenville, Miss.
**OBERLIN, RICHARD**
WFMJ, Youngstown, Ohio.
**O'BRIEN, JOE**
WMCA, New York, N. Y. Fox Amateur Hour, Harlem Amateur Hour, Three Little Sachs, Youth On Parade, Sports.
**O'CONNELL, BILL**
WAAB-WNAC, Boston, Mass.
**O'CONNELL, RUTH E.**
WNBZ, Saranac, N. Y.
**O'CONNOR, CHARLES**
Johnny Presents NBC, Johnny Presents Breezin' Along NBC, Guess Where MBS.



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**OFFER, LLOYD**
CKCA, Kenora, Ont Can.
**OFFHAUS, RUSSELL E.**
WCOP, Boston, Mass.
**OLMSTED, NELSON**
WBAP, Fort Worth Texas
**OLSON, DICK**
WIND, Gary, Ind.
**OLSON, HARALD**
WDRC, Hartford, Conn
**OLSON, RAY**
WOW Omaha Nebr.
**O'NEILL, JACK**
WFBL, Syracuse, N. Y
**ORAVITZ, JULE**
WRJN Racine Wisc
**ORTIZ, C. O.**
WPRP, Ponce Puerto Rico
**OSBORNE, HARRY**
WATR, Waterbury Conn
**O'SHEA, JAMES**
WLEU, Erie, Pa.
**OSTBY, JOHAN**
WCAL, Northfield Minn
**O'SULLIVAN, TERRY**
WKY, Oklahoma City, Okla
**OTIS, DON**
KFAC Los Angeles, Calif
**OTIS, EDWARD**
WAAB-WNAC Boston Mass.
**O'TOOLE, OLLIE**
WWSW, Pittsburgh, Pa
**O'TOOLE, WILLIAM J.**
WCAO Baltimore, Md
**OTT, WOODROW**
WESG Elmira N. Y
**OVENDEN, K. R.**
WEEI Boston Mass.
**OVERBAY, PAUL**
WAGA Atlanta, Ga
**OWEN, EM**
WHBY-WTAQ, Green Bay Wisc.
**OWEN, JR., FORREST**
WKAR East Lansing Mich
**OWEN, KENNETH**
KJBS San Francisco Calif.
**OWENS, ARTHUR**
WGAN Portland Maine
**OWENS, LOY M.**
CKLN Nelson B. C. Can
**OWENS, MAURY**
WROK Rockford Ill
**OXFORD, GEORGE**
WJBW New Orleans, La
**OZMENT, H. T.**
WMFD Wilmington N. C

## — P —

**PAAR, JACK**
WGAR Cleveland Ohio
**PACE, ESTON**
KGGM, Albuquerque N. M
**PACKER, VICTOR**
WLTH, Brooklyn N. Y
**PADGETT, PAT**
WCHV, Charlottesville Va
**PAGE, ALLAN**
KVOO, Tulsa Okla
**PAGE, BOB**
KGBX KWTO Springfield Mo
**PAGET, BARRIE**
KTAT Fort Worth Texas
**PAIGE, NORMAN**
KGO & KPO, San Francisco Calif.
**PAINTON, KEITH**
KCRC, Enid, Okla.
**PALMBLAD, FRANK**
KCRC, Enid Okla.
**PALMER, CLARENCE**
KVOE Santa Ana, Calif.
**PALMER, GEORGE**
WIBC, Indianapolis, Ind
**PALMER, H. LOUIS D.**
KBST, Big Spring, Texas
**PALMER, PHILIP KEITH**
WIS, Columbia, S. C.
**PALMER, SELDEN**
KTRB, Modesto Calif.
**PALMER, WILLIAM**
WJAC, Johnstown Pa
**PALMERI, VINCENT E.**
WELI New Haven, Conn
**PARK, CHARLES**
WFDF, Flint Mich
**PARKS, AL**
WATL, Atlanta, Ga.
**PARKER, F. BARRON**
KPPC, Pasadena, Calif.
**PARKER, DON**
KRNT KSO Des Moines, Iowa
**PARKER, LAWRENCE M.**
KFEQ, St. Joseph, Mo.
**PARKER, R. H.**
CKPR Fort William Port Arthur Ont., Can
**PARKER, SAM**
WIOD, Miami Fla
**PARKER, WILSON**
KGFF Shawnee Okla
**PARRISH, B. J.**
WOTN Pine Bluff Ark.
**PARTLOW, VEIN**
KFBK, Sacramento Calif
**PATCH, C. E.**
WJAC, Johnstown Pa
**PATRICK, E. L. "PAT"**
KIEV Glendale Calif
**PATRICK, VAN**
KRMD, Shreveport La
**PATTERSON, CREAN**
WNBC, New Britain Conn
**PATTERSON, FREDERICK J.**
KOMO KJR Seattle Wash
**PATTERSON, N. J.**
KSAN, San Francisco Calif
**PATTON, FREEMAN**
KORE Eugene Ore
**PAUL, DAN**
KMBC Kansas City Mo
**PAUL, ED**
WCFL Chicago Ill
**PAULSON, ROBERT**
KATE Albert Lea, Minn
**PAULSON, VICTOR**
KJBS San Francisco Calif
**PAYNE, LARRY**
WTOL, Toledo Ohio
**PAYNE, ROBERT**
WCOU, Lewiston Maine
**PAYNE, WALTER**
WRGA Rome Ga
**PEAK, GENE**
WPAD Paducah, Ky
**PEARSON, FORT**
NBC Fitch Bandwagon, Guiding Light Don Winslow of the Navy, Alec Templeton Time
**PEDRICK, JOHN M.**
WDBO Orlando Fla
**PELLETIER, VINCENT**
NBC, Carnation Contented Program
**PENDERGAST, WILLIAM**
WNBH, New Bedford Mass
**PENNELL, BILL**
WIOD, Miami, Fla
**PENSON, JACK**
CKPR Fort William Port Arthur Ont., Can.
**PEPER, WILLIAM**
WPAY, Portsmouth, Ohio.
**PEPPIN, S. LESLIE**
CFCY, Charlottetown P.E.I., Can.
**PERCILLA, MARTHA**
WGPC Albany, Ga.
**PERRIN, KEVES**
WBZ WBZA, Boston & Springfield, Mass.
**PERRY, BOB**
WORL Boston, Mass.
**PERRY, C. A.**
CJOC, Lethbridge, Alberta, Can.
**PERRY, EMMETT**
WAAF, Chicago, Ill.
**PERRY, VIRGIL**
WJAX, Jacksonville, Fla
**PETERS, DICK**
KARK Little Rock, Ark.
**PETERSEN, H. S.**
KUSD, Vermillion, S. D.
**PETERSON, MERLE**
KJBS, San Francisco, Calif
**PETTAY, FRANCIS**
WCLE, Cleveland Ohio, WHK
**PETTEGREW, C. W.**
WOSU, Columbus, Ohio.
**PEYSER, H. J.**
WFMB Indianapolis Ind
**PFAHLER, JR., FRED P.**
WTOC, Savannah, Ga
**PHILLIPS, BILLY**
KIDO, Boise, Idaho
**PHILLIPS, DON**
KMOX, St. Louis, Mo
**PHILLIPS, HAROLD**
WRNL, Richmond Va
**PHILLIPS, ORAL**
KHSL Chico, Calif.
**PHILLIPS, ROGER**
WSIX, Nashville Tenn
**PHILLIPS, STEWART W.**
WTBO, Cumberland, Md
**PHARES, DALE**
WEOA WGBF, Evansville Ind
**PICKFORD, MERV**
CHAB Moose Jaw, Sask Can
**PICHARD, GEORGE**
WSPD, Toledo, Ohio
**PIEDRA, CHARLIE**
WCHV Charlottesville,
**PIEPLOW, ELDEN**
KWBG Hutchinson Kans.
**PIERCE, BILL**
WGBI Scranton Pa
**PIERSON, H. J.**
WFBM Indianapolis Ind
**PINKERTON, BOB**
KDON, Monterey Calif
**PLAMADORE, RAY**
WKBH La Crosse Wisc
**PLASTER, TOM**
KMLB Monroe La
**PLATT, JIM**
WQDM St. Albans Vt
**POHL, RUSSELL**
KTW, Seattle Wash
**POLIMENI, FRANK**
WOV, New York N. Y.
**POLING, GARRISON**
WKBZ, Muskegon Mich
**POLLOCK, GRANT**
KGO & KPO, San Francisco Calif.
**POLLOCK, REED**
KDON Monterey Calif
**POOLE, BILL**
WGPC Albany, Ga.
**POOLE, BOB**
WBIG Greensboro N. C
**POOR, JOHN**
WHBQ Memphis Tenn
**POST, DICK**
WBBM, Chicago Ill
**POWELL, KENNETH**
WENY, Elmira, N. Y
**POWELL, WILLIAM C.**
WGH Newport News, Va.
**POWERS, RALPH**
WFBR, Baltimore Md.
**POWERS, TOM**
WAAB-WNAC Boston, Mass
**POYNER, GRAHAM**
WPTF, Raleigh, N. C.
**PRAEL, ALICE A.**
KAST, Astoria, Ore.



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**PRESBY, ARCHIE**
KGO - KPO, San Francisco, Calif.
**PREUS, JEANNE**
KWLC, Decorah, Iowa.
**PRICE, FRANCIS**
KFKA, Greeley, Colo.
**PRICE, JOHN**
KGLO, Mason City, Iowa.
**PRITCHARD, THOMAS**
WHAM, Rochester, N. Y.
**PROCTER, ROBERT**
WDAE, Tampa, Fla.
**PROCTOR, HAL**
WKBH, La Crosse, Wisc.
**PROUTY, W. A.**
WCAP, Asbury Park, N. J.
**PROVAN, BOB**
WDRC, Hartford, Conn.
**PROVENSON, HERLUF**
NBC. The Gulden Serenaders, John's Other Wife, Betty Moore.
**PUDMEY, EARLE**
WAGA, Atlanta, Ga.
**PURCELL, BOB**
WCFL, Chicago, Ill.
**PURCELL, CHARLES W.**
WCAO, Baltimore, Md.
**PYLE, J. HOWARD**
KTAR, Phoenix, Ariz.

## — Q —

**QUAVE, MACKIE**
WWNC, Asheville, N. C.

## — R —

**RAGLAND, TOM**
WMPS, Memphis, Tenn.
**RAINSTRICK, ERNEST**
WFOY, St. Augustine, Fla.
**RALSTON, JACK**
KPDN, Pampa, Texas.
**RAMIREZ, PAUL**
KPAB, Laredo, Texas.
**RAMSEY, JAMES**
WHBL, Sheboygan, Wisc.
**RAMSAY, WALLACE**
KGB, San Diego, Calif.
**RAMSEY, RAYMOND**
KELD, El Dorado, Ark.
**RANDOLPH, KENNETH**
WAWZ, Zarephath, N. J.
**RAPIEFF, KENNETH**
WICC, Bridgeport, Conn.
**RAPIER, GRADY**
KOY, Phoenix, Ariz.
**RASH, BRYSON**
WMAL & WRC. Washington, D. C.
**RASH, GEORGE**
NBC. Science on the March.
**RASTAD, ALTON**
WJMC, Rice Lake, Wisc.
**RAU, EDNA**
WDAS, Phila., Pa.
**RAVENEL, JOHN**
WSJS, Winston-Salem.
**RAWSON, RON**
KSCJ, Sioux City, Ia.
**RAY, NORMAN**
KOXK, St. Louis, Mo.
**REA, ERNIE**
KFRU, Columbia, Mo.
**READ, WALTER L.**
KVAN, Vancouver, Wash.
**REAMS, HUNTER**
WJNO, West Palm Beach, Fla.
**REED, ALLAN**
MBS. Quixie Doodle Contest.
**REED, TOBE**
KFRC, San Francisco, Calif.
**REEVES, BILL**
WSIX, Nashville, Tenn.
**REICH, JAMES**
WFBC, Greenville, S. C.
**REINHART, RUSS**
CKCR, Kitchener - Waterloo, Ont., Can.
**REITER, FRED**
WSPB, Sarasota, Fla.
**RENFRO, HARRY**
KXOK, St. Louis, Mo.
**REYNOLDS, CARTER**
KFDA, Amarillo, Texas.
**REYNOLDS, GENE**
WBAP, Fort Worth, Texas.
**REYNOLDS, JOHN**
WKRC, Cincinnati, Ohio.
**REYNOLDS, MAURILE**
CKCK, Regina, Sask., Can.
**REYNOLDS, PAUL**
WDBJ, Roanoke, Va.
**REYNOLDS, TOM**
KBST, Big Spring, Texas.
**RHODES, DAVID**
WHBY WTAQ, Green Bay, Wisc.
**RIASKA, JACK**
KLO, Ogden, Utah.
**RIBBE, JOHN**
KGO - KPO, San Francisco, Calif.
**RICH, RAY**
WPRO, Providence, R. I.
**RICH, SIDNEY**
WHBY-WTAQ, Green Bay, Wisc.
**RICHARDSON, JESSE**
WRR, Dallas, Texas.
**RICHMOND, JACK**
WKBZ, Muskegon, Mich.
**RICKER, BILL**
WDEV, Waterbury, VT.
**RIDER, MAURY**
KIRO, Seattle, Wash.
**RIDGELY, HARRY**
WDAN, Danville, Ill.
**RIDGEWAY, JACK**
KTHS, Hot Springs, Ark.
**RIGSBEE, LOUIS**
WCNC, Elizabeth City, N. C.
**RILEY, BOB**
KMBC, Kansas City, Mo.
**RIND, JULES**
WLTH, Brooklyn, N. Y.
**RING, BILL**
KGBX-KWTO, Springfield, Mo.
**RISS, DAN**
WFAA, Dallas, Texas.
**RISSLING, ROBERT**
WTIC, Hartford, Conn.
**RITTS, PAUL**
WKAR, East Lansing, Mich.
**RIVERS, CHICK**
WARD, Brooklyn, N. Y.
**ROARK, C. A.**
KRLH, Midland, Texas.
**ROBATOR, HARRY**
WNBC, New Britain, Conn.
**ROBB, MAJOR**
WBAX, Wilkes Barre, Pa.
**ROBBIE, JOE**
KUSD, Vermillion, S. D.
**ROBBINS, BILL**
WCKY, Cincinnati, Ohio.
**ROBERTELL, GLEN**
CFCJ, Kamloops, B. C., Can.
**ROBERTS, ADRIAN**
WGRM, Grenada, Miss.
**ROBERTS, AUSLEY**
WMBR, Jacksonville, Fla.
**ROBERTS, ED**
WBBM, Chicago, Ill.
**ROBERTS, KEN**
NBC. The Lady Esther Serenade, Easy Aces.
**ROBERTS, PETER**
WNBZ, Saranac, N. Y.
**ROBERTS, THOMPSON**
WFMJ, Youngstown, Ohio.
**ROBERTSON, JAMES**
WIBA, Madison, Wis.
**ROBERTSON, LARRY**
KFBK, Sacramento, Calif.
**ROBERTSON, STEVE**
WEBC, Duluth, Minn.
**ROBERTSON, T. C.**
CJCB - CJCX, Sydney, Nova Scotia, Can.
**ROBERTSON, TRAFTON**
WBT, Charlotte, N. C.
**RODGERS, NORMAN**
KOCY, Oklahoma City, Okla.
**RODRIGUEZ, J. C.**
WPRP, Ponce, Puerto Rico.
**ROEHLING, JOSEPH**
WGL WOWO, Fort Wayne, Ind.
**ROEN, LOUIS**
NBC. The Woman In White, Sunbrite Smile Parade.
**ROGERS, EDWIN**
WMAL WRC, Washington, D. C.
**ROGERS, FREY**
WOPI, Bristol, Tenn.
**ROGERS, JOHN**
KOMA, Oklahoma City, Okla.
**ROGERS, MARIANNE**
CFCY, Charlottetown, P.E.I., Can.
**ROGERS, RALPH**
KEX-KGW, Portland, Ore.
**ROGERS, RALPH**
WJNO, West Palm Beach, Fla.
**ROGERS, RAY**
WCOA, Pensacola, Fla.
**ROGERS, ROBERT**
WSAL, Salisbury, Md.
**ROGERS, RONNIE**
WFLA, Tampa, Fla.
**ROHN, BILL**
KSOO KELO, Sioux Falls, S. D.
**ROHRER, BILL**
KWWJ, Portland, Ore.
**ROMINE, DOUG**
KTSA, San Anlonio, Texas.
**RONEY, JACK**
WMAL WRC, Washington, D. C.
**ROODES, JOHN**
WTJS, Jackson, Tenn.
**ROOT, EDWARD**
WKAR, East Lansing, Mich.
**ROSAMOND, ROBERT**
WTBO, Cumberland, Md.
**ROSCOE, PAUL**
KVAK, Atchinson, Kans.
**ROSE, E.**
CKMO, Vancouver, B. C., Can.
**ROSENBAUM, BOB**
WGIL, Galesburg, Ill.
**ROSKIN, L.**
CJOC, Lethbridge, Alberta, Can.
**ROSS, ANTHONY**
WKBN, Youngstown, Ohio.
**ROSS, BILL**
KWX-KGW, Portland, Ore.
**ROSS, DAVID**
NBC. Fred Waring and His Pennsylvanians, The Quaker Party.
**ROSS, DICK**
KMO, Tacoma, Wash.
**ROSS, GUY**
CJBR, Rimouski, Quebec, Can
**ROSS, JACK**
WHAM, Rochester, N. Y.
**ROTHNIM, BILL**
WSYR, Syracuse, N. Y.
**ROUSH, OTTIS**
KBTM, Jonesboro, Ark.
**ROUSH, SIG**
WBOW, Terre Haute, Ind.
**ROWLAND, VIC**
KVOE, Santa Ana, Calif.



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**ROY, ARMOND**
CKCV, Quebec, Quebec, Can
**RUBENDAL, EVERETT**
WRAK, Williamsport, Pa.
**RUBIO, ADRIANO**
WCAU, Phila., Pa.
**RUBLE, PAUL**
WCLO, Janesville, W. Va
**RUCKER, FOSTER**
KFOX, Long Beach Calif
**RUGGLES, WALLACE**
KGO-KPO, San Francisco Calif.
**RUGH, VIC**
KTUL, Tulsa, Okla.
**RULE, RONALD**
KWSC, Pullman, Wash.
**RUMSEY, LEO**
KGMB, Honolulu, Hawaii
**RUNIONS, NORM**
KVI, Tacoma, Wash.
**RUNNION, GUY**
WDAF, Kansas City, Mo.
**RUSSELL, FRANK**
KECA - KFI, Los Angeles Calif.
**RUSSELL, JACK**
CKCR, Kitchener - Waterloo Can.
**RUSSEY, HAROLD**
WHMA, Anniston, Ala.
**RUSTAD, JOHN**
KSTP, St. Paul, Minn.
**RYAN, TED**
KTBC, Austin, Texas

## — S —

**ST. GEORGE, DORIAN**
WMAL WRC, Washington, D. C.
**SABIN, BOB**
WATL, Atlanta, Ga.
**SAFFORD, JR., ED**
KGFL, Roswell, N. M.
**SALISBURY, BILL**
KFXD Nampa, Idaho.
**SALSBURG, JOE**
WBAX, Wilkes Barre, Pa
**SALTER, RUSS**
WMRO, Aurora, Ill
**SANALLI, JOSEPH**
WHOM, Jersey City, N. J.
**SANDACK, AYROM**
KSL, Salt Lake City, Utah.
**SANDQUIST, ALVAR**
WCAL, Northfield, Minn
**SANDSTROM, STANLEY**
KVOE, Santa Ana Calif.
**SANKEY, TRIS**
CKPR, Fort William-Port Arthur, Ont., Can.
**SANTON, CHET**
WAAB-WNAC, Boston, Mass.
**SARFLATEN, EUGENE**
KRAM, St. Cloud, Minn.
**SARGENT, LEW**
WEEI, Boston, Mass.
**SAUNDERS, CHARLES**
WGCM, Mississippi City, Miss.
**SAUNDERS, SID**
KMOX, St. Louis, Mo.
**SAWYER, GENE**
KGMB, Honolulu, Hawaii.
**SAXTON, GLENN**
WKAT, Miami Beach, Fla.
**SCABOROUGH, LARRY**
WMBR, Jacksonville, Fla.
**SCARBOROUGH, GANUS**
WHMA, Anniston, Ala.
**SCHARPE, ELIOT**
WSAY, Rochester, N. Y.
**SCHAUGHENCY, ED**
KDKA, Pittsburgh, Pa.
**SCHAUS, GORDON**
CKCR, Kitchener - Waterloo Ont., Can.
**SCHER, HAL**
KSFO, San Francisco, Calif.
**SCHINGLE, BILL**
WIBC, Indianapolis, Ind
**SCHMELING, NORMAN**
KTRI, Sioux City, Iowa
**SCHNEBLY, ELLEN**
WDZ, Tuscola, Ill
**SCHNEIDER, JOHN**
KGB, San Diego Calif
**SCHNEIDER, RAYMOND**
WWSW, Pittsburgh, Pa.
**SCHOOLEY, IVAN**
KOA, Denver, Colo.
**SCHRAM, NOEL**
KXA, Seattle, Wash.
**SCHROCK, CARL**
WTRC, Elkhart, Ind
**SCHROEDER, KARL WM.**
KICA, Clovis, N. M.
**LTZ, KAY**
KMMJ, Clay Center, Nebr
**SCHWEER, ROLAND**
KPRC, Houston, Texas
**SCOFIELD, CARTER**
WDBO, Orlando, Fla.
**SCOFIELD, DAVE**
KFRC, San Francisco, Calif.
**SCOTT, CHAS. P.**
KTKC, Visalia, Calif.
**SCOTT, JAMES**
KWSC, Pullman, Wash.
**SCOTT, RAY**
WJAC, Johnstown, Pa.
**SCOTT, W. J.**
WHFC, Cicero, Ill.
**SEAGRAVE, ORVILLE B.**
WSAR, Fall River, Mass.
**SEAMAN, NEAL**
WGBB, Freeport, N. Y
**SEARS, W. B.**
KUTA, Salt Lake City, Utah.
**SEBASTIAN, CHARLES**
WHDL, Olean, N. Y.
**SEITZ, FRANK A.**
WFAS, White Plains, N. Y
**SELAH, WILLIAM**
KFEQ, St. Joseph, Mo
**SELLARS, DON**
WBIS, Winston-Salem N. C
**SEXTON, JACK**
WTAD, Quincy, Ill.
**SEXTON, JESSE**
KALB, Alexandria La.
**SEXTON, MARION**
KVAN, Vancouver, Wash.
**SEYMOUR, BILL**
WBBM, Chicago, Ill
**SEYMOUR, DAN**
NBC, Stop Me If You've Heard This One, The Quaker Party.
**SHAFER, JOHN**
WKY, Oklahoma City Okla.
**SHANNON, PAUL**
KDKA, Pittsburgh, Pa.
**SHARP, IRVING**
WDBJ, Roanoke, Va
**SHAPARD, WILLIAM**
WBN, New York, N. Y
**SHARBUTT, DELL**
Myrt & Marge CBS, Lanny Ross CBS, Ask-It-Basket CBS, Hour of Charm NBC
**SHARPE, BILL**
KIUN, Pecos, Texas.
**SHAW, CHARLES**
WTFL, Fort Lauderdale, Fla.
**SHAW, STAN**
WNEW, New York, N. Y
**SHEILL, STUART**
WTOL, Toledo, Ohio.
**SHELTON, HORACE P.**
KMAC, San Antonio, Texas
**SHELTON, JIM**
WROK, Rockford Ill
**SHEPHERD, GRADY**
KIUN, Pecos, Texas
**SHEPPARD, ALLAN**
KSFO, San Francisco, Calif.
**SHEPPARD, GLENN**
KRLH, Midland Texas
**SHERMAN, WIC**
WBAP, Fort Worth, Texas.
**SHERMAN, WILLIAM**
WAVE, Louisville, Ky.
**SHIELD, BOB**
KDKA, Pittsburgh, Pa
**SHIPLEY, GENE**
WIBW, Topeka, Kans.
**SHIRLEY, TOM**
Just Plain Bill NBC, Billy & Betty CBS, Doc Barclay's Daughters CBS.
**SHORT, ROBERT**
WBLK, Clarksburg, W. Va.
**SHORT, WAYNE**
KSD, St. Louis, Mo.
**SHREVE, HAROLD**
KTOK, Oklahoma City, Okla
**SHREVE, LEONARD**
KEX-KGW, Portland, Ore
**SHULL, WAIN**
WMBH, Joplin, Mo.
**SHUTE, JR., ELDEN**
WCOU, Lewiston, Maine
**SIEVERS, BOB**
NBC Hoosier Hop.
**SILER, WENDELL**
WSVA, Harrisonburg, Va.
**SIMMONS, JOE**
KGBX-KWTO, Springfield, Mo
**SIMMONS, PARK**
WBAL, Baltimore, Md.
**SIMON, GEORGE**
WJAC, Johnstown, Pa
**SIMPSON, CHUCK**
WDOD, Chattanooga, Tenn
**SIMPSON, JACK**
KRMD, Shreveport, La.
**SIMPSON, JOHN**
WCMI, Ashland, Ky.
**SIMS, C. G.**
WPAD, Paducah, Ky.
**SIMS, JAY**
WBBM Chicago, Ill
**SIMS, JIM**
WISE, Asheville N. C.
**SIMS, RALPH**
WJBO, Baton Rouge La
**SIRMONS, JIMMY**
WRUF, Gainesville, Fla
**SITTON, M. A.**
WBBL Richmond, Va
**SKELTON, KENNETH W.**
WDAE, Tampa Fla.
**SKELTON, ROGER**
WAIM, Anderson, S. C
**SLAGLE, JOHN**
WXYZ, Detroit, Mich.
**SLATER, TOM**
WOR, Newark, N. J
**SLATTERY, BART**
WIL, St. Louis, Mo
**SMART, W. B.**
WTOC, Savannah, Ga.
**SMIDLE, JOE**
KWJJ, Portland, Ore.
**SMITH, ALBERT**
WCSH, Portland, Maine.
**SMITH, B. A.**
KGKB, Tyler, Texas.
**SMITH, BERNIE**
WEBQ, Harrisburg, Ill.
**SMITH, C. H.**
CKSO, Sudbury, Ont., Can.



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**SMITH, CAL**
KROC, Rochester, Minn.
**SMITH, DOROTHEA**
KSAL, Salina, Kans.
**SMITH, EMERSON**
KDYL, Salt Lake City, Utah.
**SMITH, FRED**
KTRI, Sioux City, Iowa.
**SMITH, HAL**
WIBX, Utica, N. Y.
**SMITH, HOMER**
WKOK, Sunbury, Pa.
**SMITH, LOWELL**
KGFJ,, Los Angeles, Calif.
**SMITH, MEREDITH**
WTMA, Charleston, S. C.
**SMITH, RODNEY**
KELD, El Dorado, Ark.
**SMITH, STARR**
KALB, Alexandria, La.
**SMITH, WHEELER**
KOL, Seattle, Wash.
**SMITHERMAN, ROSS**
WMOB, Mobile, Ala.
**SMYTH, NEWTON**
WRNL, Richmond, Va.
**SNIDER, MERLE**
KOH, Reno, Nevada.
**SNOWDEN, BILL**
WTAL, Tallahassee, Fla.
**SNOWDON, CHARLES**
WBLK, Clarksburg, W. Va.
**SNOWDEN, THOMAS**
WEED, Rocky Mount, N. C.
**SNYDER, JACK**
WFBG, Altoona, Pa.
**SOHM, BILL**
WTAD, Quincy, Ill.
**SOLER, JOSE**
WKAQ, San Juan, Puerto Rico.
**SORENSON, HOWARD**
WCAL, Northfield, Minn.
**SPARGROVE, WILLIAM E.**
NBC. The Chase and Sanborn Program, True or False.
**SPARKS, BUD**
WCAM, Camden, N. J.
**SPARKS, GORDON**
WEXL, Royal Oak, Mich.
**SPARKS, HAROLD A.**
KSEI, Pocatello, Idaho.
**SPARKS, JEFF**
WOR, Newark, N. J.
**SPAUGH, ROGER L.**
KOOS, Marshfield, Ore.
**SPENCE, ROBERT**
KOL, Seattle, Wash.
**SPENCER, R.**
WADC, Akron, Ohio.
**SPENCER, ROBERT**
WJBC, Bloomington, Ill.
**SPIEGLE, STAN**
KXRO, Aberdeen, Wash.
**SPILLMAN, SANFORD**
KSFO, San Francisco, Calif.
**SQUIER, LLOYD**
WDEV, Waterbury, Vt.
**STAFFORD, JACK**
KMPC, Beverly Hills, Calif.
**STAGG, L.**
KVOL, Lafayette, La.
**STAHL, BOB**
KMMJ, Clay Center, Nebr.
**STAHL, GERTRUDE**
KMMJ, Clay Center, Nebr.
**STAHL, PHILIP**
WQXR, New York, N. Y.
**STAINBROOK, EDWARD**
WDNC, Durham, N. C.
**STALEY, PHIL**
WOSU, Columbus, Ohio.
**STALLARD, DALLAS**
KIUL, Garden City, Kans.
**STAMBAUGH, JAMES**
WFMJ, Youngstown, Ohio.
**STANTON, PAT**
WDAS, Phila., Pa.
**STARK, RICHARD**
WNEW, New York, N. Y.
**STARLING, DAVID**
KFWB, Los Angeles, Calif.
**STAUFER, LEON**
KVCV, Redding, Calif.
**STEADMAN, BILLY**
WGTM, Wilson, N. C.
**STECK, JACK**
WFIL, Phila., Pa.
**STEELE, ROBERT**
WTIC, Hartford, Conn.
**STELL, WALLACE**
WRNL, Richmond, Va.
**STEMMLER, NICK**
WSYR, Syracuse, N. Y.
**STEPHEN, H. A. L.**
CJCB - CJCX, Sydney, Nova Scotia, Can.
**STEPHENSON, ROBERT**
WHN, New York, N. Y.
**STERLING, F.**
WHFC, Cicero, Ill.
**STERRITT, CHARLES**
WJBK, Detroit, Mich.
**STEVENS, DON**
WHEB, Portsmouth, N. H.
**STEVENS, LEONARD**
WNLC, New London, Conn.
**STEVENSON, PAUL R.**
KIUP, Durango, Colo.
**STEWART, ELLIOT**
WIBX, Utica, N. Y.
**STEWART, FRANK**
KTSA, San Antonio, Texas.
**STEWART, GROVER**
KTSM, El Paso, Texas.
**STEWART, I. R.**
CFCY, Charlottetown, P.E.I., Can.
**STEWART, JOE L.**
WFOY, St. Augustine, Fla.
**STEWART, RUSSELL**
KSL, Salt Lake City, Utah.
**STEWART, TOM**
WHIS, Bluefield, W. Va.
**STILLI, JOHN**
WHIO, Dayton, Ohio.
**STINSON, JOHN**
WJR, Detroit, Mich.
**STITT, CLYDE**
KTHS, Hot Springs, Ark.
**STITT, WAYNE**
KCKN, Kansas City, Kans.
**STOCKENBERG, STUART**
KVAN, Vancouver, Wash.
**STONE, AL**
KGBX-KWTO, Springfield, Mo.
**STONE, CHARLES**
WMBR, Jacksonville, Fla.
**STONE, CLAIR**
WHBL, Sheboygan, Wisc.
**STONE, HERBERT**
WNYC, New York, N. Y.
**STONE, JERRY**
WDAS, Phila., Pa.
**STONER, BOB**
WKOK, Sunbury, Pa.
**STOUT, ALLEN**
WROL, Knoxville, Tenn.
**STRAHORN, LEE**
KGO - KPO, San Francisco, Calif.
**STRATTON, ALAN**
WOV, New York, N. Y.
**STRAUSS, WILLIAM D.**
WQXR, New York, N. Y.
**STROMWALL, HAROLD**
KFAM, St. Cloud, Minn.
**STRONG, LEONARD**
KSL, Salt Lake City, Utah.
**STUART, ALLEN**
WNEW, New York, N. Y.
**STUHLMAN, FRANK**
WDRC, Hartford, Conn.
**STULLA, BILL**
NBC. Those We Love.
**STURM, CURT**
KPMC, Bakersfield, Calif.
**SULLIVAN, CHARLES**
WCOA, Pensacola, Fla.
**SULLIVAN, DENNIS**
KNET, Palestine, Texas.
**SULLIVAN, HENRY**
WGTM, Wilson, N. C.
**SULLIVAN, JACK**
WNBC, New Britain, Conn.
**SULLIVAN, JACK**
WNEL, San Juan, Puerto Rico.
**SULLIVAN, JAMES G.**
KNET, Palestine, Texas.
**SUMBLER, JAMES**
CKTB, St. Catharines, Ont., Can.
**SUMMERS, GILBERT**
WAWZ, Zarephath, N. J.
**SUTHERLAND, BILL**
KDKA, Pittsburgh, Pa.
**SUTHERLAND, SAM**
WISN, Milwaukee, Wisc.
**SUTHERLIN, LLOYD**
KWJJ, Portland, Ore.
**SUTTER, ANDREW**
WBRB, Red Bank, N. J.
**SWALES, STAN**
WWJ, Detroit, Mich.
**SWANSON, CECIL**
KXA, Seattle, Wash.
**SWEENEY, BUDD**
WHKC, Columbus, Ohio.
**SWENSON, HARVEY**
KSOO KELO, Sioux Falls, S. D.
**SWIFT, JACK**
WTSP, St. Petersburg, Fla.
**SWINEFORD, JACK**
KOMA, Oklahoma City, Okla.
**SWINFORD, PAUL**
KADA, Ada, Okla.
**SWINK, CHARLES**
WHIO, Dayton, Ohio.
**SWIMELAR, PAUL**
WTHT, Hartford, Conn.
**SWITZER, MACK**
KFEL, Denver, Colo.
**SWYSTUN, THEODORE**
WDAS, Phila., Pa.

## — T —

**TABER, EDWARD**
KLS, Oakland, Calif.
**TABER, W. E.**
KMMJ, Clay Center, Nebr.
**TACY, EDWIN**
WSPR, Springfield, Mass.
**TAFOYA, HENRY**
KGGM, Albuquerque, N. M.
**TALBERT, TURBLE**
WOPI, Bristol, Tenn.
**TALLEY, PINKIE**
WRGA, Rome, Ga.
**TANNER, LUKE**
KUOA, Siloam Springs, Ark.
**TAYLOR, DAVE**
WBIG, Greensboro, N. C.
**TAYLOR, GLENN**
WJJD, Chicago, Ill.
**TAYLOR, JOHN LEONARD**
WKST, New Castle, Pa.
**TAYLOR, SAMMY**
KWJJ, Portland, Ore.
**TAYLOR, WILLIAM**
WPAY, Portsmouth, Ohio.
**TEDDLIE, PETE**
WRR, Dallas, Texas.



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**TEFFT, MERLE**
WSAY, Rochester, N. Y.
**TEMPLE, FRED**
WFIL, Philadelphia, Pa.
**TERRY, GENE**
WTAD, Quincy, Ill.
**TESSMAN, ABBOT**
NBC. Good Morning Tonite. Sidewalk Reporter.
**TERWEY, TYS**
WNOX, Knoxville, Tenn.
**THOMAS, BOB**
WJAG, Norfolk, ( Nebr.
**THOMAS, FRANK**
WNYC, New York City, N. Y
**THOMAS, FRANK**
WEDC, Chicago, Ill.
**THOMAS, GEORGE**
WCAU, Phila, Pa.
**THOMAS, GORDON**
KGLO, Mason City, Iowa.
**THOMAS, JACK**
WACO, Waco, Texas.
**THOMAS, JIM**
WDGY, Minneapolis-St. Paul, Minn.
**THOMAS, LARRY**
WDAS, Phila., Pa.
**THOMAS, ROBERT**
WDAE, Tampa, Fla.
**THOMAS, ROLLY**
KHJ, Los Angeles, Calif.
**THOMAS, ROLLYN O.**
MBS. Inside of Sports.
**THOMLINSON, BOB**
KEX-KGW, Portland, Ore.
**THOMPSON, BILL**
KWFT, Wichita Falls, Texas.
**THOMPSON, GEORGE**
WISE, Asheville, N. C.
**THOMPSON, HAL**
WFAA, Dallas, Texas.
**THOMPSON, JAMES**
KOV, Pittsburgh, Pa.
**THOMPSON, JOHN R.**
KOTN, Pine Bluff, Ark.
**THOMPSON, MAURICE**
WJDX, Jackson, Miss.
**THOMPSON, NOEL**
KFYO, Lubbock, Texas.
**THOMPSON, REO**
CJCA, Edmonton, Alberta, Can.
**THOMPSON, ROY**
WFBG, Altoona, Pa.
**THOMPSON, VERL**
WENR-WMAQ, Chicago, Ill.
**THORNE, GEORGE**
KOB, Albuquerque, N. M.
**THORPE, BUD**
KOIL, Omaha, Nebr.
**THORPE, JOHN**
KYW, Phila., Pa.
**TICE, J. OLIN**
WDNC, Durham, N. C.
**TIFFIN, WILBUR**
CKNX, Wingham, Ont., Can.
**TIGERT, R. M.**
WFOY, St. Augustine, Fla.
**TIGNER, CHARLES**
KFJZ, Fort Worth, Texas.
**TIMM, ALLEN**
WEMP, Milwaukee, Wisc.
**TITO, ROCCO**
WHDL, Olean, N. Y.
**TOBOLA, JOHN**
WAYX, Waycross, Ga.
**TODD, JIMMY**
WKY, Oklahoma City, Okla.
**TOLBERT, ROBERT**
WRGA, Rome, Ga.
**TOLLINGER, NED**
KGO-KPO, San Francisco Calif.
**TOLLIVER, DON**
WCBS, Springfield, Ill.
**TONAHILL, CLARENCE**
KGKO, Fort Worth, Texas.
**TOOLE, KEMP**
KGVO, Missoula, Mont.
**TORLAND, TOR**
KVI, Tacoma, Wash.
**TRACKMAN, HERB**
KFEL, Denver, Colo.
**TRACY, BILLY**
WAML, Laurel, Miss.
**TRASVINA, JUAN**
KPO-KGO, San Francisco, Calif.
**TREYZ, OLIVER**
WNBF, Binghamton, N. Y.
**TROUT, BOB**
CBS. Prof. Quiz, News, Commercial Credit.
**TRICE, VIRGINIA**
KSAL, Salina, Kans.
**TRIGG, JOHN**
KCMC, Texarkana, Texas.
**TRIPP, DICK**
WMBD, Peoria, Ill.
**TROUT, BOB**
CBS. Professor Quiz.
**TRUDEAU 3RD, EDWARD, L.**
WNBZ, Saranac, N. Y.
**TRUE, HAROLD**
WXYZ, Detrnit, Mich.
**TRUITT, ROLLIE**
KEX-KGW, Portland, Ore.
**TUCHOLKA, EDWARD**
WEBR, Buffalo, N. Y.
**TUCKER, JOE**
WWSW, Pittsburgh, Pa.
**TUNIS, HAL**
WIBG, Glenside, Pa.
**TUPPER, HOWARD**
WGY, Schenectady, N. Y.
**TURNER, EVERETT**
WJBO, Baton Rouge, La.
**TURNER, GEORGE**
WCAP, Asbury Park, N. J.
**TURNER, HOWARD**
WGNC, Gastonia, N. C.
**TURNER, JIM**
WSIX, Nashville, Tenn.
**TWYMAN, HARVEY**
KOIL, Omaha, Nebr.
**TYLER, NOAH**
WIOD, Miami, Fla.

## — U —

**UEBELHART, JAMES**
WSPD, Toledo, Ohio
**UGLUM, DONALD**
WIBA, Madison, Wisc.
**ULMER, ROCH**
KSTP, St. Paul, Minn
**UPSON, PAUL**
WTRC, Elkhart, Ind.
**UTIAL, FRED**
CBS. Paul Whiteman's Chesterfield Program, Big Sister
**UZZLE, BOOTH**
WRNL, Richmond, Va.

## — V —

**VAIL, RICHARD**
KGO-KPO, San Francisco, Calif.
**VAILE, DAVID**
KYA, San Francisco, Calif.
**VAINRIB, STAN**
KRIC, Beaumont, Texas.
**VALACH, CHARLES**
WDAS, Phila., Pa.
**VALENTINE, RANCE**
WTAM, Cleveland, Ohio.
**VAN, LYLE**
NBC. Irene Rich, Billy and Betty.
**VAN AUKEN, FRANK**
WIBC, Indianapolis, Ind.
**VAN CAMP, BOB**
WSJS, Winston-Salem, N. C.
**VANCE, KEN**
WMSL, Decatur, Ala.
**VAN GORKOM, JERRY**
WDWS, Champaign, Ill.
**VAN HAAFTEN, BUD**
KOB, Albuquerque, N. M.
**VAN HORN, ARTHUR**
KFRC, San Francisco, Calif.
**VANN, C. E.**
WCOA Pensacola, Fla.
**VANN, FRANK**
WEED, Rocky Mount, N. C.
**VARES, GEORGE**
WEDC, Chicago, Ill.
**VEDDER, CHESTER**
WGY, Schenectady, N. Y.
**VELAZQUEZ, J.**
WPRP, Ponce, Puerto Rico.
**VERBA, GILBERT**
KOA, Denver, Colo.
**VERGNE, JUAN C.**
WNEL, San Juan, Puerto Rico.
**VICKERS, LEE E.**
WJSV, Washington, D. C.
**VIKTOR, ERVIN**
WJJD, Chicago, Ill.
**VINCENT, PAUL**
WMBG, Richmond, Va
**VINES, LEE**
WIP, Phila., Pa.
**VINEY, H.**
CJOC, Lethbridge, Alberta, Can.
**VITTUM, MELVIN, S.**
KSEI, Pocatello, Idaho.
**VOGELMAN, ROY**
WHA, Madison, Wisc.
**VOLGER, CHARLES**
WHBF, Rock Island, Ill.
**VOLKER, GEORGE**
KVAN, Vancouver, Wash.
**VOLPE, DON**
WSAY, Rochester, N. Y.
**VON EGGER, HAROLD**
KRBC Abilene, Texas.
**VON ROTH, ROGER**
WDBJ, Roanoke, Va.
**VON ZELL, HARRY**
The New Fred Allen Show NBC We The People CBS
**VOSS, BILL**
WOC, Davenport, Iowa
**VOSSE, FRED**
WMPS, Memphis, Tenn
**VRZAL, CARL**
WEDC, Chicago, Ill

## — W —

**WADE, FRED**
WTIC, Hartford, Conn.
**WADE, RICHARD**
WSAR, Fall River, Mass.
**WADE, TOM**
KMLB, Monroe, La.
**WAGNER, HAL**
WESG, Elmira, N. Y.
**WAGNER, PAUL**
WPAY, Portsmouth, Ohio.
**WAHLBERG, JOEL F.**
WGH, Newport News, Va.
**WALDROP, JAMES**
WAIM, Anderson, S. C.
**WALTON, SIDNEY**
WOR, Newark, N. J.
**WALKER, DAVID**
KOVO, Provo, Utah.



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**WALKER, HAL**
WISN, Milwaukee, Wisc.
**WALKER, WILLIAM**
WHLB, Virginia, Minn.
**WALLACE, JAMES C.**
KAST, Astoria, Ore.
**WALLACE, WESLEY**
WPTF, Raleigh, N. C.
**WALLACE, WILLIAM L.**
KOVC, Valley City, N. D.
**WALLINGTON, JIMMY**
CBS. Texaco Star Theatre.
**WALRATH, W. W.**
WICA, Ashtabula, Ohio.
**WALTEN, GRANVILLE**
WAML, Laurel, Miss.
**WALTER, BILL**
KGKY, Scottsbulff, Nebr.
**WALTERS, CHAS. N.**
WHBQ, Memphis, Tenn.
**WALTERS, CHARLES**
WMC, Memphis, Tenn.
**WALTERS, JACK**
WCOV, Montgomery, Ala.
**WALTERS, JOE**
KSFO, San Francisco, Calif.
**WALTMAN, LA VELLE**
KROC, Rochester, Minn.
**WALTON, SIDNEY**
WOR, Newark, N. J. North American Accident Insurance Co. Program, Air Coudition-ing Trainuing Institute Pro-gram.
**WANDELL, BRUCE**
WNEW, New York, N. Y.
**WANNAMAKER, ALLEN**
WGTM, Wilson, N. C.
**WARD, GEORGE**
WNYC, New York, N. Y.
**WARD, PERRY**
WKY, Oklahoma City, Okla.
**WAREMBUD, NORMAN H.**
WLTH, Brooklyu, N. Y.
**WARNER, AL**
KGFJ, Los Angeles, Calif.
**WARNER, BILL**
KMA, Shenandoah, Iowa.
**WARREN, CARLTON**
WOR, Newark, N. J.
**WARNER, DICK**
WMBR, Jacksonville, Fla.
**WARREN, ELLEN**
KSAC, Manhattan, Kans.
**WARREN, GIL**
KFWB, Los Angeles, Calif.
**WARREN, JAY**
WEBQ, Harrisburg, Ill.
**WARREN, WALLIE D.**
KOH, Reno, Nevada.
**WARWICK, STANLEY**
KWSC, Pullman, Washington.
**WATKINS, JOHN**
WCSC, Charleston, S. C.
**WATSON, EDWIN**
KWSC, Pullman, Washington.
**WATSON, GEORGE**
WBBM, Chicago, Ill.
**WATSON, TOM**
WRUF, Gainesville, Fla.
**WATSON, WILLIAM**
KRGU, Westlaco, Texas.
**WATTS, CARL**
KIUN, Pecos, Texas.
**WATTS, JACK**
WHBC, Canton, Ohio.
**WAUGH, JR., IRVING C.**
WGH, Newport News, Va.
**WAY, DOUG**
WWRL, Woodside, N. Y.
**WAYNE, STEWART**
WMAS, Springfield, Mass.
**WEAKLEY, SCOTT**
KROW, Oakland, Calif.

**WEARER, MAL**
WDEV, Waterbury, Vt.
**WEAVER, ROBYN**
WOC, Davenport, Iowa.
**WEBB, JACK**
WPG, Atlantic City, N. J.
**WEBBER, FRED**
WFIL, Phila., Pa.
**WEBER, JOHN PAUL**
WIP, Phila., Pa.
**WEBSTER, REX**
KFYO, Lubbock, Texas.
**WEBSTER, ROBT.**
WCAE, Pittsburgb, Pa.
**WEEKS, JOE**
WJR, Detroit, Mich.
**WEGMAN, EDWARD**
WEBR, Buffalo, N. Y.
**WEIDENAAR, CLAIR**
WCPO, Cincinnati, Ohio.
**WEINER, ARNOLD C.**
KELA, Centralia & Chehalis, Wash.
**WEINGRATH, FRED**
WDAF, Kansas City, Mo.
**WELCH, JACK**
WCOL, Columbus, Ohio.
**WELCH, HERBERT**
WBNC, Columbus, Ohio.
**WELCH, WILLIAM**
WKRC, Cincinnati, Ohio.
**WELLING, FRANK**
WCHS, Charleston, W. Va.
**WELLS, BILL**
WJNO, West Palm Beach, Fla.
**WELLS, DICK**
NBC. Midstream.
**WELLS, WARREN**
CHAB, Moose Jaw, Sask., Can.
**WELTMER, FRANK**
KOY, Phoenix, Ariz.
**WERNER, MORT**
KMTR, Los Angeles, Calif.
**WERTZ, JOHN**
KTRI, Sioux City, Iowa.
**WESTERKAMP, DICK**
WCMI, Ashland, Ky.
**WESTMORELAND, LLOYD**
CKCK, Regina, Sask., Can.
**WHEELER, GEORGE**
WMAL WRC, Washington, D. C.
**WHEELER, JOE**
WROL, Knoxville, Tenn.
**WHEELER, TONY**
WFIL, Phila., Pa.
**WHIPPLE, CHARLES**
WDAN, Danville, Ill.
**WHISENANT, A. D.**
KRBC, Abilene, Texas.
**WHITAKER, GENE**
WRAL, Raleigh, N. C.
**WHITE, HAROLD**
WNOE, New Orleans, La.
**WHITE, JACK**
WJR, Detroit, Mich.
**WHITE, KEN**
WAYX, Waycross, Ga.
**WHITE, ROBERT E.**
WBZ-WBZA, Boston & Spring-field, Mass.
**WHITE, ROY**
WDAN, Danville, Ill.
**WHITE, JR., WALTER**
MBS. Nobody's Children.
**WHITESIDE, ARTHUR**
WOR, Newark, N. J.
**WHITNEY, YALE**
KECA-KFI, Los Angeles, Calif.
**WHITWORTH, J. R.**
KOTN, Pine Bluff, Ark.
**WICK, BERT**
KDIR, Devils Lake, N. D.
**WICK, HILDUR MARIE**
KDLA, Devils Lake, N. D.

**WICKERSHAM, HARRY H.**
KJBS, San Francisco, Calif.
**WIEGAND, CLYDE**
KVCV, Redding, Calif.
**WIGGINGTON, BILL**
WCCO, Minneapolis, Minn.
**WIGGINS, WALLACE**
KVOE, Santa Ana, Calif.
**WIGHT, H. B.**
WCAX, Burlington, Vt.
**WILBUR, BEN**
WFBM, Indianapolis, Ind.
**WILBUR, BOB**
WSUN, St. Petersburg, Fla.
**WILBURN, DAVID**
WMBD, Peoria, Ill.
**WILCOX, GORDON**
WTIC, Hartford, Conn.
**WILCOX, HARLOW**
NBC. Fibber McGee and Mol-ly.
**WILLARD, DICK**
WOR, Newark, N. J.
**WILLIAMS, ALUN**
WMCA, New York, N. Y. Picon Parade. Five Star Final, News, North West Neighbors, Safeguarding Investments.
**WILLIAMS, AUSTIN**
KLZ, Denver, Colo.
**WILLIAMS, EARL**
KFAB, Lincoln, Nebr.
**WILLIAMS, EDWARD**
WRNL, Richmond, Va.
**WILLIAMS, GEORGE**
KPAB, Laredo, Texas.
**WILLIAMS, GLENN**
WESG, Elmira, N. Y.
**WILLIAMS, JACK**
KOY, Phoenix, Ariz.
**WILLIAMS, MARK**
WCMI, Ashland, Ky.
**WILLIAMS, MEL**
KSAN, San Francisco, Calif.
**WILLIAMS, RAY**
KAST, Astoria, Ore.
**WILLIAMS, RUSS**
WCLE, Cleveland, Ohio. WHK
**WILLIAMS, TOMMIE**
WCNC, Elizabeth City, N. C.
**WILLIAMS, WALLY**
WEED, Rocky Mount, N. C.
**WILLIAMSON, DUDLEY**
KOL, Seattle, Wash.
**WILLIAMSON, ROBERT**
KUSD, Vermillion, S. D.
**WILLIAMSON, WARREN S.**
KFKA, Greeley, Colo.
**WILLS, HARRY**
WJMS, Ironwood, Mich.
**WILLS, PAUL**
KMOX, St. Louis, Mo.
**WILSON, BILL**
WSPB, Sarasota, Fla.
**WILSON, DON**
NBC. Jello Program Starring Jack Benny, Joe E. Brown Program, Aldrich Family, Jim-my Fidler In Hollywood Gos-sip.
**WILSON, ED**
KFBB, Great Falls, Mont.
**WILSON, EDDIE**
WJBL, Decatur, Ill.
**WILSON, ELVAN B.**
WLAK, Lakeland, Fla.
**WILSON, HAL**
WGTM, Wilson, N. C.
**WILSON, I. LUTHER**
WAWZ, Zarephath, N. J.
**WILSON, READ**
WNOX, Knoxville, Tenn.
**WILSON, READ**
WWNC, Asheville, N. C.



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**WING, GERALD**
KROC, Rochester, Minn
**WINN, BERT**
KROW, Oakland, Calif
**WINN, WILLIAM**
WRAK, Williamsport, Pa
**WINTER, J.**
CFCF, Montreal, Quebec, Can
**WIRTH, DONALD C.**
WIBA, Madison, Wisc.
**WITANOWSKI, EDWARD**
WHOM, Jersey City, N. J.
**WITHERS, LOU**
KECA-KFI, Los Angeles, Calif.
**WITMER, WEBB**
WDAF, Kansas City, Mo
**WOLEVER, JACK**
KTHS, Hot Springs, Ark.
**WOLFE, HOWARD**
WMMN, Fairmont, W. Va
**WOLFF, HAL**
KGO, San Francisco, Calif.
**WOLFRAM, A. L.**
WAWZ, Zarephath, N. J.
**WOLPER, DAVID**
KFEL, Denver, Colo.
**WOOD, H. BARRY**
CKCK, Regina, Sask., Can
**WOOD, CHARLES**
KWSC Pullman Wash
**WOOD, FRED**
WIP, Phila., Pa
**WOOD, GEORGE**
WTMV, East St. Louis, Ill
**WOOD, HARRY**
KYW, Phila., Pa
**WOOD, WILLIAM**
KGO-KPO San Francisco Calif.
**WOODARD, HOWARD**
KPRC Houston Texas
**WOODARD, RAY**
WFTC, Kinston, N. C
**WOODBRIDGE, ROSS**
WHEC, Rochester, N. Y
**WOODFIELD, W. G.**
CJGX, Yorkton, Sask., Can.
**WOODSON, BILL**
WTCN, St. Paul Minneapolis, Minn.
**WOODWARD, LE ROY**
WOMI, Owensboro, Ky.
**WOOLF, JOHN**
KDYL, Salt Lake City, Utah
**WOOLNER, BOB**
CKCR, Kitchener - Waterloo Ont., Can.
**WOOLWINE, JAMES**
KUJ, Walla Walla, Wash
**WORKHOVEN, MERRILL**
KSCJ, Sioux City, Ia.
**WRIGHT, CHARLES H.**
WELI, New Haven, Conn
**WRIGHT, DON**
CJRM, Regina Sask., Can.
**WRIGHT, HOLLIS**
WTAG, Worcester, Mass.
**WRIGHT, KEN**
WNOX, Knoxville, Tenn
**WRIGHT, OMER**
KDON, Monterey, Calif
**WRIGHT, RICHARD**
WFBL, Syracuse, N. Y.
**WRIGHT, WILL**
KTFI, Twin Falls Idaho
**WROUGHT, VIRGINIA**
KROC, Rochester, Minn
**WYATT, BILL**
WTAL, Tallahassee, Fla
**WYLLIE, WALCOTT A.**
WBKK, Pittsfield, Mass.

## — Y —

**YEACON, EDWARD**
WDBZ, Muskegon, Mich
**YELVINGTON, RAMSEY**
KABC, San Antonio, Texas
**YERXA, HAROLD**
CJRM, Regina, Sask., Can
**YOUNG, BOB**
KOA, Denver, Colo.
**YOUNG, DAVE**
KABC, San Antonio, Texas
**YOUNG, FRANK**
WOL, Washington, D. C.
**YOUNG, GORDON**
CFCF, Montreal Quebec, Can
**YOUNG, JAMES W.**
WIS, Columbia, S. C.
**YOUNG, JON**
WMPS, Memphis, Tenn.
**YOUNG, KENNETH**
KCKN, Kansas City, Kans
**YOUNGBLOOD, WESLEY**
KFYO, Lubbock, Texas
**YOUSE, BOB**
WDBJ, Roanoke, Va.

## — Z —

**ZANK, KENNETH**
WEBC Duluth, Minn
**ZERGLA, JAMES**
WEAN, Providence, R. I
**ZIMMERMAN, DAVID**
WENR WMAQ, Chicago, Ill
**ZIMMERMANN, CARL**
WEMP, Milwaukee, Wisc
**ZINK, AL**
WGY, Schenectady, N. Y

***RAYMOND GRAM SWING***

EDWIN C. HILL



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# News Commentators

## AND THEIR WORK DURING 1939

### — A —

**AAROE,, ALDEN**
WCHV Charlottesville, Va.

**ABBOTT, ED**
WCCO, Minneapolis, Minn.

**ACEVEDO, FRANCISCO**
WKAQ, San Juan, Puerto Rico.

**ACKERLEY, ROBERT**
KGO & KPO San Francisco, Calif.

**ADAMS, CEDRIC**
WCCO, Minneapolis, Minn.

**ADAMS, HARRY**
WWRL, Woodside, N. Y.

**ADAMS, WILLIAM**
WDAN, Danville, Ill.

**ADAMSON, ERNIE**
WGBB, Freeport, N. Y .

**ADAMSON, W. G.**
CKTB, St. Catharines, Ont., Can.

**AKERS, BOK**
KRIC, Beaumont, Texas.

**ALEXANDER, BEN**
NBC, This Moving World.

**ALEXANDER, JOHN**
KFBB, Great Falls, Mont.

**ALLEN, BOB**
MBS, Listen America.

**ALLEN, PHIL**
KFBB, Great Falls, Mont.

**ALLEN, SPENCER**
WGN, Chicago, Ill.

**AMES, EDW. C**
WSPT, Toledo, Ohio.

**ANDERSEN, BOB**
KGO-KPO, San Francisco, Calif.

**ANGELL, J. H.**
KQV, Pittsburgh, Pa.: and WHJB, Greensburg, Pa.

**ANSCOMBE, DR. FRANCES**
WAIR, Winston-Salem, N. C.

**ARKELL, ROD**
WSUN, St. Petersburg, Fla.

**ARLINGTON, CHARLES**
WWJ, Detroit, Mich.

**ARMSTRONG, BOB**
WGBR, Goldsboro, N. C.

**ARNOLD, AL**
KOBH, Rapid City, S. D.

**ASOF, WOODIE**
WSKB, McComb, Miss.

**ASWELL, JAMES B.**
KALB, Alexandria, Ia.

**ATWOOD, JACK S.**
WRDO, Augusta, Me.

**AURANDT, PAUL**
KXOX, St. Louis, Mo.

**AVERY, DON**
KROW, Oakland, Calif.

**AZINE, HAROLD**
WIS, Chicago, Ill.

### — B —

**BABBEE, OWEN**
KMTH, Los Angeles, Calif.

**BAILEY, RAY**
KPMC, Bakersfield, Calif.

**BIRD, JANET**
NBC, Through a Woman's Eyes.

**BAKER, HAROLD**
KCRC, Enid, Okla.

**BAKER, MELVIN**
KUSD, Vermillion, S. D.

**BAKER, RAY**
WCNW, Brooklyn, N. Y.

**BARNHART, L. D.**
WKAR, East Lansing, Mich.

**BARRINGTON, BRUCE**
KXOK, St. Louis, Mo.

**BARRY, NORMAN**
WENR and WMAQ, Chicago, Ill.

**BARTELL, MELVIN**
WHAM, Rochester, N. Y.

**BARTH, BERNIE**
KOBM, Rapid City, S. D.

**BARTLETT, TOM**
WBBM, Chicago, Ill.

**BATES, CARL**
WKST, New Castle, Pa.

**BATEY, HUBERT**
WGPC, Albany, Ga.

**BAUGHMAN, GEORGE**
KWSC, Pullman, Wash.

**BAUKHAGE, H. R.**
NBC, European News, Four Star News, National Home and Farm Hour, News from the Nation's Capitol.

**BAXTER, LIONEL**
WAPI, Birmingham, Ala.

**BEARD, SAM**
WOPI, Bristol, Tenn.

**BECKER, FRED**
KARM, Fresno, Calif.

**BEDELL, A. DOUGLAS**
WCAP, Asbury Park, N. Y.

**BEDFORD, HOWARD**
CKNX, Wingham, Ont., Can.

**BEGHOLD, KEN**
WBAX, Wilkes-Barre, Pa.

**BELL, TED**
ERSC, Seattle, Wash.

**BENDER, LEONA**
WOAI, San Antonio, Texas.

**BENNETT, DONN**
WNBF, Binghamton, N. Y.

**BENNETT, MYRON J.**
KDAL, Duluth, Minn.

**BENNETT, THURSTON**
WRDW, Augusta, Ga.

**BENNITT, RUSSELL**
KXOX, Sweetwater, Texas.

**BENTLEY, JULIAN**
WLS, Chicago, Ill.

**BERKOWITZ, MILT**
WNBC, New Britain, Conn.

**BERNSTEIN, JERRY**
KTHS, Hot Springs, Ark.

**BICE, MAX**
KMO, Tacoma, Wash.

**BIEBER, FREDERICK**
WTHT, Hartford, Conn.

**BIER, JOSEPH**
WOR, Newark, N. J., Farm News Reporter, Olson Oddities.

**BIGNELL, FRANK**
WJJD, Chicago, Ill.

**BINGHAM, BOB**
WWNC, Asheville, N. C.

**BIRD, JOHN C.**
WCAP, Asbury Park, N. J.

**BISHOP, PAT**
KECA-KFI, Los Angeles, Calif.

**BISPING, HUBERT**
KUTA, Salt Lake City, Utah.

**BJORNSON, VAL**
KSTP, St. Paul, Minn.

**BLACKWELL, H. B.**
WAVE, Louisville, Ky.

**BLISS, TED**
KHJ, Los Angeles, Calif.

**BOGGESS, JOHN**
WMSL, Decatur, Ala

**BOOTON, FRAN**
WDZ, Tuscola, Ill.

**BOSWELL, LAURA**
WHMA, Anniston, Ala.

**BOWDEN, J. L.**
WKBN, Youngstown, Ohio.

**BOWLER, DUANE**
KGVO, Missoula, Mont.

**BOWMAN, GERALD**
WKBN, Youngstown, Ohio.

**BOYLE, HARRY J.**
CKNX, Wingham, Ont., Can

**BRADNER, C. C.**
WWJ, Detroit, Mich.

**BREINING, PAUL**
WRAK, Williamsport, Pa.

**BRENGEL, GEORGE**
WSCC, Charlotte, N. C.

**BRICE, DON**
KSAL, Salina, Kans.



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**BROILES, LUTHER**
KSAL, Salina, Kans.

**BROOKS, RICHARD**
Little Things in Life, WNEW.
Sensation and Swing, NBC

**BROPHY, ALLEN**
WROK, Rockford, Ill.

**BROWN, BOB**
WENR and WMAQ, Chicago, Ill.

**BROWN, GORDON**
KSRO, Santa Rosa, Calif.

**BROWN, JOE**
WGBR, Goldsboro, N. C.

**BRYANT, PRESSLEY**
WBAP, Fort Worth, Texas

**BURBANK, ROBERT H.**
WBRK, Pittsfield, Mass.

**BURKE, ELIZABETH**
WCLS, Joliet, Ill.

**BURNETT, NICKY**
WCLE, Cleveland, Ohio.
WHK, Cleveland, Ohio.

**BUTLER, HOMER**
WEBQ, Harrisburg, Ill.

**BUUCK, WINIFRIED**
WMBO, Auburn, N. Y.

**BYERS, HAL**
KBND, Bend, Ore.

**BYERS, HALE**
WHLB, Virginia, Minn., and
WEBC, Duluth, Minn

## — C —

**CADE, MARVIN**
WCHS, Charleston, W. Va.

**CAIN, BENET F.**
WNOE, New Orleans, La.

**CAMPBELL, BOB**
WCCO, Minneapolis, Minn.

**CAPPELLINI, EDGAR**
KALB, Alexandria, La.

**CARLBERG, LOREN**
KWBG, Hutchinson, Kans

**CARLSON, JIM**
KFXD, Nampa, Idaho.

**CARLYLE, CATHRYN**
KTL, Tulsa, Okla.

**CARTER, BOAKE**
WMCA, New York, N. Y.

**CARTHY, WILLIAM**
WCAM, Camden, N. J

**CASE, GEORGE T.**
WRAL, Raleigh, N. C.

**CATHEN, JOHN**
WIS, Columbia, S. C.

**CHILDS, RALPH**
KMA, Shenandoah, Iowa

**CHURCHILL, NELSON**
WAAB-WNAC, Boston Mass

**CIVILLE, ROY**
KIDO, Boise, Idaho.

**CLARK, GORDON**
KFKA, Greeley, Colo.

**CLARK, JO (Miss)**
WRDW, Augusta, Ga.

**CLARK, RAY**
WNAX, Yankton, S. D.

**CLARKE, JOHN**
WRBL, Columbus, Ga

**CLAYTON, BOYARD**
WEBQ, Harrisburg, Ill.

**COATES, C. L.**
WNOE, New Orleans, La

**COBB, TY**
KRGV, Westlaco, Texas.

**COCHRAN, PAUL**
KICA, Clovis, N. M.

**COLBERT, JOHN**
KFWB, Los Angeles, Calif.

**COLE, GRADY**
WBT, Charlotte N. C.

**OLE, HOWARD**
KCRC, Enid, Okla

**COLL, BEN**
WJAC, Johnstown Pa.

**COMBS, JR., GEORGE H.**
WHN New York, N. Y

**COMPTON, RANULF C.**
WELI, New Haven, Conn

**COMPTON, WALTER**
WOL, Washington, D. C.

**CONDON, MAURICE**
WGAR, Cleveland Ohio

**CONINE, BILL**
WMBH, Joplin Mo


**SIDNEY WALTON**

*W.O.R.'s New Newscaster*

**MARK HAWLEY**

*Newscaster*
*Emcee*
*Announcer - Narrator*

CURRENT SHOWS

News—8 A.M. & 12:30 P.M. Daily WOR
(74. Hooper-Holmes)

Fred Allen Show - - - - - NBC

George Jessel Varieties - - - NBC

Consolidated Edison - - - - - NBC

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**CONNELLY, BROOKS**
WIND, Gary, Ind.

**CONOVER, HUGH**
WJSV, Washington, D. C.

**CONRAD, RICHARD**
WSAU, Wausau, Wisc.

**CONWAY, JIMMY**
WISN, Milwaukee, Wisc.

**COOK, ARTHUR**
WMAN, Mansfield, Ohio.

**COOK, IRA**
KMTR, Los Angeles, Calif.

**COOK, OLLIE**
KFYO, Lubbock, Texas.

**COOPER, JIM**
WBNS, Columbus, Ohio.

**COOPER, J. G.**
KVOL, Lafayette, La.

**COPELAND, JACK**
KOY, Phoenix, Ariz., and KSUN, Lowell, Ariz.

**CORBIN, C. PAUL**
KELA, Centralia and Chehalis, Wash.

**CORCORAN, JOHN**
WPEN, Philadelphia, Pa.

**COULEHAN, M. E. (MISS)**
WTBO, Cumberland, Md.

**COURSEY, ALEC**
WQDM, St. Albans, Vt.

**COURTNEY, ED**
WDGY, Minneapolis-St. Paul, Minn.

**COX, LES**
KVAK, Atchinson, Kans.

**CRAIG, VIRGIE**
KUOA, Siloam Springs, Ark.

**CRAFT, A. B.**
KVOL, Lafayette, La.

**CRAWFORD, BOB**
WTOC, Savannah, Ga.

**CREASMAN, JIMMY**
KTAR, Phoenix, Ariz.

**CROSLAND, DAN**
WFBC, Greenville, S. C.

**CROW, LESLIE**
WTMV, East St. Louis, Ill.

**CULL, RICHARD**
WHIO, Dayton, Ohio.

**CULLINAN, HOWELL**
WEEI, Boston, Mass.

**CUMMINS, JOHN H.**
WFOY, St. Augustine, Fla.

**CUNNINGHAM, BOB**
WBBM, Chicago, Ill.

**CURTIS, E. H.**
WIBW, Topeka, Kans.

**CURTIS, SANDUSKY**
WTAR, Norfolk, Va.

## — D —

**DADY, RAY**
KWK, St. Louis, Mo.

**DAIGER, FRED**
WAPI, Birmingham, Ala.

**DAILEY, BOB**
WTAM, Cleveland, Ohio.

**DALE, GEORGE**
WJLS, Beckley, W. Va.

**DANA, JOE**
KOY, Phoenix, Ariz., and KSUN, Lowell, Ariz.

**DANE, TOM**
WBAL, Baltimore, Md.

**DANIEL, CLAY**
WDNC, Durham, N. C.

**DANIELS, STUART**
KLO, Ogden, Utah.

**DAVENPORT, J. A.**
WRDW, Augusta, Ga.

**DAVIES, BOB**
KARM, Fresno, Calif.

**DAVIS, ELMER**
CBS.

**DAVIS, JOHN**
WWSW, Pittsburgh, Pa.

**DAVIS, LANE**
KGBX-KWTO, Springfield, Mo

**DAVIS, REX**
WCKY, Cincinnati, Ohio.

**DAWSON, EDWARD**
KVCV, Redding, Calif.

**DEAN, BEV**
WCKY, Cincinnati, Ohio.

**DEAN, STUART**
KOMA, Oklahoma City, Okla.

**DENNIS, ALBERT**
WJSV, Washington, D. C.

**DESIMONE, GENE**
KFBK, Sacramento, Calif.

**DICKSON, A. STUART**
CFCY, Charlottetown, P.E.I., Can.

**DICKSON, BRICE**
KPRC, Houston, Texas.

**DICKSON, FRANK**
WNBH, New Bedford, Mass.

**DIETZ, KENNETH (Mrs.)**
WBRB, Red Bank, N. J.

**DINSMORE, ED**
WORL, Boston, Mass.

**DIXON, MASON**
WNOX, Knoxville, Tenn.

**DONNELL, DARRELL**
KYA, San Francisco, Calif.

**DONNELL, WILLIAM A.**
KDON, Monterey, Calif.

**DONOVAN, GREGG**
WDGY, Minneapolis-St. Paul, Minn.

**DOUGLASS, KEN**
KTOK, Oklahoma City, Okla.

**DOUGLAS, STEVE**
WWNC, Asheville, N. C.

**DOUTHAT, LOUIS**
WHIS, Bluefield, W. Va.

**DRAKE, DALE**
WRR, Dallas, Texas.

**DRAKE, MYRON**
KTAR, Phoenix, Ariz.

**DRISCOLL, DAVE**
MBS, The Show of the Week.

**DROHLICH, BOB**
KDRO, Sedalia, Mo.

**DUDLEY, BIDE**
WHN, Bide Dudley's Theatre Club of the Air, Bide Dudley Spotlights the Stage.

**DULIN, MARTHA**
WBT, Charlotte, N. C.

**DUQUESNE, ALBERT**
CKAC, Montreal, Quebec, Can.

## — E —

**EAST, HENRY**
WRBL, Columbus, Ga.

**EATON, GORDON**
WTFL, Fort Lauderdale, Fla

**EDWARDS, DOUGLAS**
WXYZ, Detroit, Mich.

**EHRMAN, ROBERT W.**
WRTD, Richmond, Va.

**ELGIN, JOHN**
WHBQ, Memphis, Tenn.

**ELLEKER, R. H.**
CJGX, Yorkton, Sask., Can.

**ELLERS, RICHARD**
KYA, San Francisco, Calif.

**ELLIOTT, MELVYN**
WNYC, New York, N. Y.

**ELLIS, CHRISTOPHER**
CFCR, Montreal, Quebec, Can.

**ERICKSON, GLADYS ARBEITER**
WCLS, Joliet, Ill.

**ERICKSON, ROLF**
KFBB, Great Falls, Mont.

**EVANS, EDDIE**
KWFT, Wichita Falls, Texas.

**EVANS, FLEM**
WCHS, Charleston, W. Va.

**EVANS, ROBERT B.**
WBZ-WBZA, Boston and Springfield, Mass.

**EVANS, VIRGIL**
WCOA, Pensacola, Fla.

**EWING, E. A.**
CKBI, Prince Albert, Sask., Can.

## — F —

**FAIRLEY, BILL**
KUOA, Siloam Springs, Ark.

**FARIS, CLINTON**
WGTM, Wilson, N. C.

**FARMER, JOHN**
KMBC, Kansas City, Mo.

**FARRELLE, PAUL S.**
KPMC, Bakersfield, Calif.

**FASKE, ARTHUR**
WCNW, Brooklyn, N. Y.

**FINCH, HOWARD K.**
WJIM, Lansing, Mich.

**FITZGIBBONS, JACK**
WSAR, Fall River, Mass.

**FITZPATRICK, JACK**
KLZ, Denver, Colo.

**FLANNERY, HARRY W.**
KMOX, St. Louis, Mo.

**FLEISCHER, NATHAN**
WDAS, Philadelphia, Pa.

**FLINT, JULIAN**
WATL, Atlanta, Ga.

**FORBES, GILBERT**
WFBM, Indianapolis, Ind.

**FORREST, JOHNNY**
KIRO, Seattle, Wash.

**FOSTER, CEDRIC**
WTHT, Hartford, Conn.

**FOSTER, JACK**
WCKY, Cincinnati, Ohio.

**FRAKER, W. W.**
WFBG, Altoona, Pa.

**FRANCIS, IVOR**
CFCF, Montreal, Quebec, Can.

**FRANDSEN, TOM**
KECA-KFI, Los Angeles, Calif.

**FRANK, BOB**
WOC, Davenport, Iowa.



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**FRENCH, BOB**
WHKC, Columbus, Ohio

**FRENCH, KEN**
WHEC, Rochester, N. Y

**FRENCH, NED**
WORL, Boston Mass

**FROGGE, JOHN E.**
WGBB, Freeport, N. Y.

**FRY, EVAN**
KANS, Wichita, Kans.

## — G —

**GAETH, ARTHUR**
KOVO, Provo, Utah

**GALLAGHER, MIKE**
KFPL, Dublin, Texas

**GALLIART, MELVILLE K.**
WKBB, Dubuque, Iowa

**GAMELIN, F. C.**
KWLC, Decorah, Iowa

**GEMMON, IRVINE**
WAGM Presque Isle Me

**GARRED, BOB**
Bob Garred Reporting CBS Twenty Grand New KNX

**GATES, ROBERT W.**
WFMJ, Youngstown, Ohio.

**GAYMAN, L. VAUGHN**
WKBB, Dubuque, Iowa

**GEORGE, A. H.**
KOBH, Rapid City S D

**GEORGE, CARL**
WGAR Cleveland Ohio

**GEWINNER, HOLT**
WMAZ, Macon, Ga

**GIBNEY, JACK**
WRBL, Columbus Ga.

**GIFFORD, ALEXANDER**
WBAL, Baltimore Md

**GIFFORD, DICK**
KWNO, Winona, Minn

**GILBERT, A. V.**
WIBA, Madison Wisc

**GILCHREST, CHARLES**
WBZ-WBZA, Boston and Springfield, Mass

**GILLELAND, HERBERT**
WTOL, Toledo, Ohio

**GIRARD, PAUL**
WBAL, Baltimore Md

**GLADSTONE, HENRY**
WHN, The World We Make

**GLENN, JOE**
WMMN, Fairmont W Va

**GODWIN, C. V.**
CKCA, Kenora, Ont Can

**GODWIN, EARL**
WRC, Washington, D. C.

**GOERCH, CARL**
WPTF, Raleigh N C

**GEORGE, LEE**
WTMV, East St Louis, Ill.

**GOERSS, JON**
WJLS, Beckley, W Va

**GOLDBERG, RUBIN**
WLTH, Brooklyn, N. Y

**GOLDER, HARRY**
WXYZ, Detroit, Mich

**GOLDSMITH, LEE**
KSAN, San Francisco Calif

**GOODALE, ESTHER**
WXYZ, Detroit, Mich

**GOODE, MICHAEL J.**
WELI, New Haven, Conn

**GOODSON, MARK**
KFRC, San Francisco Calif

**GOODWIN, HARRY D.**
WBZ-WBZA Boston and Springfield, Mass.

**GORSUCH, KEN**
KGGM, Albuquerque N M

**GOW, GEORGE**
WCHS, Charleston W. Va

**GRANT, AUSTIN**
WWJ, Detroit Mich

**GRANT, PETER**
MBS, Front Page Parade

**GRANT, TAYLOR**
WCAU, Philadelphia Pa

**GRAY, HARDIN**
WBIG, Greensboro N. C

**GRAY, HOWARD**
KFVD, Los Angeles Calif.

**GRAY, JOHN**
WDOD, Chattanooga, Tenn

**GREGORY, BOB**
WCBS, Springfield Ill

**GRENIER, B. J.**
CKGB, Timmins Ont Can

**GREY, BOB**
WMBH Joplin, Mo

**GUERRA, HENRY**
WOAI, San Antonio Texas

**GUEST, "BUD"**
WJR, Detroit, Mich

**GUNTHER, JOHN**
NBC European News.

## — H —

**HAGEMAN, H.**
WADC, Akron, Ohio.

**HAIGIS, JR., JOHN W.**
WHAI, Greenfield Mass

**HAINLINE, JOE**
KGBX-KWTO, Springfield, Mo

**HALE, ALAN**
WISN, Milwaukee, Wisc

**HALE, ARTHUR**
WOR, Newark, N. J.

**HALE, CECIL**
WFAA, Dallas Texas

**HALPIN, JOSEPHINE**
KMOX, St. Louis Mo

**HALTEMAN, CHARLES**
WTOL, Toledo Ohio

**HAMILTON, JIM**
WLEU, Erie, Pa

**HAMLIN, DAVE**
KVAK, Atchinson, Kans

**HAMMOND, FRED**
KPAB, Laredo, Texas

**HAMRICK, TINY**
WBRE, Wilkes Barre Pa.

**HANNA, MICHAEL R.**
WIBX, Utica, N. Y.

**HANSON, BOB**
KUTA, Salt Lake City, Utah

**HARDY, GLEN**
KHJ, Los Angeles, Calif.

**HARPER, HERBERT**
WMC, Memphis, Tenn

**HARPER, TRO**
KSFO, San Francisco, Calif

**HARRINGTON, NORMAN**
KGLU, Safford, Ariz

**HARRIS, BOB**
KLZ, Denver, Colo

**HARRIS, ELLIS**
KDAL, Duluth, Minn

**HARRIS, JAY**
WCKY, Cincinnati Ohio

**HARRIS, WINDER**
WTAR, Norfolk, Va

**HARSHMAN, JERRY**
WPIC, Sharon Pa

**HART, DON**
WMFF, Plattsburg N Y

**HASBROOK, DICK**
WJMS, Ironwood, Mich

**HASSER, CHARLES**
WTHT Hartford, Conn

**HATTIC, WOODROW**
WWL, New Orleans, La

**HAWKINSON, FRANK**
KADA, Ada, Okla.

**HAWLEY, MARK**
Transradio News WOR Fred Allen Show, NBC; George Jessel's Celebrities, NBC; Consolidated Edison Program NBC.

**HAYES, SAM**
Sperry Breakfast News, NBC; Daily Spectator CBS; Euclid Ballot Box CBS; Federal News KFWB Pointing the Periscope, CBS.

**HEATTER, GABRIEL**
NBC, Peter Paul Presents WOR, Newark N. J

**HEFFERNAN, WILLIAM**
WBTM, Danville, Va

**HEINEMAN, STUART**
KFEL, Denver Colo

**HELSBY, H. R.**
WHDL Olean, N. Y

**HELTON, BERNARD P.**
WACO, Waco, Texas

**HEMBREE, LAWRENCE**
WAIM, Anderson, S. C

**HENDERSON, BROOKS**
KSTP, St. Paul Minn

**HENNEMAN, CARL**
KFAM, St. Cloud Minn

**HENNING, ARTHUR SEARS**
WGN, Chicago, Ill

**HERGET, JOE**
WCHS, Charleston W. Va

**HERNE, E. D. C. (Captain)**
WGN, Chicago Ill

**HIGGINS, FRANCIS**
WDAN, Danville, Ill

**HIGGINS, LEN**
KVI, Tacoma Wash

**HILL, EDWIN C.**
NBC CBS-MBS, The Human Side of the News.

**HIPPLE, JAMES B.**
KGFX, Pierre, S D

**HIRSCH, DON**
KDKA, Pittsburgh Pa

**HIRSCH, RUSSELL**
WCMI, Ashland Ky

**HOBGOOD, BOB**
WOMI, Owensburg, Ky.

**HODGES, GILBERT**
WTAG, Worcester Mass

**HODGES, HILTON**
WIBW, Topeka Kans

**HOGAN, JOSEPH**
WTMV, East St Louis Ill



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**HOLBROOK, ART**
WIBW, Topeka, Kans.
**HOLBROOK, JACK**
WMIN, St. Paul, Minn., and KYSM, Mankato, Minn.
**HOLLISTER, HERB**
KANS, Wichita, Kans.
**HOOD, W. P.**
KWFT, Wichita Falls, Texas.
**HOOK, HENRY**
KGLO, Mason City, Iowa.
**HORN, ROBERT**
WPAY, Portsmouth, Ohio.
**HORN, ROBERT**
WCAM, Camden, N. J.
**HORTON, J. F.**
CPRM, Regina, Sask., Can.
**HORTON, TED**
WGBR, Goldsboro, N. C.
**HOWE, QUINCY**
WQXR, New York, N. Y.
**HOWELL, REX**
KFXJ, Grand Junction, Colo.
**HOWLE, CONRAD**
WMBG, Richmond, Va.
**HOYT, LEE**
WIBW, Topeka, Kans.
**HUGHES, JAC**
CKPR, Fort William-Port Arthur, Ont., Can.
**HUGHES, RUSH**
NBC.
**HUNTER, TODD**
CBS. News and Rhythm.
**HURLEIGH, ROBERT**
WFBR, Baltimore, Md.
**HUSEBY, LARRY**
KMO, Tacoma, Wash.
**HYDE, BILL**
KFIZ, Fond-du-Lac, Wisc.
**HYND, JUNE**
NBC. Guest Book, Let's Talk It Over.

## — I —

**INCH, MERRILL**
KOH, Reno, Nevada.
**INGERSOLL, C. H.**
WLTH, Brooklyn, N. Y.

## — J —

**JACKSON, FRANK**
KGFF, Shawnee, Okla.
**JACKSON, GEORGE**
WBOW, Terre Haute, Ind.
**JAFFE, FRANK**
KMA, Shenandoah, Iowa.
**JAY, HARRY**
WLOD, Lima, Ohio.
**JENKINS, RONALD**
WJNO, West Palm Beach, Fla.
**JENSEN, M. C.**
WCAL, Northfield, Minn.
**JOHANSEN, CHRIS**
WGKJ, Charleston, W. Va.
**JOHNSON, MAHLON B.**
KFKA, Greeley, Colo.
**JOHNSON, TED**
KMMJ, Clay Center, Nebr.
**JOHNSTONE, BILL**
NBC. One of the Finest.
**JONES, ARTHUR T.**
WEW, St. Louis, Mo.
**JONES, GLENN**
KWSC, Pullman, Wash.
**JOY, DICK**
KNX, Los Angeles, Calif.

## — K —

**KALTENBORN, H. V.**
CBS. Kaltenborn Comments
**KENNEDY, JOHN B.**
NBC.
**KENNEDY, VANN M.**
KTCB, Austin, Texas.
**KILLEEN, J. W.**
WSAU, Wausau, Wisc.
**KING, CY**
WEBR, Buffalo, N. Y.
**KING, JACK**
WJR, Detroit, Mich.
**KIRBY, DURWARD**
WENR and WMAQ, Chicago, Ill.
**KIRBY, KLEVE**
WWL, New Orleans, La.
**KISTOR, GEORGE**
KMMJ, Clay Center, Nebr.
**KISTLER, GLEASON**
WDAN, Danville, Ill.
**KITCHELL, ALMA**
NBC. Alma Kitchell's Brief Case, Let's Talk It Over.
**KITSON, HARRY D. (Dr.)**
NBC. On Your Job.
**KNATVOLD, NAIDA**
WCAL, Northfield, Minn.
**KNIGHTLINGER, TED**
KMO, Tacoma, Wash.
**KNOX, JIM H.**
WTFI, Fort Lauderdale, Fla.
**KNOX, ROBERT**
WDAS, Philadelphia, Pa.
**KOECTER, TONY**
KFBK, Sacramento, Calif.
**KRAMP, LARRY**
WCBS, Springfield, Ill.

## — L —

**LAFFER, JACK**
KANS, Wichita, Kans.
**LAING, GIL**
KSRO, Santa Rosa, Calif.
**LANDIS, DEWITT**
KFYO, Lubbock, Texas.
**LANE, BOB**
KVOO, Tulsa, Okla.
**LANG, FRED**
WNAC, Boston, Mass.
**LANG, WILLIAM**
KYW, Philadelphia, Pa.
**LAW, GLEN**
KRNT, KSO, Des Moines, Iowa.
**LE BRUN, HARRY**
WHEC, Rochester, N. Y.
**LEE, CLIFF**
KFXM, San Bernardino, Calif.
**LEE, H. W.**
WMFD, Wilmington, N. C.
**LEE, J. W.**
KGFF, Shawnee, Okla.
**LEE, R. E.**
KWLC, Decorah, Iowa.
**LEGARE, G.**
CJBN, Rimouski, Quebec, Can.
**LEICH, WALTER**
WGBF, Evansville, Ind.
**LEIGHTON, BEN**
WEBC, Duluth, Minn., and WHLB, Virginia, Minn.
**LETSON, ED**
KFAB-KFOR, Lincoln, Nebr.
**LEVY, GEORGE**
WCAP, Asbury Park, N. J.
**LEWIN, JACK**
WFDF, Flint, Mich.
**LEWIS, ALLEN**
CJOC, Lethbridge, Alberta, Can.
**LEWIS, ERWIN**
WIS, Chicago, Ill.
**LEWIS, JR., FULTON**
MBS. Detrola Radio Program.
**LEWIS, JACK**
KARK, Little Rock, Ark.
**LEWRY, SCOOP**
CHAB, Moose Jaw, Sask., Can.
**LITTLE, JAMES**
WTAG, Worcester, Mass.
**LOCKE, FRANCIS P.**
WIOD, Miami, Fla.
**LOWE, GUY W.**
KFRU, Columbia, Mo.
**LUKINS, HARRY**
WAVE, Louisville, Ky.
**LUSINCHI, VICTOR**
MBS. Foreign Broadcasts.
**LUTZ, CHARLES V.**
WKRC, Cincinnati, Ohio.
**LUXFORD, NOLA**
Four Star News NBC.
**LYNCH, CECIL**
KTRB, Modesto, Calif.
**LYON, TED**
KWBG, Hutchinson, Kans.
**LYONS, EUGENE**
WMCA, New York, N. Y.
**McCAIN, BILL**
WBRC, Birmingham, Ala.

## — Mc —

**McCARTHY, CHARLES**
WRAL, Raleigh, N. C.
**McCARTHY, TOM**
WCPO, Cincinnati, Ohio.
**McCARTY, JACK**
KORE, Eugene, Oregon.
**McCLAIRS, GORDON**
CKPR, Fort William-Port Arthur, Ont., Can.
**McCLAY, JOHN L.**
WPG, Atlantic City, N. J.
**McCREARY, DOUG**
KTRB, Modesto, Calif.
**McDONNELL, GENE**
KELO, Sioux Falls, S. D. KSOO.
**McDOWELL, BILL**
WPIC, Sharon, Pa.
**McGHEE, FRED**
KGBX-KWTO, Springfield, Mo.
**McGREW, JACK**
KPRC, Houston, Texas.
**McGUIRE, RAY**
WGRM, Grenada, Miss.
**McHUGH, PHIL**
KPMC, Bakersfield, Calif.
**McMAHON, CHARLES**
WCSC, Charleston, S. C.
**McMURRAY, JAMES**
WSIX, Nashville, Tenn.
**McNAMEE, GRAHAM**
NBC.
**McNEILL, IDA A.**
KGFX, Pierre, S. D.
**McPHERSON, GAYLORD**
WDOD, Chattanooga, Tenn.
**MacFARLANE, IAN**
WFMD, Frederick, Md.
**MacGREGOR, J. C.**
KOB, Albuquerque, N. M.

## — M —

**MAGNUSON, J. WOODROW**
WHBF, Rock Island, Ill.
**MAITLAND, PATRICK**
MBS. Foreign Broadcasts.
**MALCHMAN, NATHAN**
WNBH, New Bedford, Mass.
**MALONE, FRANK**
WIOD, Miami, Fla.
**MANLOVE, DUDLEY**
KSAN, San Francisco, Calif.
**MANN, ARTHUR**
MBS. Foreign Broadcasts.
**MANNING, KNOX**
CBS. Headlines on Parade.
**MANNS, WILLIAM**
WCAM, Camden, N. J.
**MARBLE, HARRY**
WCAU, Philadelphia, Pa.



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**MARKS, GARNETT**
WMCA, New York, N. Y
Roma Wine Program, Community Opticians Program, Sachs Furniture Program.
**MARRION, FRANK E.**
KAST, Astoria, Ore.
**MARTIN, CECIL**
KEPL, Dublin Texas.
**MASON, WILLIAM**
WBRB, Red Bank, N. J
**MATT, M. LEONARD**
WDAS Philadelphia, Pa
**MATTHEWS, JOE**
WGKJ, Charleston, W. Va.
**MATTHEWS, TOM**
WIAK, Lakeland, Fla
**MAY, EARL**
KMA Shenandoah, Iowa.
**MAY, FOSTER**
WOW, Omaha, Nebr.
**MEREDITH, LEE**
WOMI, Owensburg, Ky.
**MERINO, JOHN**
KGLU, Safford, Ariz.
**MERRIDEW, REG**
WKOK, Sunbury, Pa
**MERRILL, G. G.**
KVNU, Logan, Utah
**MERROW, CHESTER E.**
WHEB, Portsmouth, N. H
**MERTENS, PETE**
KIRO, Seattle, Wash.
**MEYERS, GEORGE NELSON**
KFAR, Fairbanks Alaska.
**MEYERS, TED**
KFAC, Los Angeles, Calif.
**MILBURN, EMORY**
KVCV, Redding, Calif.
**MILLER, CAMPBELL**
WJBC, Bloomington, Ill
**MILLER, KEN**
KVOO, Tulsa, Okla
**MITCHELL, JOE**
KIDO Boise, Idaho.
**MOEGLE, FRED**
WTMV, East St. Louis, Ill.
**MONDAY, RAY**
KPDN, Pampa, Texas.
**MORRE, DUNCAN**
WJR, Detroit, Mich
**MOORE, LINDLE**
WEBQ, Harrisburg, Ill.
**MOORE, VERN**
KIDO, Boise, Idaho.
**MORGAN, RAY**
WPG, Atlantic City, N. J.
**MORRIS, DE WITT**
KELA Centralia and Chehalis, Wash.
**MORRIS, MITCHELL**
WFAM WSBT, South Bend, Ind.
**MORRIS, PAUL**
WCAO, Baltimore Md.
**MURPHY, JOHN**
WGAR Cleveland, Ohio
**MURPHY, MICHEY**
KEPL, Dublin, Texas.
**MURRAY, TOM**
WHAM, Rochester, N. Y.
**MURRIE, D. H.**
WTBO, Cumberland Md
**MYERS, J. CLARENCE**
KYA, San Francisco, Calif

## — N —

**NASH, BARNES H.**
WJIS, Beckley, W. Va.
**NASH, NOBLE**
WCBS, Springfield, Ill.
**NELSON, PAUL**
WJBO, Baton Rouge, La.
**NESBITT, NORMAN**
KHJ, Los Angeles, Calif
**NEWELL, BILL**
CKWX and CKMO, Vancouver B. C., Can.
**NEWHALL, GENE**
KYSM, Mankato, Minn
**NICKELL, JOE**
WIBW, Topeka, Kans.
**NILES, CHARLES**
WTHT, Hartford, Conn.
**NOBLE, DICK**
WIBC, Indianapolis, Ind.
**NUGENT, TOM**
KOVC, Valley City, N. D

## — O —

**OAKS, BARNEY**
WJPR, Greenville, Miss.
**OAKES, B.**
WATL, Atlanta, Ga.
**O'DELL, STUART**
WOPI, Bristol, Tenn.
**OLSEN, FREDERICK**
WHEB, Portsmouth, N. H.
**O'NEIL, JIM**
KJBS, San Francisco, Calif.
**ORBACH, HENRY**
KFEL, Denver, Colo.
**ORFIELD, BENNET**
WTCN, St. Paul-Minneapolis, Minn.
**OTIS, LEE**
WCLE, Cleveland, Ohio, WHK
**OWEN, FORREST**
WKAR, East Lansing Mich
**OXFORD, GEORGE**
WJBW, New Orleans, La
**PAGET, BARRIE**
KMPC, Beverly Hills, Calif
**PALMER, GEORGE**
WIBC, Indianapolis, Ind.
**PARIZEAU, LUCIEN**
CKAC, Montreal, Quebec, Can

## — P —

**PATRICK, VAN**
KRMD, Shreveport, La.
**PATTEN, WILL A. (Major)**
WRGA, Rome Ga.
**PATTERSON, WADE**
KGLO, Mason City, Iowa
**PAUL, ED**
WCFL, Chicago, Ill
**PAYNE, LARRY**
WTOL, Toledo, Ohio.
**PEARSON, DREW**
MBS, Listen America
**PEARSON, FORT**
WENR and WMAQ Chicago Ill.
**PENN, DAVID**
WCOL, Columbus, Ohio
**PEPPER, VERNON**
WSNJ, Bridgeton, N. J
**PERRY, BOB**
WORL, Boston, Mass.
**PETERS, KENNETH**
KTMS, Santa Barbara Calif
**PETTEGREW, C. W.**
WOSU, Columbus, Ohio.
**PHILLIPS, ORAL**
KHSL, Chico, Calif.
**PIEPLOW, ELDEN**
KWBG, Hutchinson, Kans.
**PIERSON, DALTON**
KGVO, Missoula, Mont.
**POLONUS, HAROLD**
WPIC, Sharon, Pa.
**POOLE, BILL**
WGPC, Albany, Ga.
**POOR, JOHN**
WHBQ, Memphis, Tenn.
**POTTER, ANDREW**
KROW, Oakland, Calif.
**PRAY, CLAUDE**
KFIZ, Fond-du Lac, Wisc
**PRIMM, ART**
KTKC, Visalia, Calif.
**PRODIS, PAUL**
WARD, Brooklyn N. Y
**PROSSER, JOHN**
KTHS, Hot Springs, Ark.
**PUTNAM, GEORGE**
NBC, Campbell Condensed News, Salute to Saturday Sunday News Highlights
**PYRON, DICK**
WAGA, Atlanta, Ga.

## — R —

**RAISTRIC, ERNEST**
WFOV, St. Augustine, Fla
**RAMSEY, WAYMOND**
KELD, El Dorado, Ark.
**RANDALL, PORTER**
KGKO Fort Worth, Texas
**RAVENEL, JOHN**
WSJS, Winston Salem, N. C.
**REA, ERINE**
KFRU, Columbia, Mo.
**REEVES, BILL**
WSIX, Nashville, Tenn
**REEVES, WILLIAM**
WELI, New Haven Conn
**REYNOLDS, CARTER**
KFDA, Amarillo, Texas
**RHODES, DAVID**
WHBY-WTAQ, Green Bay Wisc.
**RICKER, BILL**
WDEV, Waterbury, Vt
**RIDDELL, CORWIN**
WOAI San Antonio Texas
**RISS, DAN**
WFAA Dallas Texas.
**ROACH, HAL**
KTAR Phoenix, Ariz.
**ROBBINS, BILL**
WCKY, Cincinnati, Ohio
**ROBBINS, DAVE**
CKOC, Hamilton Ont., Can
**ROBERTSON, BRUCE**
KOAM Pittsburg, Kans
**ROBINSON, MAJOR**
WSUN St. Petersburg, Fla
**ROBINSON, PRESCOTT**
CFCF Montreal, Quebec, Can
**RODGERS, JR., FLOYD D.**
WIS, Columbia S. C
**ROGERS, FAY**
WOPI Bristol, Tenn
**ROGERS, RALPH**
WJNO, West Palm Beach, Fla
**ROGERS, ROBERT**
WSAL, Salisbury, Md.
**ROLL, DICK**
WHIO, Dayton, Ohio
**ROOSEVELT, ELLIOTT**
MBS, Emerson Radio & Phonograph Program
**ROOT, WAVERLY**
MBS Foreign Broadcasts.
**ROSCOE, PAUL**
KVAK Atchinson, Kans
**ROSS, ANTHONY**
WKBN Youngstown, Ohio.
**ROSS, BILL**
KEX-KGW, Portland, Ore.
**ROUSH, OTTIS**
KBTM, Jonesboro, Ark
**RUBLE, PAUL**
WCLO, Janesville, W. Va
**RUGH, VIC**
KTUL Tulsa Okla.
**RUNIONS, NORM**
KVI, Tacoma, Wash.



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**RUSH, KENT**
KTHS, Hot Springs, Ark.
**RUSSELL, GEORGE**
WCHV, Charlottesville, Va.
**RUSSELL, JACK**
CKCR, Kitchener, Waterloo, Ont., Can.
**RYAN, AGNES**
WHEB, Portsmouth, N. H.
**RYAN, QUIN A.**
WGN, Chicago, Ill.

## — S —

**SAERCHINGER, CESAR**
NBC. The Story Behind the Headlines.
**SAKRY, CLIFFORD**
KFAM, St. Cloud, Minn.
**SANQUIST, ALVAR**
WCAI, Northfield, Minn.
**SANFORD, WILLIAM**
KTMS, Santa Barbara, Calif.
**SARGENT, LEW**
WEEI, Boston, Mass.
**SAVAGE, GUY**
WGN, Chicago, Ill.
**SCHENKER, ANDRE, PROF.**
WTIC, Hartford, Conn.
**SCHLABACH, LLOYD**
WKBH, La Crosse, Wisc.
**SCHNEIDER, RAYMOND**
WWSW, Pittsbnrgh, Pa.
**SCHOENER, GILBERT**
KFAM, St. Cloud, Minn.
**SCHULTZ, SIGRID**
MBS. Foreign Broadcasts.
**SCOTT, ALAN**
WCAU, Philadelphia, Pa.
**SEARS, BILL**
KUTA, Salt Lake City, Utah.
**SELLARS, LEE**
KQV, Pittsburgh, Pa.
**SERGIO, LISA**
WQXR, New York, N. Y.
**SEXTON, MARION**
KVAN, Vaneouver, Wash.
**SHAFFMASTER, FRED**
WMMN, Fairmont, W. Va.
**SHAVER, BUD**
WXYZ, Detroit, Mich. Tomorrow's Headlines.
**SHAW, CHARLES C.**
KTSA, San Antonio, Texas.
**SHEPARD, RUSS**
KLS, Oakland, Calif.
**SHERMAN, WILLIAM**
WAVE, Louisville, Ky.
**SHORT, ROBERT**
WBLK, Clarksburg, W. Va.
**SHUTE, JR., ELDEN**
WCOU, Lewiston, Maine.
**SIGMAN, T. F.**
WICA, Ashtabula, Ohio.
**SIMMS, WILLARD**
KFKA, Greeley, Colo.
**SIMON, GEORGE O.**
WJAC, Johnstown, Pa.
**SINGISER, FRANK**
WOR, Newark, N. J.
**SISSON, ALLEN**
WHAM, Rochester, N. Y.
**SMITH, ARTHUR J.**
WNAX, Yankton, S. D.
**SMITH, DOROTHEA**
KSAL, Salina, Kans.
**SMITH, BRAS**
KRGU, Westlaco, Texas
**SMITH, ERLE H.**
KMBC, Kansas City, Mo.
**SMITH, HAL**
WRR, Dallas, Texas
**SMITH, HOMER**
WKOK, Sunbury, Pa.
**SMITH, KIMBALL**
WBRB, Red Bank, N. J.
**SMITH, VIRGIL**
KEX and KGW, Portland, Ore.
**SNOWDON, CHARLES**
WBLK, Clarksburg, W. Va.
**SOHM, BILL**
WTAK, Quincy, Ill.
**SOLA, CARLO**
WARD, Brooklyn, N. Y.
**SOUTHERN, PAUL**
KRBC, Abilene, Texas
**SOWARD, OLAF**
KCKN, Kansas City, Kans.
**SPACKMAN, ELLIS**
KFXM, San Bernardino, Calif.
**SQUIER, LLOYD**
WDEV, Waterbury, Vt.
**STAMPS, WELDON**
KGFF, Shawnee, Okla
**STANARD, BOB**
KWOC, Poplar Bluff, Mo.
**STANLEY, BOB**
KGMB, Honolulu, Hawaii
**STARK, CHARLES**
WABC, New York, N. Y. The Odd Side of the News.
**STARLING, DAVID**
KFWB, Los Angeles, Calif.
**STEARNS, PHIL**
KFRC, San Francisco, Calif.
**STEELE, JOHANNES**
WMCA, New York, N. Y. The Truth Behind the News
**STEELE, JOHN**
MBS. Foreign Broadcasts
**STEINHARDT, GEORGE**
WCAP, Asbury Park, N. J.
**STEINKE, JOLLY BILL**
NBC. No School Today
**STEVENS, AL**
WFIL, Philadelphia, Pa.
**STEVENS, LEN**
WNLC, New London, Conn.
**STEVENSON, JIMMY**
WJR, Detroit, Mich.
**STEWART, JOE L.**
WFOY, St. Augustine, Fla.
**STRAUSS, JOE**
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**SULLIVAN, HENRY**
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**SULLIVAN, PAUL**
CBS. Paul Sullivan Reviews the News
**SWINEFORD, JACK**
KOMA, Oklahoma City, Okla.
**SWING, RAYMOND GRAM**
MBS. White Owl Cigars Program

## — T —

**TANNER, LUKE**
KUOA, Siloam Springs, Ark.
**TEAGUE, W. C.**
WMC, Memphis, Tenn.
**TEAS, CHARLES**
KGFL, Roswell, N. M.
**TERRY, GENE**
WTAD, Quincy, Ill.
**TERWEY, TYS**
WNOC, Knoxville, Tenn.
**THOMAS, ART**
WJAG, Norfolk, Nebr.
**THOMAS, LOWELL**
NBC. The Day's News.
**THOMPSON, DON**
KGO-KPO, San Francisco, Calif.
**THORPE, BUD**
KOIL, Omaha, Nebr.
**THURSTON, HOWARD**
KWG, Stockton, Calif.
**TIGERT, R. M.**
WFOY, St. Augustine, Fla.
**TILLMANNS, ROBERT E.**
WOOK-WASH, Grand Rapids, Mich.
**TOLLIVER, DON**
WCBS, Springfield, Ill.
**TOMPKINS, RAYMOND**
WFBR, Baltimore, Md.
**TOPINKA, RUDY**
KTRI, Sioux City, Iowa
**TRAUM, BILL**
WJIM, Lansing, Mich.
**TRAVIS, EDWARD**
WGH, Newsport News, Va.
**TRAYLOR, BILL**
WGIL, Galesburg, Ill.
**TREDWAY, BILL**
KFBB, Great Falls, Mont.
**TREMBLE, SIDNEY**
KSAL, Salina, Kans.
**TREXLER, LAWRENCE**
WMPS, Memphis, Tenn.
**TREYZ, OLIVER**
WNBF, Binghamton, N. Y.
**TRIGG, JOHN H.**
KCMC, Texarkana, Texas
**TROUT, BOB**
CBS. Today with Bob Trout.
**TRUE, HAROLD**
WXYZ, Detroit, Mich. Day In Review, Town Talk.
**TURNER, HUGH**
KLS, Oakland, Calif.
**TUTTLE, RICHARD**
WBOW, Terre Haute, Ind.
**TWIGGER, NORMAN**
WCAE, Pittsburgh, Pa.

## — U —

**ULMER, ROCH**
KSTP, St. Paul, Minn.

## — V —

**VANDEBONCOEUR, E. R.**
WSYR, Syracuse, N. Y.
**VANCE, KEN**
WMSL, Decatur, Ala.
**VANDAGRIFT, CARL**
WGL, WOWO, Fort Wayne, Ind.
**VAN HORN, ARTHUR**
KFRC, San Francisco, Calif.
**VEBELHART, JAMES**
WSPD, Toledo, Ohio
**VERGNE, JUAN C.**
WNEL, San Juan, Puerto Rico
**VILFROY, DANIEL**
CKAC, Montreal, Quebec, Can.
**VINEY, HENRY**
CJOC, Lethbridge, Alberta, Can.

## — W —

**WALD, JOHN**
NBC. The Richfield Reporter.
**WALDROP, JAMES**
WAIM, Anderson, S. C. Duke Power Concert Program.
**WALKER, W. E.**
WIBA, Madison, Wisc.
**WALLACE, BILL**
WCOL, Columbus, Ohio
**WALLACE, JACK**
KBST, Big Springs, Texas
**WALLACE, JAMES C.**
KAST, Astoria, Ore.



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**WALLACE, MYRON**
WOOD-WASH, Grand Rapids, Mich.
**WALLACE, NEIL**
GEEI, Boston, Mass.
**WALTON, SIDNEY**
WOR, Newark, N. J. North American Accident Insurance Co. Program, Air Conditioning Training Program
**WANN, JACK**
K6BX-KWTO, Springfield, Mo.
**WARNER, ALBERT**
CBS, This Week In Washington.
**WARREN, WALLIE D.**
KOH, Reno, Nevada
**WATSON, BROOKS**
WMBD, Peoria, Ill.
**WATTS, CARL**
KIUN, Pecos, Texas
**WAYNE, PRISCILLA**
KSO, Des Moines, Iowa
**WEATHERWAX, BEN K.**
KXRO, Aberdeen Wash.
**WEAVER, J. CREN**
WBBM, Chicago, Ill
**WEBB, JACK**
WPG, Atlantic City, N. J.
**WELCH, WILLIAM**
WKRC, Cincinnati, Ohio
**WELSH, BILL**
KFEL, Denver Colo
**WESTERKAMP, DICK**
WCMI, Ashland, Ky.
**WHEELER, CHET**
KBND, Bend Ore
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WAWZ, Zarephath, N. J.
**WHITE, KEN**
WAYX, Waycross, Ga.
**WHITE, RAY B.**
WAWZ, Zarephath, N. J.
**WIEGAND, CLYDE**
WVCV, Redding, Calif.
**WIGHT, H. P.**
WCAX, Burlington, Vt.
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WSUN, St. Petersburg, Fla.
**WILEY, FLETCHER**
CBS.
**WILHELM, GEORGE**
KWJJ, Portland, Ore.
**WILKINSON, HOGE**
WGH, Newport News, Va.
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WTOC, Savannah, Ga
**WILLIAMS, BRAD**
WAAF, Chicago, Ill
**WILLIAMS, GLENN**
WESG, Elmira N. Y.
**WILLIAMS, MARK**
WCMI, Ashland, Ky
**WILLIAMS, TOD**
WTCN, St. Paul, Minneapolis, Minn.
**WILLIAMS, TOMMIE**
WCNC, Elizabeth City N. C
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WGL and WOWO, Fort Wayne, Ind.
**WILSON, EARLE**
WNBH, New Bedford, Mass
**WILSON, JAMES**
WWRL, Woodside, N. Y
**WINCHELL, WALTER**
NBC, Jergen's Journal.
**WING, GERALD**
KROC, Rochester, Minn.
**WINSETT, BILL**
WTJS, Jackson, Tenn.
**WINTER, WILLIAM**
WBT, Charlotte, N. C.
**WOLFE, HOWARD**
WMMN, Fairmont, W. Va.
**WOLFRAM, ALBERT L.**
WAWZ, Zarephath, N. J
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KWOC, Poplar Bluff Mo
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WTMV, East St. Louis, Ill.
**WOODARD, TED**
WMSL, Decatur, Ala
**WOODHOUSE, C. JAMES**
WDNC, Durham, N. C.
**WRAY, ALLAN**
WNYC, New York, N. Y
**WRIGHT, ROY**
CKMO, Vancouver B. C., Can.
**WYATT, BILL**
WTAL, Tallahassee, Fla.
**WYLLIE, WALCOTT A.**
WBRK, Pittsfield, Mass.

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KBJ, Los Angeles, Calif

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WHBQ, Memphis, Tenn.

**ALDEN, JERRY**
WSNJ, Bridgeton, N. J.

**ALLEN, HERB**
KECA - KFI, Los Angeles, Calif.

**ALLEN, MEL**
WABC, New York, N. Y. Mel Allen's Sport Review, Mel Allen's Football Previews. WMCA, New York, N. Y. CBS. Kentucky Derby, N. Y. Giants-Brooklyn Dodgers Football Broadcasts.

**ALSUP, CHARLES C.**
KICA, Clovis, N. M.

**ANDERSON, ED**
WQDM, St. Albans, Vt.

**ANDERSON, ORVAL**
WDBO, Orlando, Fla.

**ANDREWS, TED**
KOCY, Oklahoma City, Okla.

**ARNOLD, AL**
KOBH, Rapid City, S. D.

**ARTHUR, FRANK**
KSAN, San Francisco, Calif.

**ATWOOD, JACK S.**
WRDO, Augusta, Maine.

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KWSC, Pullman, Wash.

**BAKER, MELVIN**
KUSD, Vermillion, S. D.

**BAKER, NELSON**
WFBR, Baltimore, Md.

**BARBER, RED**
MBS. World Series Broadcasts.

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WHBL, Sheboygen, Wisc.

**BARTH, BERNIE**
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KMTR, Los Angeles, Calif.

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WDBO, Orlando, Fla.

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KTRB, Modesto, Calif.

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WIOD, Miami, Fla.

**BELL, TED**
KRSC, Seattle, Wash.

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WBRB, Red Bank, N. J.

**BENNETT, LEE**
WAGA, Atlanta, Ga.

**BENNETT, THURSTON**
WRDW, Augusta, Ga.

**BERNARD, JOHNNY**
WJBL, Decatur, Ill.

**BERNDT, IRVING**
WRAK, Williamsport, Pa.

**BEYNON, JACK**
WDWS, Champaign, Ill.

**BINGHAM, BOB**
WWNC, Asheville, N. C. Kellogg Baseball Reports, Coca-Cola Football Games, Boxing, Golf Tournaments, Tennis Matches, Saturday Evening Football Review, Bob Bingham's Nightly Sports Review, The Human Side of Sports.

**BISHOP, BURTON**
KTEM, Temple, Texas.

**BISHOP, PAT**
KECA-KFI, Los Angeles, Calif.

**BLACK, BILL**
KGAR, Tueson,, Ariz.

**BLAIR, MICHAEL**
Hollywood Legion Stadium Fights KFWB-CRS, Gilmore Stadium Fights CRS, Football, Baseball and Horse Race Broadcasts.

**BLANCHARD, LOWELL**
WNOX, Knoxville, Tenn.

**BLUE, IRA**
KPO, San Francisco, Calif. Football Scoreboard, Sports Graphic.

**BOLAND, JOE**
WFAM-WSBT, South Bend, Ind.

**BOLLEY, LEO**
WFBL, Syracuse, N. Y.

**BOTSTICK, BUDDY**
WACO, Waco, Texas.

**BOURNE, PORTER**
WEXL, Royal Oak, Mich.

**BOWERS, DAN**
KGB, San Diego, Calif.

**BOWES, BILL**
WCAP, Asbury Park, N. J.

**BOYER, JOHNNY**
KQV, Pittsburgh, Pa. Meet Your Neighbor, Today's Sports.

**BOYLING, SID**
CHAB, Moose Jaw, Sask., Can.

**BRANDT, LYNN**
WENR & WMAQ, Chicago, Ill.

**BRECKNER, GARY**
KNX, Los Angeles, Calif.

**BREITENMOSER, DON**
KMLB, Monroe, La.

**BRENEMAN, TOM**
CBS. Sports Pop-Offs, Sports Huddle.

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WMBD, Peoria, Ill.

**BRITT, JIM**
WAAB-WNAC, Boston, Mass

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CKAC, Montreal, Quebec, Can.

**BROWN, FAY**
KFYR, Bismark, N. D.

**BROWN, JOE**
WGBR, Goldsboro, N. C.

**BROWN, LANCE**
CKNX, Wingham, Ont., Can.

**BROWN, JR.,, W. J.**
CFCY, Charlottetown, P.E.I., Can.

**BUCHAN, ALEX**
KXOK, St. Louis, Missouri.

**BULL, FRANK**
KECA-KFI, Los Angeles, Calif.

**BULLEIY, JIMMIE**
WAIM, Anderson, S. C.

**BUNCH, PETE**
WRNL, Richmond, Va.

**BUNNELL, MERRILL J.**
KLO, Ogden, Utah.

**BURICK, SI**
WHIO, Dayton, Ohio.

**BURNS, FRED**
WSAZ, Huntington, W. Va.

**BUTLER, GRANT**
WHFC, Cicero, Ill.

**BUUCK, WINFRIED**
WMBO, Auburn, N. Y.

**BUXBAUM, JR., PHILIP L.**
WELI, New Haven, Conn.

**BYERS, HAL**
KBND, Bend, Ore.

**BYERS, WAYNE C.**
WHLB, Virginia, Minn.

### — C —

**CABRERA, BERNABE**
WNEL, San Juan. Puerto Rico.

**CAIR, DOYLE**
KFXD, Nampa, Idaho.

**CAIRNS, GEORGE**
WORC, Worcester, Mass.

**CALDER, C. WYLIE**
WTMA, Charleston, S. C.

**CALHOUN, CAL**
KHSL, Chico, Calif.

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KTEM, Temple, Texas.

**CALLOWAY, JOE**
WSIX, Nashville, Tenn.

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KGVO, Missoula, Mont.

**CANADY, JOHN**
KECA-KFI, Los Angeles, Calif.

**CANUP, RED**
WAIM, Anderson, S. C.



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KWBG, Hutchinson, Kansas.

**CARLYLE, HUGH**
WRTD, Richmond, Va

**CARMICHAEL, LES,**
WFOR, Hattiesburg, Miss.

**CARPENTER, JIM**
WKBB, Dubuque Iowa.

**CARPENTER, W. H.**
WNBZ, Saranac, N. Y.

**CARRIGAN, GENE**
WJAG, Norfolk, Nebr.

**CARSON, GRANT**
CJRM, Regina, Sask., Can.

**CARTER, BOB**
WMCA, New York, N. Y

**CARTWRIGHT, ARVID**
WDGY, Minneapolis-St. Paul, Minn.

**CASE, GEORGE T.**
WRAL, Raleigh, N. C.

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WNAC, Boston, Mass.

**CASPER, CY**
KMOX, St. Louis, Mo.

**CASSIDY, CHARLES**
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**CHAMBERS, CLAIRE**
CKSO, Ont., Can.

**CHANDLER, IRVING**
WFDF, Flint, Mich.

**CHAPMAN, REED**
CKWX, Vancouver, B. C., Can.

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WMAZ, Macon, Ga.

**CHILDS, BILL**
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KGKO, Fort Worth Texas

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WEOA-WGBF, Evansville, Ind.

**CLARK, RAY**
WNAX, Yankton, S D

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CKLN, Nelson, British Columbia, Can.

**CLAYTON, BOYARD**
WEBQ Harrisburg, Ill

**CLODIUS, RICHARD**
KUJ, Walla Walla, Wash.

**COBB, WILLARD**
WJDX, Jackson, Miss.

**COFFIN, FRANK**
KHSL, Chico, Calif.

**COGGINS, JIMMIE**
WAIM, Anderson, S C.

**COOK, IRA**
KMTR, Los Angeles, Calif

**COOK, LYNN**
KIUL, Garden City, Kans.

**COOK, SID**
WAGM, Presque Isle, Maine

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CKGB, Timmins, Ont., Can

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WHBF, Rock Island, Ill.

**COSLETT, FRANKLIN D.**
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WTJS, Jackson, Tenn.

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WTBO, Cumberland, Md.

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WFCY, St. Augustine, Fla

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**CUSHING, KERBY**
KYW, Phila., Pa.

## — D —

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WAPI, Birmingham, Ala

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KVOO, Tulsa, Okla.

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WJLS, Beckley, W. Va.

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KGKB, Tyler, Texas.

**DANIEL, FLAVIUS**
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KGAR, Tucson, Ariz.

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KARM, Fresno, Calif.

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WCKY, Cincinnati, Ohio

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WDEV, Waterbury, Vt.

**DEINES, RAY**
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WTJS Jackson, Ill.

**DENNY, DALE**
KVAN, Vancouver, Wash

**DERWIN, WILLIAM**
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**DESCHENES, CHARLES M.**
CKCV, Quebec, Quebec, Can

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**DRAKE, MYRON**
KTAR, Phoenix Ariz.

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WCFL, Chicago Ill

**DUDLEY, WRAY**
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KSAL, Salina, Kans

**DUNCAN, JIMMY**
WTMV, East St. Louis, Ill.

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WWL New Orleans La

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KOMA, Oklahoma City Okla

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WCOU, Lewiston, Maine.

**DURKIN, TOM**
KROW, Oakland, Calif.

**DURNEY, BILL**
WIL, St. Louis Mo.

**DYER, BILL**
WCAU, Phila., Pa.

**DYER, BRAVEN**
CBS. Sports Huddle

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**EASTMAN, ROBERT**
WKY, Oklahoma City, Okla

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**EDWARDS, BILL**
WMMN Fairmont, W. Va

**EDWARDS, WEBLEY**
KGMB, Honolulu, Hawaii.

**ELDER, DON**
WDAY, Fargo N. D.

**ELGIN, JOHN**
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**ELKINS, LISTON**
WAYX, Waycross, Ga.

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MBS. World Series Broadcasts.



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**ESCUDIER, R. A.**
KVOL, Lafayette, La.
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WDNC, Durham, N. C.
**EUBANKS, BLAIR**
WTAR, Norfolk, Va.
**EVANS, HERB**
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**EVANS, ROBERT B.**
WBZ-WBZA, Boston & Springfield, Mass.
**EVANS, VIRGIL**
WCOA, Pensacola, Fla

### — F —

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WAPI, Birmingham, Ala.
**FAY, JOE**
WPRO, Providence, R I
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WMAS, Springfield, Mass.
**FERGUSON, BERT**
WJPR, Greenville, Miss.
**FERGUSSON, FRANK**
WWRL, Woodside, N. Y.
**FIELD, BRYAN**
CBS. Horse Racing Descriptions.
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WJIM, Lansing, Mich.
**FINDLAY, BOB**
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WHN, New York, N. Y.
**FISHER, HANK**
WDZ, Tuscola, Ill
**FISHER, JERRY**
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WOAI, San Antonio, Texas.
**FLANAGAN, PAT**
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**FLINT, JULIAN**
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KIRO, Seattle, Wash.
**FOSTER, CEDRIC**
WTHT, Hartford, Conn.
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**FOSTER, WILSON K.**
KFAR, Fairbanks, Alaska.
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**FRIEL, JACK**
KWSC, Pullman, Wash.
**FRITZ, BOB**
CJCA, Edmonton, Alberta Can.

### — G —

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KANS, Wichita, Kans.
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WKBB. Dubuque, Iowa.
**FEEHAN, JERRY**
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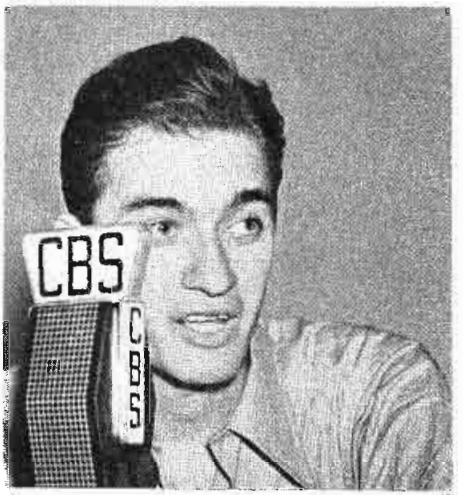
**GENSEL, CARL**
WXYZ, Detroit, Mich.
**GEORGE, LEE**
WTMV, East St. Louis, Ill.

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WCSC, Charleston, S. C.
**SWAN, JOHN D.**
WCAX, Burlington, Vt.
**SWEENEY, BUDD**
WHKC, Columbus, Ohio

## — T —

**TALBERT, TURTLE**
WPOI, Bristol, Tenn.
**TAUB, SAM**
WHN, Hour of Champions, NBC, Commentator on Television Fights and Madison Square Garden Fights.
**TEAS, CHARLES**
KGFI, Roswell, N. M.
**TERRY, BILL**
WGN, Birminghamfi Ala.
**TERRY, JR., BILL**
WMC, Memphis, Tenn.
**TERRY, GENE**
WTAD, Quincy, Ill.
**TERWAY, TYS**
WNOX, Knoxville, Tenn.
**THOMAS, HARRY**
WBAX, Wilkes Barre, Pa.
**THOMAS, JACK**
WACO, Waco, Texas
**THOMAS, ROLLYN O.**
CBS-MBS-NBC. Football Broadcasts.
**THOMPSON, BILL**
KWFT, Wichita Falls, Texas.
**THOMPSON, HAL**
WFAA, Dallas, Texas
**THOMPSON, JIMMIE**
WFBC, Greenville, S. C.
**THORGERSEN, ED**
MBS.
**THORNBURGH, VERNON**
WCPO, Cincinnati, Ohio
**TIPS, KERN**
KPRC, Houston, Texas.
**TIPTON DAVID**
KFPL, Dublin, Texas.
**TOTTEN, HAL**
WENR, WMAQ, Chicago, Ill.
**TREDWAY, BILL**
KFBB, Great Falls, Mont.
**TRUITT, ROLLIE**
KEX-KGW, Portland, Ore.
**TUCKER, JOE**
WWSW, Pittsburgh, Pa.
**TURNER, JIM**
WSIX, Nashville, Tenn.
**TUTHILL, BILL**
WWRL, Woodside, N. Y.
**TYSON, E. L.**
WWJ, Detroit, Mich.

## — U —

**UPSHUR, BOB**
WGRM, Grenada, Miss.

## — V —

**VANCE, FRED**
WDWS, Champaign, Ill.
**VANCE, KEN**
WMSL, Decatur, Ala.
**VAN DES AUTELS, R.**
KFAC, Los Angeles, Calif.
**VELA, WILLIE**
KPAB, Laredo, Texas
**VENTER, MEL**
KFRC, San Francisco, Calif.
**VINEY, HENRY**
CJOC, Lethbridge, Alberta, Can.
**VOLGER, CHARLES**
WHBF, Rock Island, Ill.
**VOLKER, GEORGE**
KVAN, Vancouver, Wash.
**VOLTZ, LUTHER**
WIOD, Miami, Fla.

## — W —

**WADE, HORACE**
WAAB, Boston, Mass.
**WAGNER, PAUL**
WPAY, Portsmouth, Ohio
**WAGNER, RALPH**
WOW, Omaha, Nebr.
**WAKEMAN, TONY**
WOL, Washington, D.C. Sportspage.
**WALKER, HAL**
WISN, Milwaukee, Wisc.
**WALKER, W. E.**
WIBA, Madison, Wisc.
**WALLACE, GUY**
WHK-WCLE, Cleveland, Ohio.
**WALLACE, HUGH**
CKMO, Vancouver, British Columbia, Can.



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**WALLACE, JACK**
KBST, Big Spring, Texas.
**WALLACE, RAY**
WKST, New Castle, Pa.
**WALLACE, WILLIAM L.**
KOVC, Valley City, N. D.
**WALSH, IRA**
WPEN, Phil, Pa.
**WALTON, LUKE**
WEBC, Indianapolis, Ind.
WBOW, Terre Haute Ind
**WARD, FRANK B.**
WFMJ, Youngstown, Ohio.
**WARD, GRANT P.**
WOSU, Columbus, Ohio
**WARDEN, AL**
KLO, Ogden, Utah
**WARNER, BILL**
KMA, Shenandoah Iowa
**WARREN,CHARLES**
WCOL, Columbus, Ohio
**WATKINS, DICK**
KRGU, Westlaco, Texas
**WATTRICK, DON**
WKAR, East Lansing, Mich
**WEATHERWAX, BEN K.**
KXRO, Aberdeen, Wash.
**WEBSTER, MAURICE**
KNX, Los Angeles, Calif.
**WEEKS, GEORGE**
WJAX, Jacksonville Fla.
**WEGENER, DICK**
KARM, Fresno, Calif.
**WEINGARTH, FRED**
WDAF, Kansas City, Mo
**WELCH, MILAN O.**
WCHS, Portland, Maine
**WELSH, BILL**
KFEL, Denver, Colo.
**WELTMER, FRANK**
KOY, Phoenix, Ariz
**WESLEY, JAY**
WEEI, Boston, Mass Marvels Sports Rendevous
**WHISENANT, A. D.**
KRBC, Abilene, Texas
**WHITE, ANDREW**
KTAR, Phoenix, Ariz.
**WHITE, ANDY**
KVOA, Tucson, Ariz
**WHITE, PETER**
WKAT, Miami Beach, Fla.
**WHITNEY, DICK**
WRNL, Richmond, Va.
**WHITNEY, JACK**
KADA, Ada, Okla
**WIEGAND, CLADE**
KVCV, Redding, Calif
**WIGGS, KEN**
WGH, Newport News, Va.
**WILBUR, GORT**
WNLC, New London, Conn.
**WILLIAMS, PAUL**
WWJ, Detroit, Mich.
**WILLIAMSON, WARREN S.**
KFKA, Greeley, Colo.
**WILSON, ED.**
KFBB, Great Falls, Mont.
**WILSON, JOE**
WHGC, Canton, Ohio
**WINGE, ED**
WCAL, Northfield, Minn
**WISNER, HARRY**
WJR, Detroit, Mich.
**WOLF, SOL**
WRAK, Wilhamsport, Pa
**WOLFF, HAL**
KGO KPO, San Francisco, Cal
**WOLPERS, ALLAN**
KWOC, Poplar Bluff, Mo
**WOOD CHARLES**
KWSC, Pullman Wash.
**WOOD, HENRY**
WFBM, Indianapolis, Ind.
**WOODHOUSE, WOODY**
WDNC, Durham, N. C.
**WOODS, JACK**
KDRO, Sedalia, Mo
**WOODS, JIM**
KGLO, Mason City, Iowa
**WOODWARD, LE ROY**
WQMI, Owensburg, Ky
**WORKMAN, BILL**
WTMA, Charleston, S. C.
**WRIGHT, HOLLIS**
WTAG, Worcester, Mass.
**WYNN, JOE**
KOB, Albuquerque, N. M.

## — Y —

**YANDT, MAX**
KGVO, Missoula, Mont
**YOUNG, DAVE**
KABC, San Antonio, Texas
**YOUNG, GORDON**
CFCF, Montreal Quebec, Can
**YOUNG, JAMES W.**
WIS, Columbia, S. C.
**YOUNGBLOOD, Wesley**
KFYO, Lubbock, Texas
**YOUSE, BOB**
WDBJ, Roanoke Va.

## — Z —

**ZAIMAN, JACK**
WDRC, Hartford, Conn.
**ZIFF, SIZ**
WFWB, Los Angeles, Calif.


# CARL BIXBY

•

CREATOR
WRITER
PRODUCER
OF
HIGH-RATED
RADIO PROGRAMS

•

Co-author
"LIFE CAN BE BEAUTIFUL"
"THIS DAY IS OURS"
and
"THE MAN I MARRIED"

•

Westport, Conn.




www.americanradiohistory.com

# Writers for Radio

## AND THEIR WORK DURING 1939

### — A —

**ALEXANDER, A. L.**
WHN, New York, N. Y. Board of Arbitration.
**ARMSTRONG, DALE**
KECA, Los Angeles, Calif. You Explain It.
**ASHMAN, JAN**
NBC. Gallant American Women.

### — B —

**BALLARD, ALINE**
NBC. The Trouble with Marriage.
**BARNOUW, ERIC**
CBS. Pursuit of Happiness.
**BATES, BARBARA**
WNAX, Yankton, S. D. Sunset Trail Program.
**BECKER, DON**
NBC. Life Can Be Beautiful, The Man I Married.
**BELOIN, ED.**
NBC. Jello Program Starring Jack Benny.
**BIRNBRYER, EDMUND**
NBC. Horse and Buggy Days.
**BIXBY, CARL**
NBC. Life Can Be Beautiful, The Man I Married, This Day Is Ours.
**BRODNEY, OSCAR**
Jack Haley's Wonder Show CBS, Hall of Fun NBC, Gateway to Hollywood CBS, Joe Penner Program NBC.
**BROWN, HIMAN**
NBC. Hilda Hope, M.D.

### — C —

**CARRINGTON, ELAINE S.**
NBC. Pepper Young's Family.
**CARROLL, CARROLL**
NBC. Kraft Music Hall.
**CONLAN, PAUL**
Signal Carnival NBC, Grouch Club NBC, Texaco Star Theatre CBS.
**CRANE, VERNON**
NBC. Vernon Crane's Story Book.
**CRUSINBERRY, JANE**
NBC. The Story of Mary Marlin.

### — D —

**DABNEY, JR., BERNARD M.**
WRTD, Richmond, Va.
**DAVIDSON, DAVID**
CBS. Society Girl.
**DAVIDSON, MICHAEL**
Believe It Or Not CBS, Aunt Jenny's True Life Stories ABC, Dale Carnegie NBC, Stastest Program NBC.

### — E —

**ELLIS, CAROLINE**
NBC. Caroline's Golden Store.
**ERSKINE, LAURIE YORK**
NBC. Renfrew of the Mounted.
**EVANS, MARYLIN**
KOMO-KJR, Seattle, Wash.
**EVANS, TREVOR**
KOMO-KJR, Seattle, Wash.

### — F —

**FAULKNER, GEORGE**
CBS. Pursuit of Happiness.
**FINBERG, HAL.**
Jack Haley's Wonder Show CBS, Joe Penner Program NBC.
**FISHER, MARVIN**
NBC. The Signal Carnival.
**FLEMING, VAN**
NBC. I Want a Divorce.
**FRAMER, WALT**
WWSW, Pittsburgh, Pa.

### — G —

**GEIGER, MILTON**
CBS. Ray Collins in Country Seat.
**GIES, JAMES**
WNAX, Yankton, S. D. Sunset Trail, Western Jamboree.
**GLASCOTT, RUTH**
KOMO-KJR, Seattle, Wash.
**GOLDSMITH, CLIFFORD**
NBC. The Aldrich Family.
**GRAYSON, NAN**
WWSW, Pittsburgh, Pa.

### — H —

**HALL, CHARLES GILBERT**
NBC. Ideas that Came True.
**HALPERN, DAVID HALE**
MBS. Listen America.
**HARRISON, CLAIRE**
KWK, St. Louis, Mo.
**HARVEY, RAY**
NBC. Horace Heidt, Stop Me If You Heard This One.
**HERMAN, HARRY**
NBC. Mr. District Attorney.
**HIKEN, NAT**
NBC. The Grouch Club.
**HILL, FRANK ERNEST**
NBC. On Your Job.
**HOLDEN, EDDIE**
NBC. The Holdens.
**HOLLAND, GERALD**
NBC. Magic Waves.
**HOPKINS, PAULINE**
NBC. Midstream.

### — K —

**KENT, MONA**
NBC. The Carters of Elm Street.
**KIBBEE, ROLAND**
NBC. The Grouch Club.
**KLOSE, WOODY**
NBC. The Family Man.
**KOLITCH, LOUISE**
KOMO-KJR Seattle, Wash.
**KRUM, FAYETT**
NBC. Girl Alone, Thunder Over Paradise.

### — L —

**LAURIA, LEW**
CBS. Joe E. Brown Program.
**LAWRENCE, HARRY**
NBC. Kaltenmeyer's Kindergarten.
**LEVINSON, LEONARD**
NBC. The Tip Top Show.
**LEVY, PARKE**
MBS. Listen America, Ben Bernie and All The Lads.
**LIPSCOTT, ALAN**
CBS. Ben Bernie and All the Lads.
**LYNCH, PEGGY**
WCHV, Charlottesville, Va. Vanity Fair.
**LYNN, EDWARD**
KFWB, Los Angeles, Calif. That's How It Happened, Uncle Jimmy.

### — M —

**MACK, DICK**
NBC. The Chase and Sanborn Program.
**MAGUIRE, ARNOLD G.**
Joe Penner Program NBC; Olsen and Johnson Program, Signa. Carnival NBC, Blue Monday Jamboree CBS.
**MARCIN, MAX**
NBC. Johnny Presents.
**MEADE, DWIGHT**
NBC. Harvey and Dell.
**MEISER, EDITH**
The Adventures of Sherlock Holmes, NBC.
**MICHAEL, SANDRA**
NBC. Against the Storm, The Affairs of Anthony.
**MOORE, SAM**
NBC. Good News of 1940.
**MORROW, BILL**
NBC. The Jello Program.
**MORSE, CARLTON E.**
NBC. I Love a Mystery, One Man's Family.
**MUNDY, TALBOT**
NBC. Jack Armstrong.

### — N —

**NILES, WENDELL**
NBC. Joe Penner Program.

### — O —

**OBOLER, ARCH**
NBC. Arch Oboler's Plays.



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## — P —

**PHILLIPS, BOB**
Pepsodent Show NBC, Texaco Star Theatre CBS, Joe Penner Program NBC.

**PHILLIPS, IRNA**
NBC. Guiding Light, The Right to Happiness, Road to Life, The Woman in White.

**PIGEON, MARIE**
KOMO-KJR, Seattle Wash

**POST, ROY**
You The Jury ETs, Minute Mysteries ETs.

## — Q —

**QUINN, DON**
NBC. Fibber McGee and Molly.

**QUINN, STANLEY**
NBC. The Chase and Sanborn Program.

## — R —

**RAPP, PHIL**
NBC. Good News of 1940.

**RHYMER, PAUL**
NBC. Vic and Sade.

**RIDGWAY, AGNES**
NBC. Those We Love.

**RIECK, MILTON**
WOW, Omaha, Nebr. Little Man.

**ROSS, JEROME**
CBS. Society Girl.

## — S —

**SHAYON, ROBERT L.**
MBS. Twenty Years Ago and Today, Once Upon a Time, Author, Author.

**SHERDEMAN, TED**
NBC. Brent House, Candid Lady.

**SOUVAINE, HENRY**
Voice of America CBS, Cadillac Concerts NBC, General Motors Concerts NBC, Pontiac Sunday Night Party NBC, La Salle Fashion Show NBC, Washington-Merry-Go-Round MBS, Pontiac Varsity Show NBC, Half and Half Show CBS, Your Family and Mine NBC & CBS, G. Washington's Question Bee NBC, Listen America MBS, Gulf Musical Playhouse CBS, Elmer Davis News Broadcast CBS.

**SPEER, CHARLES**
CBS. Believe It Or Not.

**STAFFORD, GENE**
K-7, Quite By Accident, You the Unseen Jury, We Want a Touchdown, Jack Masters, Front Page Drama, The Adventures of Jungle Jim.

**STEINARD, HELENE**
KOMO-KJR Seattle, Wash.

## — T —

**TAZEWELL, CHARLES**
NBC. The Adventures of Tom Mix.

**TODD, ELIZABETH**
NBC. The Chase Twins.

**TOVRO, ORIN**
NBC. Oxydol's Own Ma Perkins.

## — W —

**WALPOLE, HELEN**
NBC. Adventure in Reading.

**WARWICK, HOWARD**
I Was There MBS, Thirty-Six Holes MBS, Your Opportunity ETs, The Comedy Theatre of the Air ETs.

**WEINROTT, LEN**
NBC. Anne Thomas, Career Wife.

**WEST, JANE**
NBC. The O'Neills.

**WICKER, IREENE**
NBC & MBS. The Singing Lady.

## — Z —

**ZIMM, MAURICE**
Old Letters, The Squared Circle, Tapestries of Life, Confessions of Casanova, Life of Byron, The Police Blotter, Foibles of the Famous, The Sucker Clinic, Dan Dun Secret Operative No. 48.


PAUL CONLAN

•

WRITES ALL MATERIAL FOR

"VERA VAGUE"

•

WRITER and PRODUCER

"SIGNAL CARNIVAL"

N. B. C.

for

BARTON A. STEBBINS AGENCY

•

CARLTON E. MORSE

"ONE MAN'S FAMILY"

•

"I LOVE A MYSTERY"

•

N.B.C.

Coast-To-Coast




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# Backstage

## ★ Those Engaged in Radio Production and their work during 1939 ★

### — A —

**ABBOTT, ED**
WCCO, Minneapolis, Minn.

**ABODAHER, NAIPH**
WKY, Oklahoma City, Okla.

**ALEXANDER, JOHN**
KFBB, Great Falls, Montana.

**ALGER, PAUL**
WSNJ, Bridgeton, N. J.

**ALHADEFF, MORRISS J.**
KOMO-KJR, Seattle, Wash.

**ALLEN, JAMES**
WTJS, Jackson, Tenn.

**ALLEN, KEN**
WKBH, La Crosse, Wisc.

**ALLEN, PHIL**
KFFB, Great Falls, Montana.

**ALLEY, J. LINDSEY**
WHIS, Bluefield, W. Va.

**ALLMAYER, BEN**
KCKN, Kansas City, Kans.

**ANDERSON, CHARLES**
KCA, Denver, Colo.

**ARCHER, AUDRA**
WPAR, Parkersburg, W. Va.

**ARGABRITE, CARL**
KIUP, Durango, Colo.

**ARNOLD, B. A.**
WLAK, Lakeland, Fla.

**ARNOLD, WILLIAM**
NBC. The Signal Carnival.

**ARTHUR, DOUG**
WIBG, Glenside, Pa.

**ARTHUR, RENE**
CKCV, Quebec, Can.

**ATWELL, MARTHA**
NBC. Just Plain Bill, Orphans of Divorce, Mr. Keen, Tracer of Lost Persons, Young Widder Brown.

### — B —

**BAHR, FLORENCE**
KCKN, Kansas City, Kans.

**BAKER, RUSS**
WOW, Omaha, Nebr. WOW Players.

**BALCH, OWEN**
KSAL, Salina, Kans.

**BALFE, KAYE**
WMMN, Fairmont, W. Va.

**BARBER, JAMES A.**
KGVO, Missoula, Mont.

**BARKER, BOB**
WFAM WSBT, South Bend, Ind.

**BARNES, LEE**
KOMO-KJR, Seattle, Wash.

**BARNHART, L. D.**
WKAR, East Lansing, Mich.

**BARRETT, MAURICE**
WHN, New York, N. Y.

**BARTELL, GERALD**
WHA, Madison, Wisc.

**BASS, FRED**
CKWX, Vancouver, B. C., Can.


**HIMAN BROWN**

*Radio Productions*

"Joyce Jordon, Girl Interne"
CBS

"Your Family and Mine"
CBS

"Hilda Hope, M.D."
NBC



*Directed by*

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THE O'NEILLS, presented by Ivory Soap—Compton Adv.

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**BAXTER, LEO**
WBOW, Terre Haute, Ind

**BAXTER, LIONEL**
WAPI, Birmingham, Ala.

**BAYLOR, DAVID**
WGAR, Cleveland, Ohio.

**BEAN, HAROLD**
NBC. Ransom Sherman Presents.

**BEARD, JAY P.**
KBTM, Jonesboro, Ark.

**BEAVERS, WALLACE**
WCOL, Columbus, Ohio.

**BELT, RICHARD**
WHIO, Dayton, Ohio.

**BELZILE, MADELINE**
CJBR, Rimouski, Quebec

**BENCE, ROBERT**
KFRC, San Francisco, Calif

**BENNETT, DONN**
WNBF, Binghamton, N. Y.

**BENNITT, RUSSELL**
KXOX, Sweetwater, Texas.

**BENTLEY, ROBERT**
WCPO, Cincinnati, Ohio.

**BERCOVIVI, LEONARDO**
NBC. Betty and Bob.

**BERG, AL**
KIEV, Glendale, Calif.

**BERNARD, V.**
CHNC, New Carlisle, Quebec Can.

**BESSAN, A. S.**
KMAC, San Antonio, Texas

**BETHEL, FRED**
MBS-WOR, Newark, N. J. Design for Melody, Busman's Holiday, Music and Manners, Morton Gould Programs, Wallenstein Sinfonietta.

**BIONDI, FERDINAND**
CKAC, Montreal, Quebec, Can

**BISHOP, BURTON**
KTEM, Temple, Texas.

**BISHOP, FRED**
WAAB WNAC, Boston, Mass.

**BLACK, ROY**
WEBR, Buffalo, N. Y.

**BLAIR, FRANK**
WOL, Washington, D. C.

**BLAKE, BARRY**
WJSV, Washington D. C.

**BLANCHARD, LOWELL**
WNOX, Knoxville, Tenn.

**BLAND, AL**
WCKY, Cincinnati, Ohio.

**BLAND, LEE**
WCKY, Cincinnati, Ohio.

**BLUMENSTOCK, JR., GEORGE**
WSKB, McComb, Miss.

**BODYCOMB, ANEURIN**
KDKA, Pittsburgh, Pa. Arranger, Treasure Trails of Song, To You.

**BOLEN, MURRAY**
NBC. The Jello Program.

**BORRELLI, RALPH**
WPEN, Philadelphia, Pa. Arranger, San Giorgio Varieties

**BOTTERILL, N.**
CJCA, Edmonton, Alberta

**BOURASSA, YVES**
CKAC, Montreal, Quebec, Can.

**BOWER, ROGER**
WOR, Newark, New Jersey.

**BOWMAN, PHIL**
WBBM, Chicago Ill

**BOYD, ROBERT**
KDB, Santa Barbara, Calif.

**BOYLE, HARRY J.**
CKNX, Wingham, Ont., Can

**BOYLING, SID**
CHAB, Moose Jaw, Sask., Can.

**BRADLEY, ROLAND**
KOMO-KJR, Seattle, Wash

**BRADSHAW, VAUGHN**
WTAR, Norfolk, Va.

**BRAITHWAITE, D.**
CKGB, Timmins, Ont., Can.

**BRAZEAL, R. W.**
KFPY, Spokane, Wash. Program Director.

**BREWSTER, ROBERT**
NBC. Kraft Music Hall. Those We Love.

**BROOKS, JANE**
WCHV, Charlottesville, Va.

**BROWN, BEVERLY**
WWL, New Orleans, La.

**BROWN, GORDON**
KSRO, Santa Rosa, Calif.

**BROWN, HIMAN**
Joyce Jordan CBS. Your Family & Mine NBC. Linda Hope, M. D. NBC

**BROWN, HOWARD**
WIP, Phil., Pa.

**BROWN, TOM**
KRGI, Westbrco, Texas

**BRYANT, E.**
CJCA, Alberta, Can.

**BRYSON, CONREY**
KTSM, El Paso, Texas

**BUCKINGHAM, R. G.**
CKNX, Wingham, Ontario, Can.

**BUENNING, PAUL**
KTOK, Oklahoma City, Okla.

**BULL, HOWARD**
KVOA, Tucson, Ariz.

**BURKE, BOB**
KCKN, Kansas City, Kans.

**BURKE, HARRY**
WOW, Omaha, Nebr.

**BYRON, ED**
NBC. Mr. District Attorney. What's My Name?

## — C —

**CALLAWAY, EDWIN**
KTEM, Temple, Texas.

**CAMPBELL, ELDON**
WGL WOWO, Fort Wayne, Ind.

**CAMPBELL, VICTOR**
WGY, Schenectady, N. Y

**CANNON, TRACY Y.**
KSL, Salt Lake City Utah. Music Consultant.

**CARD, CLELLAN**
WCCO, Minneapolis, Minn.

**CARLON, ANDRE**
WCPO, Cincinnati, Ohio.

**CARLSON, RICHARD**
WELI, New Haven, Conn.

**CARLTON, R.**
WATL, Atlanta, Ga.

**CASE, GEORGE T.**
WRAL, Raleigh, N. C

**CASHMAN, ED.**
CBS. Concert In Rhythm.

**CASSIN, MARIGOLD**
NBC. Good Morning Tonight.

**CATON, EARL**
WMGA, Moultrie, Ga.

**CAVANAGH, WILLIAM T.**
WTAG, Worcester, Mass.

**CANANOR, HAYLE**
WCCO, Minneapolis, Minn.

**CENTOLA, GREGORY**
WMCA, New York, N. Y

**CHAMBERS, CLAIRE**
CKSO, Sudbury, Ont., Can.

**CHAUDOIN, ROBERT L.**
WSIX, Nashville, Tenn.

**CHINDBLOM, RICHARD N.**
WAAF, Chicago, Ill.

**CHAMBERLAIN, HOWARD**
KLZ, Denver, Colo.

**CHANCE, AL**
WBBM, Chicago, Ill.

**CHASE, JACK**
WNAX, Yankton, S. D. Director of Sioux City Studios.

**CHERNIAVSKY, JOSEF**
Musical Camera NBC. My Lucky Break MBS, Marathon Melodies NBC-WLW, Nash Automobile Program NBC-WSAI, Musical Steeplechase MBS.

**CHESIRE, HARRY**
KMOX, St. Louis, Mo.

**CHRISTMAN, EARL**
WHIO, Dayton, Ohio. Arranger.

**CHURCH, JAMES**
NBC, Adventure in Reading, Mr. District Attorney.

**CIVILLE, ROY**
KIDO, Boise, Idaho.

**CLARK, DAVE**
KFDA, Amarilo, Texas.

**CLARK, GENE**
NBC. Parent's Pow Wow.

**CLARK, HAROLD**
Wean, Providence, R. I.

**CLARK, HOWARD**
CKSO, Sudbury, Ont., Can.

**CLARK, JAY**
NBC. Hollywood Playhouse.

**CLEGG, AUDREY**
WGH, Newport News, Va.

**CLEGHORN, JOHN**
WMC, Memphis, Tenn.

**CLINE, CALDWELL**
WBT, Charlotte, N. C.

**COFFIN, FRANK**
KHSL, Chico, Calif.

**COGGESHALL, J. O.**
WGY, Schenectary, N. Y.

**COHEN, PHILIP**
NBC. Gallant AmericanWomen.

**COLLINS, TED**
Kate Smith Hour CBS.

**CONLAN, PAUL**
NBC. Signal Carnival.

**CONNOLLY, JOHN**
WBRC, Birmingham, Ala.



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**CONOVER, WILLIS**
WTBO, Cumberland, Md.

**COOKE, F. TURNER**
WMAS, Springfield, Mass.

**COOPER, A. R.**
WFDF, Flint, Mich.

**COPE, DON**
Good News of 1939 NBC, Joe E. Brown CBS.

**CORNING, WALTER**
WNOX, Knoxville, Tenn.

**CORNWELL, BLAINE**
KXOK, St. Louis, Mo.

**CORWIN, NORMAN**
CBS. Words Without Music, The Columbia Workshop, So This Is Radio, Pursuit of Happiness.

**COTT, TED**
Society Girl CBS, Bury the Dead, WMCA-Inter-city.

**COURSEY, ALEC**
WQDM, St. Albans, Vt.

**CRABTREE, CHARLES**
KTFI, Twin Falls, Idaho.

**CROSS, MILTON J.**
NBC. Coast to Coast on a Bus.

**CROSS, RED**
WMAZ, Macon, Ga.

**CROSSWHITE, R. I.**
KFEL, Denver, Colo.

**CROW, LESLIE**
WTMV, East St. Louis, Ill. News Editor.

**CRUMP, OWEN**
NBC. The Grouch Club.

**CRUTCHFIELD, CHAS, H.**
WBT, Charlotte, N. C.

**CUDDEBACK, EUGENE**
WDAS, Phil., Pa.

**CUPP, ROD**
WLS, Chicago, Ill.

## — D —

**DALE, GEORGE**
WJLS, Beckley, W. Va.

**DANBY, LEE**
KTW, Seattle, Wash.

**DAVIDSON, G.**
WKBV, Youngstown, Ohio.

**DAVIS, BILL**
WAGM, Presque Isle, Maine.

**DAVIS, RUSS**
KWTO-KGBX, Springfield, Mo.

**DAWSON, STEWART**
WBBM, Chicago, Ill.

**DEAN, STUART**
KOMA, Oklahoma City, Okla.

**DE ANGELO, CARLO**
NBC. Hilltop House, The O'Neills.

**DeMILLE, CECIL B.**
CBS. Lux Radio Theatre.

**DeMOSS, LYLE**
WOW, Omaha, Nebr.

**DENNIS, JR., LLOYD**
WJSV, Washington, D. C.

**DEVORE, TOM**
WBNS, Columbus, Ohio.

**DIERKEN, KATHERINE**
WBAL, Baltimore, Md. Director of Women's Programs.

**DILLAHUNTY, THOMAS**
KCMC, Texarkana, Texas.

**DILLER, ROBERT**
WMRO, Aurora, Ill.

**DILLON, JOHN**
WFAS, White Plains, N. Y.

**DINSDALE, A "DINNY"**
Beyond Reasonable Doubt, Special West and Texas Networks.

**DIXON, JOHN**
WROK, Rockford, Ill.

**DIXON, MASON**
WNOX, Knoxville, Tenn.

**DONAHOE, HOWARD**
WLOK, Lima, Ohio.

**DOUGLAS, JIM**
KMOX, St. Louis, Mo.

**DRAIN, ROBERT**
WFAM WSBT, South Bend, Ind.

**DRAKE, DALE**
WRR, Dallas, Texas.

**DREYFUS, WOODS**
WISN, Milwaukee, Wisc.

**DROLICH, AL**
KDRO, Sedalia, Mo.

**DRUMMOND, DAVID**
NBC. Hawthorne House.

**DRYSDALE, NORMAN**
WHK-WCLE, Cleveland, Ohio.

**DUFFY, L. ROY**
KFJZ, Fort Worth, Texas.

**DUNNING, INNESS**
WEBC, Duluth, Minn.

**DURBIN, BILL**
WEW, St. Louis, Mo.

**DUTTON, MYRON**
NBC. Contrasts, The Chase and Sanborn Program, The Holdens, I Love A Mystery, One Man's Family, Who Sang It?

## — E —

**EDWARDS, BILL**
WMMN, Fairmont, W. Va.

**EDWARDS, EDDIE**
KMBC, Kansas City, Mo.

**EDWARDS, ERNIE**
KWYO, Sheridan, Wyo.

**EISEN, MORRIS**
WMBH, Joplin, Mo.

**EISENMAN, ROBERT**
WSAV, Savannah, Ga.

**ELLINGTON, KEN.**
WBBM, Chicago, Ill. Know Your Job, Meet Chicago.

**ELLIOTT, GERALDINE**
WJR, Detroit, Mich.

**ELTON, DAVE**
NBC. Good News of 1940, Al Pearce and His Gang, Hollywood Playhouse.

**ERICKSON, RODNEY**
WMAL WRC, Washington, D. C.

**ERVIN, EDWARD**
WBNX, New York, N. Y.

**EUBANKS, GENE**
NBC. Backstage Wife, The Gilmans.

**EVANS, HAYDEN**
WHBY WTAQ, Green Bay, Wisc.

**EVANS, JONES**
WBAX, Wilkes Barre, Pa.

## — F —

**FABIAN, BUNTY**
KUTA, Salt Lake City, Utah.

**FAFARD, JULIETTE**
CJBR, Rimouski, Quebec, Can.

**FAULKNER, DICK**
BBM, Chicago, Ill.

**FAUST, ARTHUR H.**
KMPC, Beverly Hills, Calif. Program Director, Rolling Wheels, Treasure Island. KOIL, Omaha, Nebr. Production Manager.

**FAWCETT, GILBERT**
KDAL, Duluth, Minn.

**FENNIMORE, GENE**
KFYO, Lubbock, Texas.

**FERRIS, ROBERT**
KOMO-KJR, Seattle, Wash

**FIELDING, BILL**
WMC, Memphis, Tenn.

**FILLION, W. ROSS**
WMAL WRC, Washington, D. C.

**FINDLAY, BOB**
WHAI, Greenfield, Mass.

**FISHBURN, ALAN M.**
Surry Theatre Hour WABI, Star Notes From Stony Creek Theatre WECC, Your Family and Mine NBC & CBS.

**FISHER, JERRY**
KABC, San Antonio, Texas.

**FLANAGAN, ALVIN**
WRUF, Gainesville, Fla.

**FLEMING, VAN**
NBC. I Want A Divorce.

**FLETCHER, G. G.**
WLAK, Ladeland, Fla.

**FLINT, H. HARRISON**
KTKC, Visalia, Calif.

**FONDREN, ELMER**
KGGM, Albuquerque, New Mexico.

**FOSTER, JACK**
KRIC, Beaumont, Texas.

**FOSTER, JAMES**
WHEB, Portsmouth, N. H.

**FOULIS, WILLIAM S.**
KOB, Albuquerque, N. M.

**FOWLKES, ROSSER**
WAUR, Winston-Salem, N. C.

**FOX, FRED**
KYA, San Francisco, Calif.

**FRAZIER, KYLE**
WMSL, Decatur, Ala.

**FREBURG, CHARLES**
WOC, Davenport, Iowa.

**FREEBAIRN-SMITH, THOMAS**
CBS. Lux Radio Theatre, Big Town, Al Pearce and His Gang.

**FREELAND, FRED**
WHBC, Canton, Ohio.

**FREEMAN, GENE**
KTW, Seattle, Wash.

**FRENCH, BOB**
WHKC, Columbus, Ohio.

**FRESCOTT, NORMAN**
NBC. Alias Jimmy Valentine, Uncle Jim's Question Bee.



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**FRITSCHEL, SIGMUND**
WKBB, Dubuque, Iowa

**FRY, EVAN**
KANS, Wichita, Kans.

**FURR, RICHARD**
KWFT, Wichita Falls Texas.

## — G —

**GAGNON, JEANNE**
CJBR, Rimouski, Quebec, Can

**GALLIART, MELVILLE K.**
WKBB, Dubuque, Iowa.

**GAMBLE, PAUL**
WPIC, Sharon, Pa

**GARDNER, ED**
CBS. This Is New York

**GARFIELD, JOHN**
WBAX, Wilkes Barre, Pa

**GARFIELD, SCOTT P.**
WIBX, Utica, N. Y.

**GARIARDIN, R. G.**
WEEI, Boston, Mass.

**GATEWOOD, Z.**
WTAD, Quincy, Ill.

**GAVIN, BILL**
KOMO KJR, Seattle, Wash

**GAY, BILL**
KNX, Los Angeles, Calif. Supervisor of Announcers, CBS. Producer, Burns and Allen.

**GEARHART, LYNN**
WSUN, St. Petersburg, Fla.

**GENSEL, CARL**
WXYZ, Detroit, Mich.

**GENTRY, LETHA MYERS**
KOMO KJR, Seattle, Wash

**GENTRY, ROBERT**
KOMO KJR Seattle Wash

**GEORGE, A. H.**
KOBH Rapid City, S D

**GEORGES, BERT**
WCMJ, Ashland, Ky.

**GIBBONS, GUILBERT**
WENR-WMAQ, Chicago, Ill

**GIBNEY, JACK**
WRBL Columbus, Ga.

**GIFFORD, DICK**
KWNO Winona, Minn

**GILBERT, PEGGY**
KMPC Beverly Hills, Calif. Petticoat Review, Six Gals and a Guy.

**GILLINGHAM, JOHN**
KYA, San Francisco, Calif

**GIRARD, PAUL**
WBAL, Baltimore, Md

**GIROUX, PAUL**
KTAR, Phoenix Ariz.

**GLENN, JOE**
WMMN, Fairmont, W. Va

**GOBEL, ADOLPH**
WWRL, Woodside, N Y

**GODWIN, CHARLES**
WOR Newark, N. J.

**GOLDBERG, RUBIN**
WLTH, Brooklyn, N. Y

**GOLDEN, MYRON**
WWJ, Detroit, Mich.

**GOODWIN, HAL**
WHAI, Greenfield, Mass.

**GORDON, DARLENE**
WMRO, Aurora, Ill.

**GORDON, SAM**
WHBQ, Memphis, Tenn.

**GOSCH, MARTIN**
CBS, Columbia Workshop

**GOTTLIEB, JOE**
WCAU, Phila, Pa.

**GRAHAM, ARTHUR W.**
WKST, New Castle, Pa.

**GRAHAM, GORDON**
NBC, Valiant Lady.

**GRAHAM, WALTER**
WMAZ, Macon, Ga.

**GRAM, RALPH**
WWMC, Asheville, N C.

**GRANT, ROBERT**
WNOE, New Orleans La

**GRAY, MADELINE**
NBC, Bright Idea Club

**GREEN, CHARLES P.**
WIOD, Miami, Fla.

**GREEN, GEORGE**
NBC, Cloister Bells

**GREEN, GILBERT S.**
WLTH, Brooklyn, N. Y

**GREEN, JUDD NORMAN**
KMOX, St. Louis, Mo.

**GREENE, C. F.**
CJGX, Yorkton, Sask., Can

**GREENE, R. G.**
KIEV, Glendale, Calif

**GREENICE, FRED**
KMA, Shenandoah, Iowa

**GREENWOOD, WARREN**
WHAI, Greenfield Mass

**GRIFFIN, BETTY C.**
WIBX, Utica, N. Y.

**GROLLER, JOHN**
WGBI, Scranton, Pa

**GROSS, ELLIOT F.**
WFMD, Frederick, Md

**GRUENBERG, AXEL**
NBC The Affairs of Anthony

**GRUNTS, BRENT**
WFBR, Baltimore, Md.

**GUTTRIDGE, MARYNELLE**
WRNL, Richmond, Va

**GUYAN, GEORGE**
KFRU, Columbia, Mo

## — H —

**HAINEY, FRANK**
WCOA, Pensacola, Fla.

**HALL, ARTHUR SEYMOUR**
WCOP, Boston, Mass.

**HALPERN, DAVID HALE**
WMAN, Springfield, Mass & WATR & WBRY, Waterbury, Conn Regal News with Elmer Davis CBS.

**HAMILTON, JIM**
WLEU, Erie, Pa.

**HANEY, LORAN**
WKBZ, Muskegon, Mich

**HANNON, S. L.**
WFPY, Spokane, Wash Production Manager.

**HANSSEN, JOHN F.**
KFOR, Lincoln, Nebr

**HARDEN, FRANK**
WBIG, Greensboro, N. C.

**HARDER, JACK**
WAYX, Waycross, Ga.

**HARDY, RALPH**
KSL, Salt Lake City, Utah.

**HARGIS, THOMAS**
WENR WMAQ, Chicago, Ill.

**HARKINS, BEN**
KFRC, San Francisco Calif

**HARMON, KING**
KGVO, Missoula, Mont.

**HARPER, TRO**
KSFO, San Francisco, Calif

**HARRINGTON, NORMAN**
KGLU, Safford, Ariz.

**HARRIS, DAVID H.**
WOOD-WASH, Grand Rapids Mich.

**HARRIS, HARRIETT**
WOW, Omaha, Nebr. Magic Story Circle.

**HARRIS, L. G.**
WENR WMAQ, Chicago, Ill.

**HARRISON, R.**
CKOC, Hamilton, Ont Can.

**HARTMAN, LOUIS**
KOCY, Oklahoma City Okla

**HARVEY, JAMES**
KYW, Philadelphia, Pa

**HAWKINS, S. BOWEN**
WIBX, Utica, N. Y.

**HAWTHORNE, BEN**
WTIC, Hartford, Conn

**HAYES, JOHN**
WOR, Newark, N. J.

**HAYES, MAURICE F.**
WSUN, St. Petersburg, Fla

**HAYES, REX**
WNAX, Yankton, S. D. Musical Director-Arranger

**HEDIGER, TED**
NBC. The Adventures of Sherlock Holmes, The Jello Program, Kraft Music Hall

**HEGELUND, FRED**
NBC, Good Morning Tonight Martha Meade, Bennie Walker's Tillamook Kitchen

**HEISCH, GLAN**
NBC, The Tip Top Show.

**HENDERSON, R.**
CKOC, Hamilton, Ont Can

**HENDON, JUNE**
KSAN, San Francisco Calif. Mothers Only.

**HENKIN, MORTON**
KSOO-KELO, Sioux Falls S D.

**HENRY, E.**
KDRO, Sedalia, Mo.

**HEWETSON, H.**
KMBC, Kansas City, Mo.

**HICKMAN, HENRY**
WFBR, Baltimore, Md.

**HICKS, CHARLES**
WSOC, Charlotte, N. C.

**HIESTAND, BOB**
KECA - KFI, Los Angeles Calif.

**HILL, JACK**
WWJ, Detroit, Mich.

**HINCKS, M. N.**
CKLN, Nelson, B. C. Library Time.

**HIRSCHBOECK, BETTINA**
WEBC, Duluth, Minn.

**HOBGOOD, BOB**
WOMI, Owensburg, Ky.

**HOFF, HARRY W., JR.**
Life Can Be Beautiful CBS, This Day Is Ours NBC The Man I Married NBC, The Parker Family NBC



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**HOFFMAN, JACK**
KTUL, Tulsa, Okla.

**HOLBROOK, JACK**
KMIN, St. Paul, Minn. & KYSM, Mankato, Minn.

**HOLT, BOB**
WCLS, Joliet, Ill.

**HOWARD, HERB**
WNAX, Yankton, S. D. Sunset Trail.

**HOWELL, CHARLES**
KFXJ, Grand Junction, Colo.

**HOWLETT, ERIC**
WJR, Detroit, Mich.

**HUDSON, HARRY**
WOPI, Bristol, Tenn.

**HUGHES, GORDON**
NBC. Midstream, Your Health, Inside Story.

**HUGHES, HAROLD**
KOIL, Omaha, Nebr.

**HUGHES, RUSSEL**
KFWB, Los Angeles, Calif.

## — I —

**IGON, BERT**
KWK, St. Lonis, Mo.

**IRVING, CHARLES**
WTCN, St. Paul-Minneapolis, Minn.

## — J —

**JACKSON, DALE**
WMFF, Plattsburg, N. Y.

**JACKSON, FRANK**
KGFF, Shawnee, Okla.

**JACOBSON, LOUIS**
WGN, Chicago, Ill.

**JARVIS, ERNEST**
KNX, Los Angeles, Calif.

**JENKINS, RONALD**
WJNO, West Palm Beach, Fla.

**JOHNSON, EDWARD**
NBC. Metropolitan Opera Auditions of the Air.

**JOHNSON, FRANK**
WBNX, New York, N. Y.

**JOHNSON, WAYNE**
WKBN, Youngstown. Ohio.

**JOHNSTONE, JACK**
NBC. Johnny Presents.

**JOHNS, WILLIAM**
WTFL, Fort Lauderdale, Fla.

**JOHNSON, HARRY**
KFAB-KFOR, Lincoln, Nebr. KOIL, Omaha, Nebr.

**JOHNSTON, HERBERT L.**
WDZ, Tuscola, Ill.

**JONES, ARTHUR T.**
WEW, St. Louis, Mo.

**JONES, MENDEL**
WCKY, Cincinnati, Ohio.

**JONES, RUSSELL**
WIOD, Miami, Fla.

**JONES, THOMAS**
KYA, San Francisco, Calif.

**JOYNER, RED**
WHKC, Columbus, Ohio.

## — K —

**KALER, RAN**
WFAS, White Plains, N. Y.

**KARSON, LEE**
KOB. Albuquedque, N. M.

**KAYE, AL**
NBC. Good News of 1940.

**KEEGAN, HOWARD**
NBC. The Woman In White.

**KEESEL, FREDERICK L.**
WMBO, Auburn, N. Y.

**KENEASTER, MARY VANCE**
KBST, Big Spring, Texas.

**KENT, BOB**
WMMN, Fairmont, W. Va.

**KERBY, KEITH**
KSFO, San Francisco, Calif.

**KILEY, BILL**
WFBM, Indianapolis, Ind.

**KILEY, JOHN**
WMEX, Boston, Mass.

**KILGORE, JERRY**
KARM, Fresno, Calif.

**KIMMELL, HAROLD**
KWFT, Wichita Falls, Texas.

**KISTLER, GLEASON**
WDAN, Danville, Ill.

**KLAER, JAMES**
WHBQ, Memphis, Tenn.

**KLEIN, RALPH**
WNBC, New Britain, Conn.

**KLIENMAN, FORREST**
KVAN, Vancouver, Wash.

**KNOX, ROBERT**
KRBC, Abilene, Texas.

**KNUTSON, MILO**
KGLO, Mason City, Iowa.

**KOLB, HAROLD**
WSAY, Rochester, N. Y.

**KOOPS, CHARLES-EDWARD**
WSJS, Winston-Salem, N. C.

**KUHL, CAL**
NBC. The Chase and Sanborn Program, Those We Love.

**KYLER, JAMES F.**
WCLO, Janesville, W. Va.

## — L —

**LALLY, ED**
KGKO, Fort Worth, Texas.

**LAMBERTZ, KARL**
WFAA, Dallas, Texas.

**LANE, BERT**
KMBC, Kansas City, Mo.

**LANGMAN, SARA**
KFWB, Los Angeles, Calif.

**LATHAM, WAYNE HENRY**
WSPR, Springfield, Mass.

**LAUGHNER, R. B.**
WGIL, Galesbnrg, Ill.

**LAUX, ROGER**
KELD, El Dorado, Ark.

**LAWRENCE, BILL**
I Want A Divorce NBC, Union Oil Opera Series CBS, Tunesmiths CBS.

**LAWRENCE, RICHARD**
WBBM, Chicago, Ill.

**LAWRENCE, W. E.**
WENR-WMAQ, Chicago, Ill.

**LAX, ROBERT**
WHDL, Olean, N. Y.

**LAYMAN, MIKE**
WBLK, Clarkesburg, W. Va.

**LEADER, ANTON**
WMCA, New York, N. Y.

**LEE, JACK**
WHAM, Roehester, N. Y.

**LEONARD, C. C.**
WJMC, Rice Lake, Wisc.

**LESTER, FRANCES**
KOCY, Oklahoma City, Okla.

**LEVITAN, SAM L.**
KDAL, Duluth, Minn.

**LEWELLING, LOUIS**
KARK, Little Rock, Ark.

**LEWIS, J. C.**
KHJ, Los Angeles, Calif.

**LINDQUIST, LANSING B.**
WSYR, Syracuse, N. Y.

**LINDSAY, ART**
KXRO, Aberdeen, Wash.

**LONDON, LEW**
WPEN, Phila, Pa.

**LONGENECKER, BOB**
CBS. Gulf Screen Guild Theatre, Texaco Star Theatre, Blondie.

**LONGSTREET, R. L.**
WFMD, Frederick, Md.

**LOOSE, CARL**
WPAR, Parkersburg, W. Va.

**LOSEY, GEORGE**
WLS, Chicago, Ill.

**LOUDON, GEORGE**
KALB, Alexandria, La.

**LOVE, LEWIS**
WACO, Waco, Texas.

**LOWE, MOWRY**
WEAN, Providence, R. I.

**LOWELL, MAURY**
NBC. Ellen Randolph, Backstage Wife.

**LUCAS, PAUL**
WTIC, Hartford, Conn.

**LUDWIG, LYELL**
WCLO, Janesville, W. Va.

**LUKENBILL, WILBUR**
KOMA, Oklahoma City, Okla.

**LUTHER, JACK**
KVNU, Logan, Utah.

**LYMAN, PETE**
KOMO-KJR, Seattle, Wash.

## — M —

**McALISTER, R. B.**
KFYO, Lubbock, Texas.

**McAVITY, TOM**
NBC. The Pepsodent Show.

**McCLURE, KEN**
WCMI, Ashland, Ky.

**McCORMICK, STEPHEN**
WOL, Washington, D. C.

**McDONALD, L. A.**
CFCY, Charlottetown, P.E.I., Can.

**McDONOUGH, MARY AFFLICK**
WGN, Chicago, Ill.

**McDOWELL, FRED**
CJOC, Lethbridge, Alberta, Can.

**McENIRY, MATTHEW**
KLZ, Denver, Colo.

**McGILL, EARLE**
CBS. Four Corners Theatre, The Columbia Workshop, The Alibi Club.

**McHAIN, W. R.**
KIEV, Glendale, Calif.

**McINTYRE, NEIL**
KHSL, Chico, Calif.

**McKENZIE, E. T.**
WJBK, Detroit, Mich.



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**McKIBBEN, JAMES**
KECA - KFI, Los Angeles Calif.

**McKINNEY, WM. R.**
WSAZ, Huntington, W. Va

**McKNIGHT, TOM**
NBC The Adventures of Sherlock Holmes.

**McLEAN, BOB**
CHAB, Moose Jaw, Sask., Can

**McLEOD, KEITH**
Armchair Quartette NBC, General Motors Concerts NBC, La Salle Fashion Show NBC Your Family and Mine NBC & CBS, G. Washington's Question Bee NBC, Listen America MBS. Guil Musical Playhouse CBS, Elmer Davis News Broadcast CBS.

**McQUADE, DON**
KOMO-KJR Seattle Wash

**McWHORTER, DON**
WBLK, Clarksburg, W. Va

**MacDONALD, JOHN**
WPIC, Sharon, Pa

**MacFAYDEN, HARRY**
NBC, Horse and Buggy Days.

**MACK, NILA**
CBS March of Games, Let's Pretend.

**MACKEY, J. WRIGHT**
WRAK, Williamsport, Pa.

**MacLAFFERTY, MILTON**
KUJ Walla Walla, Wash

**MacMURRAY, TED**
WENR-WMAQ, Chicago Ill

**MacRAE, ROSS**
CKCK, Regina, Sask Can

**MacWILLIAMS, THOMAS J.**
WSIX, Nashville, Tenn

**MAGUIRE, ARNOLD**
NBC, The Gilmore Circus Ray Kyser's College of Musical Knowledge, The Poposodent Show, The Tip Top Show

**MALLOCH, CAL**
WKBZ Muskegon, Mich

**MARQUIS, ARNOLD**
NBC, Professor Puzzlewit

**MARSH, JOHN L.**
KCMC Texarkana, Texas

**MARTA, JACK**
WJMS, Ironwood Mich.

**MATTHEWS, JOE B.**
WGKJ, Charleston W. Va

**MAY, TOMMY**
KMLB, Monroe, La.

**MENSER, C. L.**
NBC, The Adventures of Tom Mix, Inside Story.

**MERDIAN, JOHN**
KQV, Pittsburgh, Pa.

**MERINO, JOHN**
KGLU Safford, Ariz

**MERRIAM, DWIGHT**
KROC, Rochester, Minn

**MEYER, T. SPENCER**
WMBG, Richmond, Va.

**MICHEL, AL**
WHBY-WTAQ Green Bay, Wisc.

**MIDGELY, JOHN**
WCBS, Springfield, Ill.

**MILLER, BARNEY**
KEX-KGW, Portland, Ore

**MILLER, L. A. "JIGGS"**
KFAB, Lincoln, Nebr

**MILLER, PAUL**
WKOK, Sunbury, Pa

**MILLS, HOWARD**
KOMO-KJR Seattle Wash

**MITCHEL, LES.**
WBBM, Chicago, Ill.

**MONDAY, RAY**
KPDN, Pampa, Texas

**MONK, KARL**
CKCR, Kitchener Waterloo, Ont., Can.

**MORGAN, BREWSTER**
CBS, The Columbia Workshop The Human Adventure.

**MORLEY, DOROTHY**
WNBH, New Bedford, Mass

**MORSE, VAL**
WTJS, Jackson, Tenn.

**MORTON, DON**
WEAN Providence R. I

**MOSS, BOB**
NBC, Blue Moonlight The Grotch Club Hollywood Playhouse, Muted Rhythm

**MOULTON, FORREST RAY, DR.**
NBC, Science on the March

**MOYER, BILL**
CKWX, Vancouver B. C., Can.

**MOYLE, PAUL**
WCNC, Elizabeth City N. C

**MULREADY, MERRILL**
KSJC, Sioux City Ia

**MURPHY, ED**
WROK, Rockford, Ill

**MURPHY, WILLIAM**
KBND Bend Ore.

**MURRAY, JACK**
WAIM Anderson S. C

**MURTAUGH, WALTER**
WQDM, St Albans Vt

## — N —

**NAGEL, CONRAD**
CBS, Silver Theatre

**NASH, BARNES B.**
WJLS Beckley W. Va

**NEAL, JEAN**
CKCV, Quebec, Quebec Can.

**NELSON, CHARLES**
KMAC, San Antonio Texas

**NELSON, KARL**
WTOL Toledo Ohio

**NEWMAN, IVON**
WNLC, New London Conn

**NICHOLSON, FRANK**
KFBK, Sacramento, Calif

**NOBLE, CODY (MISS)**
WDAN, Danville, Ill

**NOBLE, LEONE**
CKGB, Timmins Ont Can

**NOBLE, M. WILLIAM**
WLAW, Lawrence, Mass

**NUSBAUM, MORT**
WSAY, Rochester, N. Y

## — O —

**O'BRIEN, GERALD**
WICA, Ashtabula Ohio

**OCHOA, FERNANDO**
WKAQ, San Juan, Puerto Rico.

**OCHOA, MANUEL**
WKAQ, San Juan, Puerto Rico.

**O'CONNOR, GENE**
WGN, Chicago, Ill

**OLSON, DAVID W.**
WCAE, Pittsburgh, Pa

**OLSON, RAY**
WOW, Omaha Nebr.

**O'NEILL, JOE**
KVOO, Tulsa, Okla Arranger.

**ORUIS, FRANK**
WMCA, New York, N. Y

**OSBORNE, MRS. GEORGE**
WRNL, Richmond, Va

**OSTLER, CHARLES**
WLS, Chicago, Ill

## — P —

**PACKER, VICTOR**
WLTH, Brooklyn, N. Y

**PAGET, BARRIE**
KMPC, Beverly Hills Calif Community Editor.

**PALMER, LOUIS D.**
KBST, Big Spring, Texas.

**PAPE, MONA J.**
WHBL, Sheboygan, Wisc

**PAPP, FRANK**
WENR-WMAQ, Chicago Ill

**PARKER, JOE**
NBC, From Hollywood Today Rush Hughes Fibber McGee and Molly.

**PATRICELLI, LEONARD**
WTIC, Hartford, Conn

**PATRICK, E. L. "PAT"**
KIEV, Glendale, Calif.

**PATTERSON, GEORGE**
WAVE, Louisville, Ky

**PAYNE, LARRY**
WTOL, Toledo, Ohio.

**PERKINS, GEORGE**
WFBL, Syracuse, N. Y

**PERRIN, VICTOR**
WHA Madison, Wisc.

**PERRY, CAMERON**
CJOC, Lethbridge Alberta Can.

**PETERSEN, H. S.**
KUSD Vermillion, S. D

**PHILLIPS, HAROLD**
WRNL, Richmond, Va

**PHILLIPS, STEWART W.**
WTBO, Cumberland, Md.

**PLAMADORE, RAY**
WKBH, La Crosse, Wisc

**PLUMLEY, JACK**
WSNJ, Bridgeton, N. J.

**POMAR, HARRY**
WATL, Atlanta, Ga.

**POOLE, BILL**
WGPC, Albany, Ga.

**POOLER, WALDO**
WTAM, Cleveland, Ohio.

**POTTS, LYMAN**
CKCK, Regina, Sask., Can.

**PRATT, RUSSELL**
KDKA, Pittsburgh Pa

**PREST, G.**
CKBI, Prince Albert ,Sask.



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**PRESTON, WALTER**
WBBM, Chicago, Ill.

**PRICE, JACK**
WBNS, Columbus, Ohio.

**PRITCHARD, ERNIE**
KGKB, Tyler, Tex. Chevrolet Musical.

**PROCTOR, ROBERT**
WDAE, Tampa, Fla.

**PROSSER, JOHN**
KTHS, Hot Springs, Ark.

**PROVAN, BOB**
WDRC, Hartford, Conn.

**PROVOL, GEORGE**
KDYL, Salt Lake City, Utah.

**PYLE, HOWARD**
KTAR, Phoenix, Ariz.

## — Q —

**QUINTANA, PASQUALE**
WARD, Brooklyn, N. Y.

## — R —

**RALSTON, CARL**
KWYO, Sheridan, Wyo.

**RALSTON, JACK**
KPDN, Pampa, Texas.

**RAPIER, GRADY**
KOY, Phoenix, Ariz.

**RATIGAN, WM. C.**
KOA, Denver, Colo.

**RAWLINS, JR., R. E.**
KUSD, Vermillion, S. D.

**REED, MILES**
WCFL, Chicago, Ill.

**REESE, JOHN**
WROL, Knoxville, Tenn.

**REIS, IRVING**
CBS. The Columbia Workshop.

**REYNOLDS, GENE**
WBAP, Fort Worth, Texas.

**REYNOLDS, JAMES**
WEDC, Chicago, Ill.

**REYNOLDS, PAUL**
WDBJ, Roanoke, Va.

**RIANHARD, JR., G. C.**
WRTD, Richmond, Va.

**RICCA, ERNIE**
WWJ, Detroit, Mich.

**RICE, C. C.**
WJMC, Rice Lake, Wisc.

**RIECK, MILTON**
WOW, Omaha, Nebr. Little Man.

**RILEY, LOWELL**
WBNS, Columbus, Ohio.

**RINKER, AL**
CBS. Columbia's Gay Nineties Revue.

**ROARK, C. A.**
KRLH, Midland, Texas.

**ROBB, ARCH**
WHIO, Dayton, Ohio.

**ROBERTS, DAVE**
KVAK, Atchinson, Kans.

**ROBERTSON, BRUCE**
KOAM, Pittsburg, Kans.

**ROBERTSON, LARRY**
KFBK, Sacramento, Calif.

**ROBSON, WILLIAM N.**
CBS. The Columbia Workshop, Men Against Death.

**ROGERS, FEY**
WOPI, Bristol, Tenn.

**ROUCH, OTTIS**
KBTM, Jonesboro, Ark.

**ROWLAND, VIC**
KVOE, Santa Ana, Calif.

**RUSHWORTH, J. E.**
WEFI, Boston, Mass.

**RUSSELL, GEORGE B.**
WCHV, Charlottesville, Va.
WCHV Players, Vanity Fair.

## — S —

**SADDLER, OWEN**
KMA, Shenawdoah, Iowa.

**SAFFORD, JR., ED**
KGFL, Roswell, N. M.

**SANDERS, R. L.**
WSKB, McComb, Miss.

**SANDQUIST, ALVER**
WCAL, Northfield, Minn.

**SANDS, JAMES**
WHK-WCLE, Cleveland, Ohio.

**SAWYER, ROGER**
KGLO, Mason City, Iowa.

**SAWYER, THOS. C.**
KHJ, Los Angeles, Calif.

**SAYLORS, BILL**
WAIM, Anderson, S. C.

**SCARBROUGH, H. R.**
KVAK, Atchinson, Kans.

**SCHAFER, KERMIT**
CBS. Society Girl.

**SCHMITT, K. F.**
WIBA, Madison, Wisc.

**SCULINGER, CARL**
NBC. Kay Kyser's College of Musical Knowledge.

**SCHWIKHER, FRED W.**
WENR-WMAQ, Chicago, Ill.

**SCOTT, A. D.**
WENR-WMAQ, Chicago, Ill.

**SCOTT, DALE**
WEDC, Chicago, Ill.

**SCOTT, RALPH**
KNX, Los Angeles, Calif.

**SEAMAN, NEAL**
WGBB, Freeport, N. Y.

**SEBASTIAN, CHARLES**
WHDL, Olean, N. Y.

**SELDES, GILBERT**
CBS. Americans All Immigrants All.

**SEYFORTH, DAN.**
KWK, St. Louis, Mo.

**SHAFFMASTER, FRED**
WMMN, Fairmont, W. Va.

**SHARP, JACK**
WCLS, Joliet, Ill.

**SHAW, GLEN**
KSL, Salt Lake City, Utah.

**SHAWN, FRED**
WMAL WRC, Washington, D. C.

**SHAYON, ROBERT L.**
MBS. Twenty Years Ago and Today, Once Upon A Time, Author Author, 1939 In Review with Raymond Gram Swing, Laff 'n Swing Club.

**SHEPARD, RUSS**
KLS, Oakland, Calif.

**SHERDEMAN, TED**
NBC. Brent House, Candid Lady, Those We Love.

**SHOEMAKER, RALPH**
WPG, Atlantic City, N. J.

**SHREFFLER, MAUDIE**
WIBW, Topeka, Kans.

**SHUGARS, FLORENCE**
WROK, Rockford, Ill.

**SHUTE, JR., ELDEN**
WCOU, Lewiston, Maine.

**SLATER, BILL**
NBC. Uncle Jim's Question Bee.

**SLATER, NORVELL**
KVOO, Tulsa, Okla.

**SMILEY, J. F.**
WDAE, Tampa, Fla.

**SMITH, ALBERT W.**
WCSH, Portland, Maine.

**SMITH, ARTHUR J.**
WNAX, Yankton, S. D.

**SMITH, THOMAS B.**
WPEN, Phila., Pa.

**SNELL, PAUL A.**
CBS. Publicity Director, Gateway to Hollywood.

**SNOWDEN, THOMAS**
WEED, Rocky Mount, N. C.

**SNYDER, THORNTON**
KWBG, Hutchinson, Kans.

**SOUVAINE, HENRY**
Voice of America CBS, Cadillac Concerts NBC, General Motors Concert NBC, Pontiac Sunday Night Party NBC, La Salle Fashion Show NBC. Washington Merry-Go-Round MBS, Pontiac Varsity Show NBC, Half and Half Show CBS, Your Family and Mine CBS & NBC, G. Washington Question Bee NBC. Listen America MBS, Gulf Musical Playhouse CBS, Elmer Davis News Broadcast CBS.

**STANLEY, BOB**
KGMB, Honolulu, Hawaii.

**STANLEY, JOHN**
WAAB-WNAC, Boston, Mass.

**STANLEY, J. C.**
WENR-WMAQ, Chicago, Ill.

**STEADMAN, BILLY**
WGTM, Wilson, N. C.

**STEFFY, GEORGE**
WAAB-WNAC, Boston, Mass.

**STEPHENS, HAROLD**
WPG, Atlantic City, N. J.

**STEVENS, AL**
WFIL, Phila., Pa.

**STEWART, MARCELL**
KOAM, Pittsburg, Kans.

**STOCKENBERG, STUART**
KVAN, Vancouver, Wash.

**STOCKTON, ROSCOE K.**
KOA, Denver, Colo.

**STONE, W. E.**
WDGY, Minneapolis-St. Paul, Minn.

**STOREY, DIXIE**
KICA, Clovis, N. M.

**STROUSE, IRVING S.**
CBS. Society Girl, So You Think You Know Music.

**STUCKWISH, M. H.**
WJBL, Decatur, Ill.

**STURM, CURT**
KPMC, Bakersfield, Calif.



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**SULLIVAN, DOROTHY**
WAIM, Anderson, S. C. WAIM Dramatic Players.

**SUTTON, ROD**
KOMO-KJR, Seattle, Wash

**SWARTZ, JACK**
WEDC, Chicago, Ill.

**SWARTZ, W. RAYMOND**
KPPC, Pasadena, Calif.

**SWEETSER, NORMAN**
NBC. Just Plain Bill.

## — T —

**TAYLOR, GLENHALL**
CBS. Silver Theatre.

**TAYLOR, SAM**
KWJJ, Portland, Ore.

**TEDRICK, BILL**
KWOC, Poplar Bluff, Mo

**TEELA, DICK**
KRNT KSO, Des Moines, Iowa.

**THOMAS, ROLLYN O.**
MBS. Don Lee.

**THOMAS, TOMMY**
KIRO, Seattle, Wash.

**THOMPSON, FRANK R.**
WMBO, Auburn, N. Y.

**THOMPSON, JOSEPH A.**
NBC. Good News of 1939, Signal Carnival, Arch Oboler's Plays, Aldrich Family.

**THOMPSON, WADE**
KVI, Tacoma, Wash.

**TICE, J. OLIN**
WDNC, Durham, N. C.

**TIMMIS, DICK**
KCKN, Kansas City, Kans.

**TINNEY, CAL**
NBC. Youth vs. Age.

**TOLLINGER, NED**
NBC. Sidewalk Reporter. Bennie Walker's Homestead Amateur Hour.

**TRACY, STERLING**
CBS. Gateway to Hollywood, Big Town, Hedda Hopper's Hollywood.

**TRAUTMAN, H. B.**
WWSW, Pittsburgh, Penn.

**TREMBLE, SIDNEY**
KSAL, Salina, Kans.

**TRUE, HAROLD**
WXYZ, Detroit, Mich

**TUCKER, MADGE**
NBC. Coast to Coast on a Bus, Our Barn.

## — U —

**ULRICH, A. B.**
WENR-WMAQ, Chicago, Ill.

**UNDERWOOD, CECIL**
NBC. Fibber McGee and Molly.

**URQUHART, CHARLES**
KDKA, Pittsburgh, Pa.

## — V —

**VAIL, LESTER**
NBC. John's Other Wife.

**VANCE, BILL**
WTAD, Quincy, Ill.

**VANDERWALDER, E.**
KWLC, Decorah, Iowa.

**VANN, C. E.**
WCOA, Pensacola, Fla.

**VEDDER, CHESTER**
WGY, Schenectady, N. Y.

**VILLELLA, JOSEPH**
KQV, Pittsburgh, Pa.

**VINCENT, CHICK**
Life Can Be Beautiful CBS, This Day Is Ours NBC, The Parker Family NBC.

**VOUTSAS, GEORGE**
WENR-WMAQ, Chicago, Ill.

## — W —

**WALLACE, WILLIAM L.**
KOVC, Valley City, N. Dakota.

**WALLIS, EDWARD**
WIP, Phila., Pa.

**WALLISER, BLAIR**
NBC. Backstage Wife.

**WALTON, HUGH**
WCAU, Phila., Pa.

**WAREMBUD, NORMAN H.**
WLTH, Brooklyn, N. Y.

**WATKINS, DICK**
KRGU, Westlaco, Texas.

**WATSON, FRANK**
WEBC, Duluth, Minn

**WATTON, ALFRED**
KYW, Phila., Pa.

**WEATHERWAX, BEN K.**
KXRO, Aberdeen, Wash

**WELCH, HOMER**
KEX-KGW, Portland, Ore.

**WELCH, ROBERT**
NBC. The Aldrich Family.

**WEIL, GENE**
KARK, Little Rock, Ark.

**WELLES, ORSON**
CBS. Campbell Playhouse.

**WERLING, RUPE**
WIBG, Glenside, Pa.

**WHIPPLE, LILLIAN**
WLAK, Lakeland, Fla.

**WHISENANT, A. D.**
KRBC, Abilene, Texas.

**WHITE, M. REID**
KWSC, Pullman, Wash.

**WHITE, NORMAN L.**
WJZ, Detroit, Mich.

**WHITE, ROBERT**
WENR- WMAQ, Chicago, Ill

**WHITE, ROGER**
CBS. Society Girl, So You Think You Know Music?

**WHITE, JR., WALTER**
MBS. Nobody's Children

**WHITEHEAD, FRANKLIN**
KRIC, Beaumont, Texas.

**WHITNEY, EDWIN M.**
NBC. Death Valley Days, Arch Oboler's Plays.

**WICKER, IREENE**
NBC & MBS. The Singing Lady.

**WIEDERHOLD, GEORGE**
WHAS, Louisville, Ky. Manager of Kentuckyans Male Quartet.

**WIEGAND, CLYDE**
KVCV, Redding, Calif.

**WIGGINS, WALLACE**
KVOE, Santa Ana, Calif.

**WILBUR, BEN**
WFBM, Indianapolis, Ind.

**WILLIAMS, ALBERT N.**
NBC. Thunder Over Paradise.

**WILLIAMS, AUSTIN**
KLZ, Denver, Colo.

**WILLIAMS, DORIS**
KICA, Clovis, N. M.

**WILLIAMS, JACK**
KOY, Phoenix, Ariz.

**WILLIAMS, ROLLIE**
KMOX, St. Louis, Mo.

**WILLSON, JIMMIE**
WWL, New Orleans, La

**WILSON, FRED**
WTAM, Cleveland, Ohio.

**WILSON, HAL**
WGTM, Wilson, N. C.

**WILSON, H. C.**
WHEB, Portsmouth, N. H

**WILSON, R. B.**
WADC, Akron, Ohio.

**WINTHER, CARL**
KVCV, Redding, Calif.

**WOLEVER, JACK**
KTHS, Hot Springs, Ark.

**WOLFE, EDWIN R.**
NBC. Pepper Young's Family.

**WOLFE, HOWARD**
WMMN, Fairmont, W. Va.

**WOODARD, HOWARD**
KPRC, Houston, Texas.

**WOODFIELD, W. G.**
CJGX, Yorkton, Sask., Can.

**WOODFORD, A. M.**
WBAP, Fort Worth, Texas

**WRIGHT, CHARLES**
WELI, New Haven, Conn.

**WRIGHT, DON**
CJRM, Regina, Sask., Can.

**WRIGHT, W. P.**
WENR-WMAQ, Chicago, Ill.

**WRIGHT, R. H.**
CKMO, Vancouver, British Columbia, Can.

**WYANNT, DALLAS**
WCMI, Ashland, Ky.

## — Y —

**YOUNG, DAVE**
KABC, San Antonio, Texas

**YOUNG, PAULINE**
WMSL, Decatur, Ala.

## — Z —

**ZACHARY, GEORGE**
CBS. Adventures of Ellery Queen, The Columbia Workshop.

**ZACHER, EUGENE**
WHAM, Rochester, N. Y.

**ZERGIA, JAMES**
WEAN, Providence, R. I.

**ZINK, ALBERT**
WEBR, Buffalo, N. Y.

**ZITCER, AL**
KYA, San Francisco, Calif.



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# Musicians

## AND THEIR WORK DURING 1939

### — A —

**ALLEN, BARCLAY**
KFEL. Denver Colo. Instrumentalists. KFEL-ers.
**ALPERT, PAULINE**
MBS. Pianist. Gloomchasers.
**ANKNER, HELEN**
WHAM, Rochester, N. Y. Pianist-Organist. Musical Reveries, Helen and Gene.
**ARCARI, ANDY**
WPEN, Philadelphia, Pa. Accordianist. San Giorgia Varieties.
KYW, Philadelphia, Pa.
**ARDEN, VICTOR**
NBC. Pianist. American Album of Familiar Music.
**ARMSTRONG, BERNIE**
KDKA, Pittsburgh, Pa. Organist. Bernie Armstrong At the Organ, Treasure Trails of Song, Dutch Club, Music Box Melodies, Women In the News, Rosey Bits.

### — B —

**BACAL, DAVE**
CBS. Novachordist. News and Rhythm, Novachord Novelties.
**BAKER, PHIL**
CBS. Accordianist. Honolulu Bound.
**BANTA, FRANK**
NBC. Pianist. Herman and Banta, The Revelers.
**BLOODWORTH, LUCY**
WRUF, Gainesville, Fla. Pianist. Two-Piano Novelties.
**BODYCOMBE, ANEURIN**
KDKA, Pittsburgh, Pa. Pianist. Treasure Trails of Song, To You.
**BRENNER, VLADIMIR**
NBC. Pianist. Shefter and Brenner.
**BRITT, WESTON**
WCPV, Montgomery, Ala. Organist-Pianist. Morning Moods, Piano Ramblings, Twenty Fingers, Silver Spotlight.
**BROWN, JOHN**
WLS, Chicago, Ill. Pianist.
**BROWN, TED**
KONO, San Antonio, Texas. Organist.
**BUENNING, PAUL**
KTOK, Oklahoma City, Okla. Violinist. Rollickers, Swingsters.
**BUTTERFIELD, ERSKINE**
MBS. Pianist.

### — C —

**CALLOWAY, GLENNA**
WSIX, Nashville, Tenn. Pianist. Words and Music.
**CARITON & WAYNE**
KYW, Philadelphia, Pa. Piano Team.
**CARROLL, NORM**
WGL-WOWO, Fort Wayne, Ind. Pianist.
**CARSON, PAUL**
NBC. Organist. Blue Moonlight, Bridge to Dreamland, Brent House, Hawthorne House, Musical Contrasts, One Man's Family, Doctor Kate, It's A Fact.
**CARTER & BOWIE**
MBS. Pianists.
**CHALFIE, ELI**
WCPO, Cincinnati, Ohio. Gnitarist. Keys and Strings, Yours for a Song.
**CHRISTMAN, EARL**
WHIO, Dayton, Ohio. Pianist. Waltz Time, Time Ont For Dancing, Rhythm Roundup, Twenty Fingers and Two Grands.
**CLARK, ELEANOR**
WNAX, Yankton. S. D. violinist. Rodeo Recess, Western Jamboree, Bohemian Program, Jamminneers, Devotional Singers, Eleanor and Her Violin.
**COPPEDGE, GEORGE**
WRAL, Raleigh, N. C. Pianist. Musical Echoes.
**CRAWFORD, JESSE**
NBC. Organ and Novachord Player. Crawford Ensemble, Guest Book, Between the Bookends.
**CRONIN, FRANCIS J.**
MBS. Organist. Choir Loft.
**CUTILLO, BENNIE**
WDAS, Philadelphia, Pa. Accordianist. Novelties Inc.

### — D —

**DAVIS, TED**
WAGM, Presque Isle, Me. Pianist. Piano Ramblins.
**DE ROSE, PETER**
NBC. Pianist - Composer. Breen and de Rose.
**DILLER, DOROTHY**
WTOL, Toledo, Ohio. Pianist. Name That Song, Piano Moods, The Singing Pianist.
**DOCKSTADER, WALTER**
WJMC, Rice Lake, Wisc. Pianist.
**DUNAWAY, JERRY**
KPDN, Pampa, Texas. Pianist. Hymn Time, Range Ramblers, Ivory Tempos.
**DUNKELBERGER, TOMMY**
WHIO, Dayton, Ohio. Instrumentalist. Voice of the Organ, Women, Tuneful Topics, Console Capers.

### — E —

**ECHEGARAY, MAXIMO**
WDAE, Tampa, Fla. Pianist.
**ECTON, BOB**
KVOA, Tucson, Ariz. Pianist. Pennies From Heaven, Songs Afternoon.
**EDWARDS, JOAN**
CBS. Pianist. Paul Whiteman's Chesterfield Program.

### — F —

**FINSTER, GEORGE**
WCAO,. Baltimore, Md. Pianist. Spotlight Review.
**FITZGERALD, JOHNNY**
WHDL, Olean, N. Y. Organist. Console Contrasts.
**FLATH, P. HANS**
KMBC, Kansas City, Mo. Organist. P. Hans Flath Entertains.
**FLEET, IRVING**
WTAL, Tallahassee, Fla. Pianist.
**FLOREN, MYRON**
KSOO, Sioux Falls, S. D. Accordianist. Melody Man.
**FORD, EDDIE**
WDAE, Tampa, Fla. Organist. Sparks Theatres Review.
**FROST, PAUL**
CKTB, St. Catharines, Ont. Pianist. Melody Market, Everybody Sing.

### — G —

**GARCIA, ISLA**
WFLA, Tampa, Fla. Organist.
**GART, JOHNNY**
NBC. Organist and Accordianist. Gulden Serenaders, Jack Berch and His Boys.
**GEDNEY, IRENE**
WSAY, Rochester, N. Y. Pianist.
**GLEN, IRMA**
NBC. Organist. Smilin' Ed McConnell, Medicine in the News, The Revelers.
**GOODMAN, BENNY**
NBC. Clarinet. The Camel Caravan.
**GORGAN, HELEN**
WHEB, Portsmouth, N. H. Pianist. Music Lovers' Hour.
**GREEN, JAY**
KCMC, Texarkana, Texas. Pianist. Jay Green's Rhythm.
**GREEN, JOHNNY**
NBC. Pianist. Johnny Presents, Breezin' Along.
**GREY, LANNY**
NBC. Pianist. Rhythm School, Judy and Lanny.
**GRIEB, HERBERT C.**
WBRC, Birmingham, Ala. Pianist. For You, In the Music Room.
**GRISWOLD, WALTER P.**
WIBX, Utica, N. Y. Violinist. Bow Ballads.
**GROSS, WALTER**
CBS. Pianist. Summer Colony.
**GULLY, PHIL**
WJDX, Jaekson, Miss. Pianist. Songs By Phil Gully.



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## — H —

**HARDING, DICK**
MBS. Organist.
**HAYTON, LENNIE**
NBC. Pianist. Melody and Madness.
**HEMINGS, BOB**
WHAM, Rochester, N. Y. Pianist. A Study in Black and White.
**HENDRICKSON, VIRGINIA**
KWLC, Decorah, Ia. Violinist. The Singing Violin.
**HENDRICS, BELFORD**
WEOA, Evansville, Ind. Pianist.
**HERTH, MILT**
NBC. Organist. The Milt Herth Trio.
**HILL, ROY**
WHIS, Bluefield, W. Va. Pianist. An Earful of Music.
**HILLYER, KARL**
KFXJ, Grand Junction, Colo. Organist. Vesper Whispers.
**HINETT, ARTHUR**
KYW, Philadelphia, Pa. Organist.
**HIRSCH, BERTRAND**
NBC. Violinist. American Album of Familiar Music.
**HOLMES, E. G.**
WNAX, Yankton, S. D. Pianist. Devotional Singers, Bohemian Band, Jammincers, Western Jamboree, Rodeo Recess, Happy Jack's Old Timers, Eleanor and Her Violin.
**HOWARD, BOB**
NBC. Pianist. Calsodent Presents. Gliding Swing.
**HOWARD, ROBERT**
WKY, Oklahoma City, Okla. Pianist. Piano Rambles.
**HUGHES, FRANK**
WKY, Oklahoma City, Okla Pianist. Piano Rambles.
**HUTTON, JOAN**
WEBR, Buffalo, N. Y. Pianist. Girl With the Flaxen Hair.

## — I —

**IHRKE, ELMER A.**
WEMP, Milwaukee, Wisc. Organist-Novachordist. Novachord Serenade, Paradise Isle, Twilight Melodies, Canary Serenade.

## — J —

**JENSEN, HELEN**
WLS, Chicago, Ill. Pianist.
**JOHNSON, DICK**
KGAR, Tucson, Ariz. Pianist-Organist. Smiles, Home Folks Hymns.
**JOHNSON, LAURA**
WJMS, Ironwood, Mich. Pianist-Organist. Musical Miniatures.
**JONES, SYNDEY**
KXA, Seattle, Wash. Organist. Magic of the Organ.
**JONES, VENIDA**
KMOX, St. Louis, Mo. Organist. The Music Box.
**JONSON, BILL**
KGFF, Shawnee, Okla. Organist-Pianist. Roveries, Four Hands of Harmony.

## — K —

**KAYE, MARION**
KMO, Tacoma, Wash. Pianist. Kaye 'n' Kaye, Monologs in Melody.

## — L —

**LARSEN, LARRY**
NBC. Organist. Malcolm Claire, Words and Music.
**LEAF, ANN**
NBC. Organist. Ellen Randolph, Lorenzo Jones.
**LEE, EDDIE**
WEEI, Boston, Mass. Pianist. Musical Bee, Tea With Eddie Lee.
**LEE, MARY**
KGFF, Shawnee, Okla. Pianist. Four Hands of Harmony.
**LE PERE, RAY**
WFAA, Dallas, Texas. Organist. Evening, Employers Casualty Program.
**LETKET, SHIRLEY**
WJBW, New Orleans, La. Pianist. Schramm Studios of Music Program.

## — M —

**McALPIN, CLO**
WAPI, Birmingham, Ala. Novachordist Organist. Console Echoes.
**McLEOD, KEITH**
NBC. Pianist-Organist. Armchair Quartette, Meet the Songwriter., Meet the Artist.
**MASSEY, ALLEN**
WLS, Chicago, Ill. Instrumentalist. The Westerners.
**MASSEY, CURT**
WLS, Chicago, Ill. Instrumentalists. The Westerners.
**MATTFIELD, JULIUS**
CBS. Organist. From the Organ Loft.
**MEEDER, WILLIAM**
NBC. Organist. The O'Neills, Pepper Young's Family, Road of Life, The Gospel Singer WDNC, Durham, N. C.
**MILLER, IRVING**
NBC. Meet the Artist, Meet the Songwriter, The Wife Saver.

## — N —

**NELSON, RUTH HULSE**
KMOX, St. Louis, Mo. Organist. Organ Melodies.
**NEUMILLER, HOWARD**
WBBM, Chicago, Ill. Pianist. Song Souvenirs.

## — O —

**OWEN, EM**
WTAQ, Green Bay, Wisc. Organist- Pianist.

## — P —

**PATTON, ALICE**
NBC. Pianist. Backstage Wife
**PATTON, LOWELL**
NBC. Organist. Call to Youth, Homespun Opportunity, Religious Tunes.
**PAUL, CHARLES**
CBS. Organist. Men Against Death.
**PERKINS, RAY**
NBC. Pianist. Letters Home. Ray Perkins and His Piano "Clarence."
**POLLOCK, MURIEL**
NBC. Pianist-Organist. Adventure in Reading, Crawford Ensemble, The Family Man.

## — R —

**REISENBERG, NADIA**
MBS. Mozart Concerto Series.
**REISER, AL**
NBC. Pianist. Turn Back the Clock, The Schaefer Revue.
**REISER, LEE**
NBC. Pianist. Turn Back the Clock. The Schaefer Revue.

## — S —

**SCOTT QUINTET, RAYMOND**
CBS. Instrumentalists. Your Hit Parade.
**SHEFTER, BERT**
NBC. Pianist. Shefter and Brenner.
**SIMS, RUDOLPH**
CBS, New York, N. Y. Cellist. New York Philharmonic.
**SUMNER, WILLIAM**
NBC. Organist. Hymns of All Churches.

## — T —

**TEMPLETON, ALEC**
Pianist. Alec Templeton Time NBC. Ford Sunday Evening Hour CBS.
**TIRRELL, DORIS**
WBZ-WBZA, Boston & Springfield, Mass. Organist. Friday Football Forecast.
**TROTTMAN, ELLEN**
KADA, Ada, Okla. Pianist. Sweet and Swing.

## — V —

**VAN DOREN, MILDRED**
WEEL, Battle Creek, Mich. Pianist. Gospel Singer.
**VERNON, HILDREN**
WBTM, Danville, Va. Organist. Hymn Time.

## — W —

**WHITE, LYDIA**
KVOO, Tulsa, Okla. Organist. Dream House, Your Smiling Neighbor, Jenkins' Kiddies Revue, It's A Woman's World.
**WILCHER, LOUISE**
MBS. Pianist.
**WRIGHT, KEN**
WKY, Oklahoma City, Okla. Organist. Presenting Ken Wright.

## — Y —

**YOUNG, FRANK**
WOL, Washington, D. C. Pianist. Tru Blu Program, Kraft Musical.
**YOUNG, RUSSELL**
KOCY, Oklahoma City, Okla. Pianist. Rhapsody In Black and White.

## — Z —

**ZAYDE, JASCHA**
WQXR, New York, N. Y. Pianist. Herzer and Zayde, String Classics.
**ZEPP, ARTHUR**
KFPY, Spokane, Wash. Pianist-Organist. Portraits in Black and White, Moonlight Sonata.
**ZIMMERMAN, WILLIAM**
WWNC, Asheville, N. C. Pianist. Spotlight Serenade



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# PROGRAMS OF 1939

*Major Networks*
***COMMERCIAL***

●

*Major Networks*
***SUSTAINING***

●

***Outstanding Local Programs***
***of Stations Everywhere***

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# A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1939

*Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1940. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS.*



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Acme White Lead and Color Works<br>Paints | **Smilin' Ed McConnell** | NBC—Blue & Red | Henri, Hurst & McDonald |
| Adam Hat Stores<br>Hats | **Boxing Bouts** | NBC—Blue | Glicksman Advertising Co. |
| Air Conditioning Training Corp.<br>Correspondence School | **Smilin' Ed McConnell** | NBC—Blue | Weill & Wilkins |
| Albers Bros. Milling Co.<br>Cereals | **Good Morning Tonite** | NBC—PC | Erwin, Wasey & Co. |
| American Bird Products, Inc.<br>Bird Food | **American Radio Warblers** | MBS | Weston-Bornett |
| American Cigarette & Cigar Co.<br>Pall Mall Cigarettes | **Eddie Duchin's Orchestra** | NBC—Red | Young & Rubicom |
| American Oil Co.<br>Gas and Oil | **The Preakness (Horse Race)**<br>**The Human Side of the News** | NBC—Red<br>CBS | Joseph Katz Co.<br>Joseph Katz Co. |
| American Rolling Mill Co.<br>Steel | **Armco Band** | NBC—Blue | N. W. Ayer & Son |
| American Tobacco Co.<br>Lucky Strike Cigarettes | **Your Hit Parade**<br>**Kay Kyser's Musical College** | CBS<br>NBC—Red | Lord & Thomas<br>Lord & Thomas |
| American Tobacco Co.<br>Roi-Tan Cigars | **Sophie Tucker and Her Show** | CBS | Lord & Thomas |
| American Tobacco Co.<br>Half & Half Tobacco | **Ben Bernie and All the Lads** | CBS | Young & Rubicom |
| American Tobacco Co.<br>Pall Mall Cigarettes | **Music by Malneck** | CBS | Young & Rubicam |

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Anacin Co.<br>Anacin | **Our Gal, Sunday** | CBS | Blackett-Sample-Hummert |
| | **Easy Aces** | NBC—Blue | Blackett-Sample-Hummert |
| | **Just Plain Bill** | NBC—Red | Blackett-Sample-Hummert |
| Atlantic Refining Co.<br>Gas & Oil | **Football Broadcasts** | CBS-NE | N. W. Ayer & Son |
| Axton Fisher Tobacco Co.<br>Twenty Grand Cigarettes | **Bob Garred** | CBS—PC | McCann-Erickson, Inc. |
| | **Captain Herne** | MBS | McCann-Erickson, Inc. |
| | **B** | | |
| Bathasweet Corp. | **Bob Garred** | CBS—PC | H. M. Kiesewetter Advertising Agency |
| | **Quin Ryan's News Commentary** | MBS | H. M. Kiesewetter Advertising Agency |
| B. T. Babbitt Co.<br>BAB-O Cleaner | **David Harum** | NBC—Red | Blackett-Sample-Hummert |
| Ballard & Ballard Co.<br>Biscuits | **Ballard's Oven-Ready Biscuit Program** | NBC—Red | Henri, Hurst & McDonald |
| | **Smilin' Ed McConnell** | NBC—Blue | Henri, Hurst & McDonald |
| Bayer Co.<br>Aspirin | **Famous Actor's Guild (Second Husband with Helen Menken)** | CBS | Blackett-Sample-Hummert |
| | **Album of Familiar Music** | NBC—Red | Blackett-Sample-Hummert |
| Bayer Co.<br>Lozenges | **Backstage Wife** | NBC—Red | Blackett-Sample-Hummert |
| Bayuk Cigars, Inc.<br>Phillies | **Inside of Sports** | MBS | Ivey & Ellington |
| Bell & Co.<br>Bell-Ans | **Red River Dave** | MBS | Anderson, Davis & Platte |
| Beneficial Management Corp.<br>Personal Loans | **Doc Barclay's Daughters** | CBS | Blackett-Sample-Hummert |
| Bisodol Co.<br>Bisodol | **Tracer of Lost Persons** | NBC—Blue | Blackett-Sample-Hummert |
| | **John's Other Wife** | NBC—Red | Blackett-Sample-Hummert |
| Bowey's Inc.<br>Chocolate Milk | **Terry and the Pirates** | NBC—Blue | Stack-Goble Advertising Co. |
| | **News and Rhythm** | CBS | Sorensen & Co. |
| Bristol-Myers Co.<br>Vitalis | **For Men Only** | NBC—Red | Pedlar & Ryan |
| | **George Jessel's Celebrities** | NBC—Red | Pedlar & Ryan |
| Bristol-Meyers Co.<br>Ipana, Sal Hepatica | **Town Hall Tonight (Fred Allen Show)** | NBC—Red | Young & Rubicam |
| | **What's My Name** | NBC—Red | Young & Rubicam |
| Brown & Williamson Tobacco Corp.<br>Avalon Cigarettes | **Avalon Time** | NBC—Red | Russell M. Seeds Co. |



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Brown & Williamson Tobacco Corp. Bugler Cigarettes | **Plantation Party** | MBS & NBC—Blue | Russell M. Seeds Co. |
| Brown & Williamson Tabacco Corp. Raleigh and Kool Cigarettes | **Tommy Dorsey's Orchestra** | NBC—Red | Batten, Barton, Durstine & Osborn |
| | **Home Town** | NBC—Red | Russell M. Seed Co. |
| Brown & Williamson Tobacco Corp. Raleigh Tobacco | **Uncle Walter's Dog House** | NBC—Red | Russell M. Seeds Co. |
| | **Paul Sullivan, News** | CBS | Batten, Barton, Durstine & Osborn |
| Brown & Williamson Tobacco Corp. Wings Cigarettes | **News, Views & Sports Reviews** | CBS—PC | Russell M. Seeds Co. |
| Buick Motor Co. Motor Cars | **Louis Vs Lewis (Boxing Bout)** | NBC—Red and Blue | Arthur Kudner, Inc. |
| Col Aspirin Corp. Col Aspirin | **Young Widder Brown** | NBC—Red | Blockett-Sample-Hummert |
| Colavo Growers of Colif. Calava Pears | **Fletcher Wiley** | CBS—PC | Lord & Thomas |
| Californio Fruit Growers Exchange Citrus Fruits | **Fletcher Wiley** | CBS—PC | Lord & Thomas |
| | **Hedda Hopper's Hollywood** | CBS | Lord & Thomas |
| Campana Soles Co. Italian Balm, Coolies, Dreskin, DDD Ointment | **First Nighter** | CBS | Aubrey, Moore & Walloce |
| Compbell Soup Co. Soup, Beans, Tomato Juice | **Brenda Curtis** | CBS | Ward Wheelock Co. |
| | **Campbell Playhouse** | CBS | Ward Wheelock Co. |
| | **Amos n' Andy** | NBC—Red and CBS | Ward Wheelock Co. |
| | **Edwin C. Hill, The Human Side of the News** | NBC—Red | Ward Wheelock Co. |
| Compbell Soup Co. Spaghetti | **Meet the Dixons** | CBS | Ruthrouff & Ryon |
| | **Lanny Ross** | CBS | Ruthrouff & Ryan, Inc. |
| Conada Dry Ginger Ale Co. Beverages | **Information Please** | NBC—Blue | J. M. Mathes, Inc. |
| Cardinet Candy Co. Candy | **Night Editor** | CBS-PC & NBC—PC | Tomaschke-Elliott, Inc. |
| Carnation Co. Milk | **Contented Program** | NBC—Red | Edwin, Wasey & Co. |
| Chomberlain Laboratories Hand Lotion | **Eddie Albright & Erwin Yeo** | CBS—PC | John H. Dunham Co. |
| | **Anson Weeks** | CBS | L. W. Romsey Co. |



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Chesebrough Manufacturing Co.<br>Vaseline Products | **Dr. Christian** | CBS | McConn-Erickson |
| Chrysler Sales Corp.<br>Motor Cars | **Major Bowes Amateur Hour** | CBS | Ruthrauff & Ryan, Inc. |
| Cities Service Co.<br>Gas and Oil | **Cities Service Concert** | NBC—Red | Lord & Thomas |
| Clear-Again, Inc.<br>Cold Tablets | **Your Hollywood News Girl** | MBS | Erwin, Wasey & Co. |
| Colgate-Palmolive-Peet Co.<br>Dental Products | **Stepmother**<br>**Colgate Ask-It-Basket** | CBS<br>CBS | Benton & Bowles<br>Benton & Bowles |
| Colgate-Palmolive-Peet Co.<br>Cashmere Bouquet Halo | **Wayne King Orchestra** | CBS | Benton & Bowles |
| Colgate-Palmolive-Peet Co.<br>Shaving Creom ond Cue Dentrifice | **Gang Busters**<br>**Sports Newsreel of the Air**<br>**Strange As It Seems** | CBS<br>NBC—Blue<br>CBS | Benton & Bowles<br>Benton & Bowles<br>Bentan & Bowles |
| Colgate-Palmolive-Peet Co.<br>Palmolive Soap | **Hilltop House** | CBS | Benton & Bowles |
| Colgate-Palmolive-Peet Co.<br>Super Suds | **Myrt and Marge**<br>**Ellen Randolph** | CBS<br>NBC—Red | Benton & Bowles<br>Benton & Bowles |
| Colgate-Palmolive-Peet Co.<br>Octogon Products | **Woman of Courage** | CBS | Benton & Bowles |
| Colonial Dames, Inc.<br>Cosmetics | **Return to Romance** | CBS—PC | Glasser Advertising Agency |
| Columbia Recording Corp.<br>Records | **Young Man With a Band** | CBS | Direct |
| Congress Cigar Co.<br>La Palina Cigars | **Ed Thorgersen** | MBS | Marschalk & Pratt |
| Continental Baking Co.<br>Wonder Bread | **Pretty Kitty Kelly**<br>**Sky Blazers** | CBS<br>CBS | Benton & Bowles<br>Benton & Bowles |
| Continental Baking Co.<br>Wonder Bread, Hostess Cake | **Jack Haley** | CBS | Benton & Bowles |
| Thomas Cook & Son<br>Travel Agency | **The Man from Cook's** | NBC—Blue | Newell-Emmett |
| Corn Products Sales Co.<br>Kremel, Linit | **Society Girl** | CBS | Hellwig-Miller Co. |
| Coty, Inc.<br>Cosmetics, Perfumes | **Marcelle Denya, Soprano** | CBS | J. D. Tarcher & Co. |
| Cudohy Packing Co.<br>Old Dutch Cleanser | **Bachelor's Children** | CBS | Roche, Williams & Cunnyngham |



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| ADVERTISING AGENCY | PROGRAM | NETWORK | ADVERTISER and PRODUCT |
|---|---|---|---|
| Cummer Products Co.<br>Energine | **Paul Wing's Spelling Bee**<br>**What Would You Have Done?** | NBC—Red<br>NBC—Blue | Stock-Goble Advertising Co.<br>Stock-Goble Advertising Co. |
| Cummer Products Co.<br>Molle Shaving Cream | **Bottle of the Sexes** | NBC—Red | Stock-Goble Advertising Co. |
| **D** | | | |
| Delaware, Lackowanna & Western Coal Co.<br>Blue Coal | **The Shadow** | MBS | Ruthrauff & Ryon |
| Democratic State Committee<br>Political | **Talk** | CBS—PC | Ray Davidson |
| Detrola Corp.<br>Radios | **Fulton Lewis, Jr.** | MBS | Bass-Luckoff, Inc. |
| Duort Manufacturing Co.<br>Face Cream, Lotion, Lipstick | **Spelling Bee**<br>**Human Interest** | CBS—PC<br>CBS—PC | Erwin, Wasey & Co.<br>Erwin, Wasey & Co. |
| Dunn & McCarthy<br>Enna Jettick Shoes | **Enna Jettick Melodies** | NBC—Red | Marschalk & Pratt |
| E. I. Du Pont de Nemours & Co.<br>Institutional | **Cavalcade of America** | CBS | Batten, Barton, Durstine & Osborn |
| **E** | | | |
| Emerson Radio & Phanagraph Co.<br>Radios | **Elliott Roosevelt** | MBS | Grady & Wagner |
| Ethyl Gasoline Co.<br>Ethyl Gas | **Tune Up Time** | CBS | Batten, Barton, Durstine & Osborn |
| Euclid Candy Co.<br>Candy Bars | **Euclid Ballot Box**<br>**Headlines on Parade** | CBS—PC<br>CBS—PC | Sidney Garfinkel Advertising Agency<br>Sidney Garfinkel Advertising Agency |
| **F** | | | |
| Fels & Co.<br>Soap Products | **Hobby Lobby** | CBS & NBC—Blue | Young & Rubicom |
| H. Fendrich Inc.<br>Cigars | **Smoke Dreams**<br>**The Dreamer** | NBC—Blue<br>NBC—Red | Ruthrauff & Ryan<br>Ruthrauff & Ryan |
| Firestone Tire & Rubber Co.<br>Tires and Tubes | **The Voice of Firestone** | NBC—Red | Sweeney & Jomes |
| F. W. Fitch Co.<br>Shampoo | **Fitch Bandwagon** | NBC—Red | L. W. Ramsey Co. |



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Food & Beverage Broadcasters Assn.<br>Glass Containers | **I Want A Divorce** | NBC—Red | Emil Brisacher & Staff |
| Ford Motor Co.<br>Motor Cars | **Sunday Evening Hour** | CBS | N. W. Ayer & Son |
| | **Ford Summer Hour** | CBS | N. W. Ayer & Son |
| I. J. Fox Co.<br>Furs | **Christmas Program** | CBS—NE | David Malkiel Advertising Agency |
| **G** | | | |
| Gallenkamp Stores Co.<br>Shoes | **Professor Puzzlewit** | NBC—PC | Lang Advertising Service |
| General Baking Co. and others<br>Bond Bread | **The Lone Ranger** | MBS | Batten, Barton, Durstine & Osborn |
| General Cigar Co.<br>White Owl Cigars | **Raymond Gram Swing** | MBS | J. Walter Thompson Co. |
| General Electric Co.<br>Lamps | **Hour of Charm** | NBC—Red | Maxon Inc. |
| General Foods Corp.<br>Grape Nuts | **Kate Smith Hour** | CBS | Young & Rubicam |
| | **Al Pearce and His Gang** | NBC—Red | Young & Rubicam |
| General Foods Corp.<br>Jello Products | **The Jello Program, starring Jack Benny** | NBC—Red | Young & Rubicam |
| | **We the People** | CBS | Young & Rubicam |
| | **The Aldrich Family** | NBC—Blue and Red | Young & Rubicam |
| General Foods Corp.<br>Maxwell House Coffee | **Good News of 1939 and 1940** | NBC—Red | Benton & Bowles |
| General Foods Corp.<br>Huskies | **Joe Penner** | CBS | Benton & Bowles |
| General Foods Corp.<br>Diamond Crystal Salt | **Kate Smith Speaks** | CBS | Benton & Bowles |
| General Foods Corp.<br>La France, Satina | **Mary Margaret McBride** | CBS | Young & Rubicam |
| | **Joyce Jordon** | CBS | Young & Rubicam |
| General Foods Corp.<br>Swansdown, Calumet | **Kate Smith Hour** | CBS | Young & Rubicam |
| | **Kate Smith Speaks** | CBS | Young & Rubicam |
| | **My Son and I** | CBS | Young & Rubicam |
| General Foods Corp.<br>Sanka | **We, the People** | CBS | Young & Rubicam |
| General Foods Corp.<br>Postum | **Lum and Abner** | CBS | Young & Rubicam |
| General Foods Corp.<br>Post Bran Flakes | **Young Dr. Malone** | NBC—Blue | Benton & Bowles |



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| General Foods Corp.<br>Post Toasties | **Joe E. Brown** | CBS | Benton & Bowles |
| Generol Mills, Inc.<br>Minute Tapioca | **Joyce Jordon** | CBS | Young & Rubicam |
| General Mills, Inc.<br>Corn Kix | **Those Happy Gilmans** | NBC—Red | Blackett-Sample-Hummert |
| | **The Grouch Club** | CBS—PC and NBC—Red | Blackett-Sample-Hummert |
| | **Billy & Betty** | CBS | Blackett-Sample-Hummert |
| | **Curtain Time** | MBS | Blackett-Sample-Hummert |
| General Mills, Inc.<br>Flour & Cereals | **Gold Medal Hour** | NBC—Red | Blackett-Sample-Hummert |
| | **Caroline's Golden Store** | NBC—Red and CBS | Blackett-Sample-Hummert |
| General Mills, Inc.<br>Institutional | **Kaltenborn Comments** | CBS | Batten, Barton, Durstine & Osborn |
| General Mills, Inc.<br>Wheaties | **Get Thin to Music** | MBS | Blackett-Sample-Hummert |
| | **Jack Armstrong** | NBC—Red | Blackett-Sample-Hummert & Knox Reeves Advertising |
| | **My Children** | CBS—PC | Westco Advertising Agency |
| | **By Kathleen Norris** | CBS | Knox Reeves Advertising |
| | **Billy & Betty** | NBC—Red | Knox Reeves Advertising |
| Goodyear Tire & Rubber Co. | **Farm Radio News** | NBC—Blue | Arthur Kudner, Inc. |
| Gilmore Oil Co.<br>Gas & Oil | **Gilmore Circus** | NBC—PC | Batsford, Constantine & Gardner |
| Gordon Baking Co.<br>Silvercup Bread | **One of the Finest** | NBC—Blue | Young & Rubicam |
| Gospel Broadcasting Association<br>Religious | **Old Fashioned Revival** | MBS | R. H. Alber & Co. |
| Griffin Manufacturing Co.<br>Shoe Cleaner | **Time To Shine** | CBS | Bermingham, Castlemen & Pierce |
| Grove Laboratories<br>Bromo Quinine | **Fred Waring and His Pennsylvanians** | NBC—Red | Stack-Goble Advertising Agency |
| | **Adventures of Sherlock Holmes** | NBC—Blue | Stack-Goble Advertising Agency |
| Charles Gulden Co.<br>Mustard | **Serenaders** | NBC—Blue | Charles W. Hoyt Co. |
| Gulf Refining Co.<br>Gas & Oil | **Screen Guild Theatre** | CBS | Young & Rubicam |
| | **Musical Playhouse** | CBS | Young & Rubicam |
| Hartz Mountain Products Co.<br>Bird Food | **Hartz Mountain Singing Canaries** | MBS | G. H. Hartman Co. |
| Hawaiian Pineapple Co.<br>Dole Pineapple Juice & Fruit | **Phil Baker** | CBS | Young & Rubicam |
| | **Al Pearce and His Gang** | CBS | Young & Rubicam |



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Hecker Products Corp.<br>Flour | **Woman's Magazine of the Air** | NBC—PC | Erwin. Wasey & Co. |
| Holland Furnace Co.<br>Heating Equipment | **Holland Tulip Festival** | CBS | Ruthrauff & Ryan |
| Hollywood Health Bread Co.<br>Bread | **Keep Fit to Music** | MBS | Richard Foley Advertising Agency |
| Edna Wallace Hopper, Inc.<br>Cosmetics | **Romance of Helen Trent** | CBS | Blackett-Sample-Hummert |
| George A. Harmel & Co.<br>Food Products | **It Happened In Hollywood** | CBS | Batten, Borton, Durstine & Osborn |
| Household Finance Corp.<br>Personal Loans | **It Can Be Done** | CBS | Batten, Barton, Durstine & Osborn |
| Hotel Roosevelt<br>Hotel | **Come to the Fair** | MBS | M. H. Hackett, Inc. |
| Howard Clothes, Inc. and Others<br>Men's Clothes | **Show of the Week** | MBS | Redfield-Johnstone, Inc. |
| **I** | | | |
| International Cellucotton Products Co.<br>Kleenex | **Her Honor, Nancy James** | CBS | Lord & Thomas |
| International Silver Co.<br>Silverware | **Silver Theatre** | CBS | Young & Rubicam |
| Ironized Yeast Co.<br>Ironized Yeast | **Goodwill Hour** | MBS | Ruthrauff & Ryan |
| | **Court of Missing Heirs** | CBS | Ruthrauff & Ryan |
| **J** | | | |
| Andrew Jergens Co.<br>Soaps & Cosmetics | **Jergens Journal with Walter Winchell** | NBC—Blue | Lennen & Mitchell |
| | **The Parker Family** | CBS & NBC—Blue | Lennen & Mitchell |
| | **Hollywood Playhouse** | NBC—Red & Blue | Lennen & Mitchell |
| S. C. Johnson & Son<br>Floor Wax | **Fibber McGee & Molly** | NBC—Red | Needham, Louis & Brorby |
| | **Alec Templeton Time** | NBC—Red | Needham, Louis & Brorby |
| **K** | | | |
| Kellogg Co.<br>Corn Flakes | **Howie Wing** | CBS | J. Walter Thompson Co. |
| | **The Circle** | NBC—Red | J. Walter Thompson Co. |
| Kellogg Co.<br>Krispies | **Don Winslow of the Navy** | NBC—Blue | Hays MacFarland & Co. |



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Knox Gelatine Co.<br>Gelatin | **Fletcher Wiley** | CBS—PC | Federol Advertising Agency |
| Kolynos Co.<br>Dentrifrice | **Our Gal Sunday** | CBS | Blockett-Sample-Hummert |
| | **Just Plain Bill** | NBC—Red | Blackett-Sample-Hummert |
| Kraft-Phenix Cheese Corp.<br>Cheese Products | **The Kraft Music Hall** | NBC—Red | J. Wolter Thompson Co. |

## L

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|---|---|---|---|
| Lody Esther Co.<br>Cosmetics | **Guy Lombardo Orchestra** | CBS & NBC—Red | Pedlor & Ryon |
| Lambert Co.<br>Listerine and Brushes | **Grand Central Station** | CBS & NBC—Blue | Lombert & Feosley |
| | **True Detective Mysteries** | MBS | Lambert & Feosley |
| Lamont Corliss & Co.<br>Pond's | **Those We Love** | NBC—Blue | J. Walter Thompson Co. |
| Lomont Corliss & Co.<br>Danya Lotion | **Woman Magazine of the Air** | NBC—PC | J. Wolter Thompson Co. |
| Langendorf United Bokeries<br>Bokery Products | **Rush Hughes** | NBC—PC | Leon Livingston Advertising Agency |
| Lehn & Fink Products Co.<br>Hind's Honey & Almond Cream | **Burns and Allen** | CBS | William Esty & Co. |
| Lever Brothers Co.<br>Spry | **Aunt Jenny's Real Life Stories** | CBS | Ruthrouff & Ryon |
| Lever Brothers Co.<br>Rinso | **Big Sister** | CBS | Ruthrouff & Ryon |
| | **Big Town** | CBS | Ruthrauff & Ryon |
| Lever Brothers Co.<br>Lifebuoy and Rinso | **Al Jolson Show** | CBS | Ruthrouff & Ryon |
| | **Dick Powell** | CBS | Ruthrouff & Ryon |
| | **Tuesday Night Party** | CBS | Ruthrauff & Ryon |
| Lever Brothers Co.<br>Lux Toilet Soap | **Lux Radio Theatre** | CBS | J. Walter Thompson Co. |
| | **The Life and Love of Dr. Susan** | CBS | J. Walter Thompson Co. |
| Lewis-Howe Co.<br>Tums | **Vocal Varieties** | NBC—Red & Blue | H. W. Kastor & Sons Advertising Co. |
| | **Quicksilver** | NBC—Red and Blue | H. W. Kostor & Sons Advertising Co. |
| | **Horace Heidt and his Musical Knights** | NBC—Red | Stock-Goble Advertising Agency |
| | **Pot of Gold** | NBC—Red | Stock-Goble Advertising Agency |
| | **Bert Lytell** | NBC—Blue | H. W. Kastor & Sons Advertising Co. |



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Liggett & Myers Tobacco Co.<br>Chesterfield Cigarettes, Granger Tobacco | **Chesterfield Program with Paul Whiteman** | CBS | Newell-Emmett Co. |
| | **Fred Waring and his Pennsylvanians** | NBC—Red | Newell-Emmett Co. |
| | **Burns & Allen** | CBS | Newell-Emmett Co. |
| Local Cooperative Campaign<br>Various | **Famous Jury Trials** | MBS | J. Ralph Corbett |
| Local Cooperative Campaign<br>Various | **Front Page Parade** | MBS | McCann-Erickson |
| Local Cooperative Campaign<br>Various | **Green Hornet** | MBS | |
| Local Cooperative Campaign<br>Various | **The Lamplighter** | MBS | Network Features, Inc. |
| Local Cooperative Campaign<br>Various | **Listen America** | MBS | Henry Souvaine, Inc. |
| Local Cooperative Campoign<br>Various | **Marriage License Bureau Romances** | MBS | |
| Loose-Wiles Biscuit Co.<br>Biscuits | **Woman's Magazine of the Air** | NBC—PC | Newell-Emmett Co. |
| P. Lorillard Co.<br>Old Gold Cigarettes | **Melody and Madness with Robert Benchley** | CBS & NBC—Blue | Lennen & Mitchell |
| P. Lorillard Co.<br>Sensation Cigarettes, Muriel Cigars | **Don't You Believe It** | MBS | Lennen & Mitchell |
| | **Sensation and Swing** | NBC—Red | Lennen & Mitchell |
| George W. Luft Co.<br>Tangee Lipstick | **The Right Thing To Do** | NBC—Red | Warwick & Legler |
| Lutheran Laymen's Leogue<br>Religious | **Lutheran Hour** | MBS | Kelly, Stuhlman & Zarndt |

## M

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|---|---|---|---|
| MacFadden Publications Inc.<br>True Story Magazine | **Fulton Oursler** | NBC—Blue | Arthur Kudner |
| | **Mary and Bob's True Stories** | NBC—Blue | Arthur Kudner |
| Magazine Repeating Razor Co.<br>Razors | **Louis-Galento (Boxing Bout)** | NBC—Blue | J. M. Mathes |
| Maine Development Commission<br>Maine Products | **Marjorie Mills, The Girl from Maine** | MBS | Brooke, Smith, French & Dorrance |
| Maltex Co.<br>Cereal | **Uncle Don** | MBS | Samuel C. Croot Co. |
| Manhattan Soap Co.<br>Sweetheart Soap | **Jack Berch and His Boys** | NBC—Blue & Red | Franklin Bruck Advertising Co. |
| Mars, Inc.<br>Candy Bars | **Dr. I. Q.** | NBC—Blue & Red | Grant Advertising Inc. |



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| McKesson & Robbins<br>Calox, Albolene | **Girl Interne** | CBS | Bowman & Columbia |
| Mennen Co.<br>Toilet Articles | **Sam Hayes** | CBS—PC | H. M. Kiesewetter Advertising Agency |
| | **Bob Garred** | CBS—PC | H. M. Kiesewetter Advertising Agency |
| | **Colonel Stoopnagle's "Quixie Doodle Contest"** | MBS | H. M. Kiesewetter Advertising Agency |
| | **People's Rally Fun Quiz** | MBS | H. M. Kiesewetter Advertising Agency |
| Metropoliton Life Insurance Co.<br>Life Insurance | **Edwin C. Hill, The Human Side of the News** | MBS | Young & Rubicam |
| Miles Loborotories, Inc.<br>Alka-Seltzer | **Uncle Ezra** | NBC—Red | Wade Advertising Agency |
| | **Alec Templeton Time** | NBC—Red | Wade Advertising Agency |
| | **National Barn Dance** | NBC—Blue | Wade Advertising Agency |
| Modern Food Process Co.<br>Dog Food | **Dog Heroes** | NBC—Blue | Clements Co. |
| | **The Moylon Sisters** | NBC—Blue | Clements Co. |
| Moody Bible Institute<br>Religious Training | **Let's Go Back to the Bible** | MBS | Critchfield & Co. |
| Benjamin Moore & Co.<br>Points | **Betty Moore** | NBC—Red | Direct |
| John Morrell & Co.<br>Dog Food | **Bob Becker's Dog Chats** | NBC—Red | Henri, Hurst & McDonald |
| Philip Morris & Co.<br>Cigarettes | **Johnnie Presents** | CBS | The Biow Co. |
| | **Philip Morris Program** | NBC—Red | The Biow Co. |
| | **What's My Name** | MBS | The Biow Co. |
| | **Guess Where** | MBS | The Biow Co. |
| | **Breezing Along** | MBS & NBC—Blue | The Biow Co. |
| Philip Morris & Co.<br>Revelation Tobacco | **Name Three** | MBS | The Biow Co. |
| C. F. Mueller Co.<br>Macaroni Products | **Thunder Over Paradise** | NBC—Blue | Kenyon & Eckhordt |
| Musterole Co.<br>Musterole | **Carson Robison and his Buckaroos** | NBC—Blue | Erwin, Wosey & Co. |
| **N** | | | |
| Nehi, Inc.<br>Beverage | **Believe It Or Not with Robert L. Ripley** | CBS | Botten, Borton, Durstine & Osborn |
| Noxzemo Chemical Co.<br>Toilet Articles | **Professor Quiz with Bob Trout** | CBS | Ruthrouff & Ryon |
| | **News with Bob Trout** | CBS | Ruthrauff & Ryon |



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## O

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Ohio Oil Co.<br>Gas and Oil | **Melody Marathon** | NBC—Blue | Byer & Bowman Co. |
| Old Trusty Dog Food Co.<br>Dog Food | **Just Dogs** | CBS—NE | H. B. Humphrey Co. |

## P

| | | | |
|---|---|---|---|
| Pacific Coast Borax Co.<br>Borax | **Death Valley Days** | NBC—Red | McCann-Erickson |
| Palmer Bros.<br>Mottresses | **Four Star News** | NBC—Blue | Tucker Wayne Co. |
| Paramount Pictures, Inc.<br>Motion Picture | **Our Leading Citizen Premiere** | CBS | Buchanan & Co. |
| Penick & Ford, Ltd.<br>My-T-Fine Dessert | **The Mighty Show** | CBS | Batten, Barton, Durstine & Osborn |
| Penn Tobacco Co.<br>Tobacco | **Vox Pop** | NBC—Red & CBS | Ruthrauff & Ryan |
| The Pepsodent Co.<br>Antiseptic & Dentifrice | **Mr. District Attorney** | NBC—Red & Blue | Lord & Thomas |
| | **Bob Hope** | NBC—Red | Lord & Thomas |
| Pet Milk Sales Corp.<br>Pet Milk | **Pet Milky Way** | CBS | Gardner Advertising Co. |
| | **Saturday Night Serenade** | CBS | Gordner Advertising Co. |
| Louis Philippe, Inc.<br>Cosmetics | **Romance of Helen Trent** | CBS | Blackett-Sample-Hummert |
| Charles H. Phillips Chemical Co.<br>Milk of Magnesia | **Lorenzo Jones** | NBC—Red | Blackett-Sample-Hummert |
| | **Stella Dallas** | NBC—Red | Blackett-Sample-Hummert |
| | **Waltz Time** | NBC—Red | Blackett-Sample-Hummert |
| Charles H. Phillips Chemical Co.<br>Haley's M-O | **Young Widder Brown** | NBC—Red | Blackett-Sample-Hummert |
| Lydia E. Pinkham Medicine Co.<br>Proprietory Medicines | **The Voice of Experience** | MBS | Erwin, Wasey & Co. |
| | **Vaughn DeLeath and Orchestra** | MBS | Erwin, Wasey & Co. |
| Pillsbury Flour Mills<br>Flour | **Woman in White** | NBC—Red | Hutchinson Advertising Co. |
| Pittsburgh Coal Co.<br>Coal | **Champions of the Keyboard** | NBC—Blue | Walker & Downing |
| Princess Pat Ltd.<br>Cosmetics | **A Tale of Today** | NBC—Red | Gale & Pietsch |
| Procter & Gamble Co.<br>Camay | **Pepper Young's Family** | NBC—Red & Blue | Pedlar & Ryan |
| Procter & Gamble Co.<br>Chipso | **The Road of Life**<br>**Manhattan Mother** | NBC—Red & CBS | Pedlar & Ryan<br>Pedlar & Ryan |



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Procter & Gamble Co.<br>Crisco | **Vic and Sade** | NBC—Red & Blue | Compton Advertising |
| | **Right to Happiness** | CBS | Compton Advertising |
| | **This Day Is Ours** | NBC—Blue | Compton Advertising |
| Procter & Gamble Co.<br>Dreft | **Kitty Keene** | NBC—Red | Blackett-Sample-Hummert |
| | **Jimmy Fidler in Hollywood Gossip** | CBS & NBC—Red | H. W. Kastor & Sons Advertising Co |
| Procter & Gamble Co.<br>Drene | **Professor Quiz** | NBC—Red | H. W. Kastor & Sons Advertising Co. |
| Procter & Gamble Co.<br>Ivory Soap and Flakes | **The O'Neills** | NBC—Red | Compton Advertising |
| | **The Gospel Singer** | CBS & | Compton Advertising |
| | **Life Can Be Beautiful** | NBC—Red | Compton Advertising |
| | **Story of Mary Marlin** | NBC—Red & NBC—Blue | Compton Advertising |
| Procter & Gamble Co.<br>Lava Soap | **Against the Storm** | NBC—Red | Compton Advertising |
| Procter & Gamble Co.<br>Oxydol | **Houseboat Hannah** | NBC—Red | Blackett-Sample-Hummert |
| | **Ma Perkins** | NBC—Red | Blackett-Sample-Hummert |
| | **The Goldbergs** | CBS | Blackett-Sample-Hummert |
| | **Central City** | NBC—Blue | Blackett-Sample-Hummert |
| | **The Man I Married** | NBC—Red | Blackett-Sample-Hummert |
| | **What's My Name** | NBC—Red | Blackett-Sample-Hummert |
| | **Trouble With Marriage** | NBC—Blue | Blackett-Sample-Hummert |
| Procter & Gamble Co.<br>Teel Dentifrice | **Knickerbocker Playhouse** | CBS | H. W. Kastor & Sons Advertising Co. |
| | **Midstream** | NBC—Red & Blue | H. W. Kastor & Sons Advertising Co. |
| Procter & Gamble Co.<br>White Naphtha | **Guiding Light** | NBC—Red | Compton Advertising |
| Pure Oil Co.<br>Gas and Oil | **Kaltenborn Edits the News** | CBS | Leo Burnett Co. |
| Purity Bakeries Service<br>Tavstee Bread | **Smilin' Ed McConnell** | CBS | Compbell-Mithun, Inc. |
| Prudential Insurance Co.<br>Life Insurance | **When A Girl Marries** | CBS | Benton & Bowles |
| Quaker Oats Co.<br>Cereals | **Girl Alone** | NBC—Red | Ruthrouff & Ryon |
| | **Dick Tracy** | NBC—Red | Sherman K. Ellis & Co. |
| | **Quaker Variety Show (Quaker Party)** | NBC—Red | Ruthrouff & Ryon |
| | **Stop Me If You've Heard This One** | NBC—Red | Sherman K. Ellis & Co. |
| | **We, The Wives Quiz** | NBC—Red & MBS | Benton & Bowles |



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## R

| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Radio Corporation of America<br>Radio Sets and Services | **The Magic Key of RCA** | NBC—Blue | Direct |
| | **Baer vs. Nova (Boxing Bout)** | NBC—Blue | Lord & Thomas |
| Ralston-Purina Co.<br>Wheat Cereal | **Inside Story** | CBS & NBC—Blue | Gardner Advertising Co. |
| | **Adventures of Tom Mix** | NBC—Blue | Gardner Advertising Co. |
| Ramsdell, Inc.<br>Rita-Sav, Sulphur Cream | **The Johnson Family** | MBS | William Irving Homilton |
| R. J. Reynolds Tobacco Co.<br>Comel Cigarettes | **Camel Caravan** | NBC—Red | William Esty & Co. |
| | **Benny Goodman's Swing School** | CBS | William Esty & Co. |
| Prince Albert Tobacco | **Cantor's Camel Caravan** | CBS | William Esty & Co. |
| | **Grand Old Opery** | NBC—Red | William Esty & Co. |
| | **Bob Crosby** | CBS | William Esty & Co. |
| | **Blondie** | CBS | William Esty & Co. |
| | **Announcement** | CBS | William Esty & Co. |
| Richardsan & Robbins<br>Baned Chicken | **The Revelers** | NBC—Red | Charles W. Hoyt Co. |
| Richfield Oil Co.<br>Gas & Oil | **Richfield Reporter** | NBC—PC | Hixson & O'Donnell Advertising |
| Rio Grande Oil, Inc.<br>Gos & Oil | **Calling All Cars** | CBS—PC | Hixson & O'Donnell Advertising |

## S

| | | | |
|---|---|---|---|
| S & W Fine Foods, Inc.<br>Food Products | **I Want a Divorce** | CBS—PC | Emil Brisacher & Staff |
| Sealtest Inc.<br>Milk and Milk Products | **Your Family and Mine** | NBC—Red & CBS | McKee & Albright |
| Sherwin-Williams Co.<br>Points | **Metropolitan Opera Auditions** | NBC—Blue | Warwick & Legler |
| Signal Oil Co.<br>Gas & Oil | **The Signal Carnival** | NBC—PC | Barton A. Stebbins Advertising Agency |
| Sofenz Sales Corp.<br>Sofenz Lotion | **Beauty Secrets** | CBS—PC | Richard F. Connor |
| Sperry Flour Co.<br>Flour | **Dangerous Raad** | NBC—PC | Westco Advertising Agency |
| | **Dr. Kate** | NBC—PC | Westco Advertising Agency |
| | **Martha Meade** | NBC—PC | Westco Advertising Agency |
| | **Woman's Magazine of the Air** | NBC—PC | Westco Advertising Agency |



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| ADVERTISER and PRODUCT | PROGRAM | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Standard Brands Inc.<br>Chase & Sanborn Coffee | **Chase and Sanborn Hour** | NBC—Red | J. Walter Thompson Co. |
| Standard Brands Inc.<br>Tenaer Leaf Tea | **One Man's Family** | NBC—Red | J. Walter Thompson Co. |
| Standard Brands Inc.<br>Royal Desserts | **Rudy Vallee Program** | NBC—Red | J. Walter Thompson Co. |
| | **Those We Love** | NBC—Blue & Red | J. Walter Thompson Co. |
| Standard Brands Inc.<br>Fleischmann's Foil Yeast | **Getting the Most Out of Life** | NBC—Blue | J. Walter Thompson Co. |
| Standard Brands Inc.<br>Yeast | **I Love a Mystery** | NBC—Red | J. Walter Thompson Co. |
| Standard Oil Co. of Calif.<br>Gas & Oil | **Standard School Broadcasts** | NBC—PC | McCann-Erickson |
| | **Standard Symphony** | NBC—PC | McCann-Erickson |
| Stephano Bros.<br>Marvel Cigarettes | **Sports Pop-Offs** | CBS | Aitkin-Kynett Co. |
| Sun Oil Co. | **Lowell Thomas—The Day's News** | NBC—Blue | Roche, Williams & Cunnyngham |
| Sweets Co. of America, Inc.<br>Tootsie Rolls | **Smilin' Jack** | MBS | The Biow Co. |
| Swift & Co.<br>Sunbrite Cleaner | **Smile Parade** | NBC—Blue | Stock-Goble Advertising Agency |
| Swift & Co.<br>Food Products | **Sales Meeting** | NBC—Blue & Red | J. Walter Thompson Co. |
| **T** | | | |
| Texas Co.<br>Gas and Oil | **Texaco Star Theatre** | CBS | Buchanan & Co. |
| Tide Water Associated Oil Co.<br>Gas and Oil | **Football Games** | CBS—PC & NBC—PC | Lord & Thomas |
| Tillamoak Country Creamery Association<br>Dairy Products | **Bennie Wiker's Tillamook Kitchen** | NBC—Blue | Batsford, Constantin & Gordner |
| Time Inc.<br>Publications | **March of Time** | NBC—Blue | Batten, Barton, Durstine & Osborn |
| Twentieth Century Fox Film Corp.<br>Motion Picture | **Kentucky Derby** | CBS | Kayton-Spiero Co. |
| | **Young Mr. Lincoln Premiere** | MBS | Kaytan-Spiero Co. |
| **U** | | | |
| Union Oil Co.<br>Gas and Oil | **Union Oil Program** | NBC—PC & CBS—PC | Lord & Thomas |
| U. S. Rubber Products, Inc.<br>Rubber Products | **99 Men and a Girl** | CBS | Campbell-Ewald Co. |



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# National Network Sustaining Programs of 1939

*Network sustaining programs listed herein were heard on regular schedules during 1939. No special event or one-time shots are included in the listings, which were compiled with the cooperation of CBS, MBS and NBC. In a majority of the cases, programs are institutional, or time has been devoted by the networks to an educational or civic organization.*

## ☆ CBS ☆

### SERIOUS MUSIC

From the Organ Loft
N. Y. Philharmonic Young People's Concert
Cincinnati Conservatory of Music
Salt Lake City Tabernacle Choir and Organ
N. Y. Philharmonic Symphony Concerts
Music Hour—Columbia Concert Hall
Music Hour—Story of a Song
Music for Fun—Howard Barlow
Music Hour—Indianapolis Symphony Orch.
U. S. Navy Band
Music Hour—U. S. Army Band
Music Hour—Pop. Concert
Music Hour—Curtis Institute of Music
Music Hour—U. S. Marine Band
Music Hour—Columbia Chamber Orch.
Cincinnati Symphony Children's Concert
Music Hour—Keyboard Concerts
Music Hour—League of Composers
Columbia Concert Orch.—Exploring Music
Music of the Restoration
Ruth Carhart with Marion Carley, pianist
Alexander Semmler, pianist
Aubade for Strings
Music Hour—Sonata Series
Clyde Barrie, baritone
Walberg Brown Strings
Musical Album
The Hour of Musical Fun—"So You Think You Know Music"
Lewisohn Stadium Concerts
Dorian String Quartet
Univ. of Kansas Music Camp
Grant Park Concert
A Little Light Music
Maurice Brown, cellist
Stadium Concert—N. Y. Philharmonic
Vera Brodsky, pianist
Madrigalists

### ADULT EDUCATION

George Perrine — "This New York Town"
The Fact Finder
Americans All—Immigrants All
Words Without Music
Highways to Health
Of Men and Books
Men Behind the Stars
The Student Takes the Mike
What Price America?



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### NEWS

Evening News Report
Today with Bob Trout
Press Association News
H. V. Kaltenborn Gives the News
Oddities in the News
This Week in Washington—Albert Warner
Women's Page of the Air—Adelaide Hawley
Man About Hollywood
Let's Go to the Fair

### DRAMA

Four Corners Theater
Men Against Death
County Seat—Ray Collins
Columbia Workshop
Buffalo Summer Theater
The West Remembers
So This Is Radio

### SPORTS

WABC Sports Resume
Robert Edge, sportsman—"Outdoors with Bob Edge"
Baseball Preview
Meet Arch MacDonald
Sports Review—Mel Allen
That's What I Said—Ted Husing

### POPULAR ENTERTAINMENT

A Tune for Today
Audrey Marsh
Captivators
Deep River Boys
Fred Feibel at the Organ
Melody Ramblings with Marty Dale
Mellow Moments
Montana Slim
Waltzes of the World
Bob Byron, songs
Eye-Opener Club
Morning Almanac with Phil Cook
Have You Forgotten?
Melody Time
2nd Edition — Phil Cook Morning Almanac
Tune in the Spotlight (also called "Tune of the Day")

### ADULT EDUCATION

Adventures in Science
Americans at Work
People's Platform
Women in the World of Tomorrow
Democracy in Action
Bull Session
The Human Adventure
Professor Quiz
What's Art to Me?

### CIVIC WELFARE

Molly Steinberg—Stage Relief Fund

### RELIGIOUS

Church of the Air
Wings Over Jordan
Richard Maxwell—hymns
Greenfield Village Chapel
Choral Program—N. Y. World's Fair

### INTERNATIONAL AND FOREIGN AFFAIRS

Salute to the New York World's Fair of 1939
International Exchange Program—from Brazil
Serenade for Strings—from Montreal

### NATIONAL AND PUBLIC AFFAIRS

Current Questions Before the Senate
Current Questions Before the House
Foundations of Democracy

### AGRICULTURE

Farm News
Irene Beasley—R. F. D. No. 1
Columbia's Country Journal



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## *NEWS*

Radio Spotlight
Press Radio News
Ruth Brine, Commentator

## *POPULAR ENTERTAINMENT*

Just Jack Shannon
Boy & Girl Next Door
Organ Reveille
Poetic Strings
Aeolian Ensemble
L'Amour Toujours
Blue Interlude
Chansonette
Charles Paul at the Organ
Eton Boys
Fiddler's Fancy
Four Clubmen
Major Bowes Capitol Family
Manhattan Minuet
Maurice Brown, cellist
Merrymakers
Morning Moods
National Hillbilly Champions
Old Vienna
Organ Moods (Leo Weber at the Organ)
Over the Hills and Far Away
Rhythmaires
Romany Trail
Salon Musicale
Saturday Serenade
Sidney Raphael
Sunny Melodies
Tune Time
Al Bernard and his Merry Minstrels
Barry Wood, songs
Blue Streak Rhythm Ensemble
Bluegrass Brevities
Brush Creek Follies
Buffalo Follies
Castillians
Chicagoans
The Dancepators
Don Tuttle
Four Clubmen
Genevieve Rowe
Goin' South (spirituals)
Instrumentalists
Joyce Jordan, Girl Interne
Judith Arlen
Keyboard Capers
Le Brun Sisters
Poetic Strings
Night Time on the Trail
Mayfair Orchestra
Melody Ramblings
Melody Serenade
Melody Weavers
Music, Maestro, Please
Michael Loring
Midland Minstrels
Not So Long Ago
On the Village Green
Lew White at the Organ
Johnnie Hereford at the Organ
Patterns in Swing
Pursuit of Happiness
Ray Block's Varieties
Ruth Carhart with Ray Scott's Orchestra
Stanley Hickman, songs
Summer Serenade
Swing Silhouette
Syncopation Piece
Three Treys
Time Out for Dancing
Topical Tunes from Pittsburgh
Tower Town Tempos
Tito Guizar
Uncle Jonathan
Accent on Music
Adventures of Ellery Queen
Alibi Club
Armchair Adventures
Columbia Dance Orchestra
Concert in Rhythm
Court of Reflections
Doris Rhodes, songs
Frances Maddux



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The Gay Nineties
Let's Join the Band
Make Mine Music
Maxine Sullivan
Music in the Air
Music of the Theater
Nightcap Yarns from KNX
Saturday Scene
Studio Rendezvous
Summer Colony with Buddy Clark
Under Western Skies
Vocal Embers
All Hands on Deck
Ann Leaf at the Organ
Buffalo Presents
Dance Time
Fran Hines
Harry Cool and the Harmonettes
Harry Cool with Joe
It Goes Like This
John Sturgess
Matinee Promenade
Melody Madcaps
Milton Charles Recalls
Monday Varieties
Lyn Murray Presents
Music Without End
Nan Wynn
Novelteers
Rhythm Roundup
St. Louis Blues
Sing Incorporated
The Texas Rangers
Tuesday Matinee
Walter Gross, pianist
Waltzes of the World
The Zany Family
Buddy Clark Musical
Console Echoes
Dancing in the Moonlight
Doris Rhodes Music Box
In the Music Room
Jack Berch, songs
John Kirby and his Onyx Club Five
On with the Dance
Ray Heatherton, songs
Saturday Swing Session
This Is New York

## ☆ MBS ☆

Abram Ruvinsky Ensemble
Al Helfer's Football Talks
Allen Courtney's Gloomchasers
American Forum of the Air
American Wildlife
Arranged By
Arthur Mann
Author Author
Bach Cantata Series
Balladeer
Bamberger Symphony
Benay Venuta's Revue
Betty and Buddy
Book a Week
BBC Music Hall
Buckeye Four
Carter and Bowie
Cats 'n' Jammers
Charioteers
Choir Loft
Concert Hall
Concert Revue
Congressional Review of the Week
Cosmopolitans
Dick Harding
Doctor Charles M. Courboin
Don Arres
Ed Fitzgerald
Erskine Butterfield
Famous First Facts
Fiesta Time
First Offender
Fulton Lewis, Jr.
George Fisher's Hollywood Program
Get Thin to Music
Green Hornet
Happy Gang
Happy Larry Lawrence
Haven of Rest
Hawaii Calls



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Hayride
Hitmakers
Impressions
Invitation to Waltz
Jack Arthur
John Steele
Johnson Family
Kaye Brinker
Listen America
Lone Ranger
Lucius Beebe's Play Reviews
Marine Band Concerts
Marriage Clinic
Marriage License Romance Bureau
Medical Information Bureau
Melody Strings
Milton Kaye
Model Airplane Club
Morton Gould's Music for Today
Mozart Concerto Series
Muse and Music
Music and Manners
Music By
Music by Faith
Music by Moonlight
Music for Every Child
Musical Steeplechase
Mystery History
Nation's Playhouse
Nations School of the Air
Ned Jordan
Nobody's Children
Oberlin College Series
Old Fashioned Girl
Old Time Tunes
On a Sunday Afternoon
Pageant of Melody
Patrick Maitland
Pegeen Fitzgerald
Perole String Quartet
Pet Club
Play Ball
Radie Harris
Radio Garden Club
Raymond Gram Swing
Red River Dave
Reviewing Stand
Rhythm Rascals
Romance in Rhythm
Rutgers Homemakers Forum
Sally's Sallies
Savoy Swing
Scrapbook Stories
Seven Men and a Maid
Show of the Week
Sigrid Schultz
Sinfonietta
Sons of the Pioneers
Songs that Sweethearts Sing
Songs without Words
Southern School of the Air
Stan Lomax
Studies in Contrast
Success Session
Symphonic Strings
This War
This Wonderful World
Thomas Conrad Sawyer
Thyra Samter Winslow
Toronto Symphony Orchestra
Toronto Trio
Trail Blazers of 1940
Tropical Serenade
Two Keyboards
U. S. Army Band Concerts
University Life
Unsung Americans
Victor Lusinchi
Waverly Root
We Want a Touchdown
Welcome Neighbor
WOR Symphony
Your European Correspondents
Your Sunday Date

## ☆ NBC, BLUE ☆

Adventure in Reading
Adventures in Photograph
Affairs of Anthony
Along the News Front
Breakfast Club



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Brent House
Cavalcade of Hits
Cheerio
Cloister Bells
Norman Cloutier Presents
Club Matinee
Don't Forget
Dreams Come True
Echoes of History
Favorite Waltzes
Foreign Policy Association Program
Lanny Gray's Rhythm School
Green Hornet
Hall of Fun
Horse and Buggy Days
Ideas That Came True
Library of Congress Concerts
Little Ol' Hollywood
Magnolia Blossoms
Josef Marais in Bushveld Songs
Medicine in the News
Meet the Artist
Melody Rendezvous
Morning Musicale
Music for Listening
Music for Young Listeners
Name It and Take It
National Radio Forum
National Vespers
NBC Music Appreciation Hour
NBC Salon Orchestra
NBC Symphony Orchestra
News from London
Novelettes
Order of Adventurers
Pilgrimage of Poetry
Quilting Bee
Radio Guild
Rakov and His Orchestra
Renfrew of the Mounted
Revue in Miniature
Rhythm and Song
Doc Rockwell's Brain Trust
Romance and Rhythm
Roy Shield and His Orchestra
Tapestry Musicale
This Moving World
Tone Pictures
Trio Time
United States Marine Band
United States Navy Band
Voice of Hawaii
Washington Calling
Wife Saver
Yesterday's Children

## ☆ NBC, RED ☆

Blue Moonlight
Dol Brissett and His Orchestra
Call to Youth
Campus Capers
Catholic Hour
Frances Craig's Sunday Night Serenade
Vernon Crane's Story Book
Deliberate Reflections
Do You Remember?
European News
From Hollywood Today
Gene and Glenn with Jake and Lena
General Federation of Women's Clubs
Golden Melodies
Gospel Singer
Homespun
Alma Kitchell's Streamline Journal
KSTP Presents
Letters from Abroad
Li'l' Abner
Walter Logan's Musicale
Luther-Layman Singers
Magic Waves
Music and American Youth
Music for Moderns
Music Styled for You
Musical Soiree
Musical Tete-A-Tete
NBC String Symphony
No School Today
Arch Oboler's Plays
On Your Job
Opportunity
Our Spiritual Life
Primrose Quartet
Radio Pulpit
Rangers' Serenade
Religion and the New World
Religion in the News
Romance Lyrics
Romance Melodies
Salon Silhouettes
Song Busters
Bill Stern's Sport Scraps
Story Behind the Headlines
Sweet and Low
Timeless Truths Made Timely
Torch of Progress
Viennese Ensemble
Vocal Vogues



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# Outstanding Local Programs of Stations Everywhere

*The following list of programs has been compiled by RADIO ANNUAL from questionnaires and direct contact. Listings are composed of programs voiced by stations as their most outstanding contributions to their listeners. The letters following the names of programs indicate as follows: "S," sustaining; "C," commercial; "P," participating.*

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## Alabama

**WHMA, Anniston**
Lloyd's Kiddy Club (C)
Salute to the Cities (C)
Castle of Dreams (S)
National Gridiron Review (C)
A Listener's Choice (S)
Alabama in the News (C)

**WAPI, Birmingham**
Speaking of Sports (C)
Know Your City and State (P)
Women in the News (S)
Alabama Hayloft Jamboree (C)
Sleepyhead Serenade (P)
WAPI Model Electric Kitchen (P)
Auburn Farm and Family Forum (S)

**WBRC, Birmingham**
Town Talk (Man-in-the-Street) (C)
For You (S)
Birala Trio (S)
Radio Forum (S)
Crossroads Varieties (C)
Trail Riders (C)
The Happy Hitters (S)
Church of the Air (C)

**WSGN, Birmingham**
Variety Show (C)
Comic Club (C)
Birmingham Day by Day (S)
Radio Club (C)
Red Goose Popularity Contest (C)
Inquiring Mike (C)
Armchair Quarterback (C)
Movie Quiz (S)

**WMFO, Decatur**
Social and Household Hints (S)
Hi Light Boys (C)
Better Homes Show (S)
Afternoon Serenade (S)
Children's Program (C)
Saturday Morning Barn Dance (S)
The Up-State Hour (C)

**WCOV, Montgomery**
Garden of Dreams (C)
Man on the Street (S)
Jitterbug Jamboree (S)
Postal Oddities (S)
Job Forum (S)
Memory Singers (S)

**WHBB, Selma**
Musical Clock (S)
Story Telling Lady (C)
All Request Program (S)

## Arizona

**KSUN, Lowell**
Social Secretary (C)

**KOY, Phoenix**
Phoenix Little Theatre (S)
Doubling in Ivory (S)
Musical Crossword Puzzle (C)
Arizona Dude Ranch (S)
Tuesday Night Frolic (S)

**KTAR, Phoenix**
KTAR School of the Air (S)
Three Bees (C)
Social Calendar (P)
Clerk of Oxford (S)
Sylen of Incle (S)
Poetry Exchange (S)
Cavalcade of Builders (C)
Man on the Street (C)

**KTUC, Tucson**
There Are Smiles (C)
Pandemonia (C)

**KVOA, Tucson**
Arizona-Texas Baseball League Broadcasts (C & S)

## Arkansas

**KELD, El Dodaro**
Sporting Events Broadcasts

**KTHS, Hot Springs**
Ouachita Roundup
Food for Thought
News from Home
Women's World
Pleasure Party

**KBTM, Jonesboro**
Morning Herald—Local News (S)
You Request It, We Play It (P)
Farm Service Program (P)
Home-Makers Time (P)
Where's the Fire (C)
Children's Music (P)
Musical Rodeo (C)
Man on the Street (C)

**KARK, Little Rock**
An Orchid to You (C)
Death Rides the Highways (C)

Radiographies (C)
Your Neighbor Speaks (C)
The Parade of Sports (C)
Unemployment Program (S)
Capitol Pride Kiddies Club (C)
Town Talks (P)

**KOTN, Pine Bluff**
Robertson's Kontest Kwiz (C)
News (C & S)

**KUOA, Siloam Springs**
Trade Winds (P)
Cathedral of the Ozarks (S)
Ozarkian Male Quartet (C)
News for Breakfast (C)
Story Book Castle (S)
The Little Brown Church (S)
KUOA Weather Bureau (C)
Common Sense Viewpoints (S)

## *California*



**KERN, Bakersfield**
Kids Club (C)
Radio Sportsgraph (C)

**KPMC, Bakersfield**
Ballad Time (C)
Four Dots (P)
Football Broadcasts (C)
Carlisle Nelson, Music (P)
Pigskin Freshup (C)
Nevada Slim (P)
Fight Broadcasts (C)

**KRE, Berkeley**
Music of the Masters (C)
Harmony House (C)
Clambake Broadcasts (C)
Open House (P)
Golden Days (S)
Adventures in Seven Seas (S)

**KHSL, Chico**
Quiz Gold (C)
Lane Cabin Kiddie Club (C)
Nemo Racketeers (S)
Spotlight Parade (C)
Calendar of Events (C)
At Your Service (C)
College Forum (S)
Milody's Merry-Go-Round (P)

**KARM, Fresno**
Valley Rancher's Hour (S)
Early Risers Club (P)

**KIEV, Glendale**
Moods in Music (S)
Top Tunes at Two (C)
Glen Unified School District (S)

**KGER, Long Beach**
Long Beach Municipal Band (S)
News on the Hour, Every Hour (C)
Dr. Taubman's Bible Class (S)
Officials on Parade (S)

**KECA, Los Angeles**
Quiz Club (C)
Broadway Memories (S)
Musicandidates (S)
Studio Dark Room (S)
Classic Hour (S)
Just a Moment Please (C)
You Explain It (S)
Nutshell Playhouse (S)

**KFAC, Los Angeles**
Whoa Bill Club (C)
School Kids Kwiz (C)
Open Forum (C)
Man-on-the-Street (C)
Parents Forum (C)
Musical Masterpieces (C)
Operatic Dramas (S)
Operas (S)

**KFI, Los Angeles**
Meet Some People (S)
Art Baiser's Notebook (P)
Robert L. Johnson's Bridge Club (P)
Cabbages and Kings (C)
Ha Hum (S)
Johnny Murray Talks It Over (C)

**KFVD, Los Angeles**
Editor of the Air (S)
Covered Wagon Jubilee (C)
Jack the Bellboy (C)

**KFWB, Los Angeles**
Swingo-Musical Quiz (C)
Let's Go Hollywood (C)
Crouch Club—Created at KFWB (C)
Telephone Quiz (C)
Make Believe Ballroom (P)
Picture of the Week (C)
Rumbles with Russ Hughes (S)
Waker-Upper (P)

**KHJ, Los Angeles**
Nobody's Children (S)
Help Thy Neighbor (C)
Old Fashioned Revival (C)
Sons of the Pioneers (S)
Haven of Rest (S)
Voice of Experience (C)
Pull Over Neighbor (C)
Adventures in Rhythm (S)
Hollywood Whispers (S)
Alvino Ray and His Orchestra with the King Sisters (S)
Laws and Lawyers (S)
Betty Jane Rhodes and Bob Mitchell's Choir (S)
Adventure Ahead (S)
Dramas of Youth (S)

**KMTR, Los Angeles**
What's the Answer? (S)
Spelling Bee (S)
Melody Lane (C)
Woman's World (P)
Amateur Hour (S)
Let's Dance (P)
Guess Who? (S)
Sing With Your Favorite Band (S)

**KNX, Los Angeles**
Nightcap Yarns (S)
Answer Auction (C)
Midnight Merry-Go-Round (P)
Camera Club (S)
Spelling Bee Liner (C)
Saturday Morning Party (P)
Sunrise Salute (P)
Masterworks in Wax (C)

**KDON, Monterey**
Calling All Tunes (P)
Saturday Swing Club (P)
Hacienda Homemaker (C)

**KLS, Oakland**
Cigar Box Review (P)
Jan's Journal (P)
Swing Club (S)
Swing Spotlight (S)

**KROW, Oakland**
Skullcrackers (C)
Man on the Street (C)
Announcers Contest (S)
Commuter's Clock (P)
24 Minutes from Broadway (C)
Your Show (P)

**KPPC, Pasadena**
Pasadena Junior College Presents (S)
Yesterday's Headline (S)

**KVCV, Redding**
Women's Program of the Air (C)
Night Club Quiz (C)
Telephone Conversations (C)
I Stand Accused (C)
Santa's Mail Bag (C)
Mythical Airplane Lessons (S)
Mythical Remote (C)

**KFBK, Sacramento**
Inquiring Microphone (C)
Meditation (S)
Feminine Varieties (C)

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Breakfast Club (P)
Waltz Favorites (S)
Katherine Kitchen (P)

**KFXM, San Bernardino**
Early Birds of 1939
Mariana
Federal Mint
Tea Time
Go Forward

**KGB, San Diego**
Homemaker's Catalog (P)
Lowe Highlights (C)
Sports News and Reviews (C)
For Ladies Only
Voices (S)

**KFRC, San Francisco**
Feminine Fancies (S)
Brain Battle (C)
Headlines of the Past (C)
Scrap Book Stories (S)
Breakfast Club (S)
Bess Bye, the Market Scout (C)
Morning Hostess (C & P)
Rise and Shine (C & P)

**KGO, San Francisco**
Who's in Town Tonight (S)
Thru a Woman's Eyes (P)
Musical Clock (P)
Potato Bug Band (S)
Financial Service (S)
World on Parade (S)
A Bookman's Notebook (S)
Hour House (P)
Paychecks Preferred (S)
Judy Deane (S)
Stringtime (S)
In the Good Old Days (S)

**KJBS, San Francisco**
Alarm Klok Klub (P)
Sherman Clay's Magic Hour or the World's Finest Music (P)
Jim O'Neil's Newscasts (P)
KJBS Night Owl Program (P)

**KPO, San Francisco**
Oh, Teacher— (C )
International Kitchen (P)
Sidewalk Reporter (C)
Sleep Serenade (C)
Oh, Mr. Dinwiddy (S)
Two in the Balcony (P)
Musical Clock (P)
Fellow Sportsman (S)
Tune Termites (S)
Football Scoreboard (C)
Radio Reporter (C)
Waltz Reflections (S)

**KSAN, San Francisco**
Telephone Quiz
Telephone Tune Quiz
News on the Hour Every Hour
Mothers Only
The Ne'er-do-well
Happy Gordon and His Gang

**KSFO, San Francisco**
Yawn Patrol (P)
Streamlined Headlines (C)
Friendly Homemaker (P)
Roving Reporter (C)
Sportsliner (S)
San Francisco Calling (S)
Hollywood Reporter (C)

**KYA, San Francisco**
Evening Concert (C)
Morning Concert (P)
Sportlight (C)
Early Birds (P)
America Sings (S)

**KQW, San Jose**
Charley Marshall (S)
Trading Post (C)
Farm Market Digest (S)
Magic Hour (C)
Ranchouse Revelries (S)

**KVEC, San Luis Obispo**
Morning Bulletin Board (P)
Rhythm by Request (P)
Electricity Speaks (C)
Poet and the Organ (S)
Local Events (C)
Nite School Radio Theatre (S)
Know Your City Government (S)

**KVOE, Santa Ana**
Orange County Quiz (C)
Your Hobby, Photography— (C)
Crime Marches On (S)
Vicki Renee, Stylist (S)
Orange County Gardens (S)
Veterans of Foreign Wars (S)

**KDB, Santa Barbara**
On the Sports Side (S)
Highways of the Air (S)
Parents Forum (S)

**KTMS, Santa Barbara**
Five Newscasts Daily (C)
Review of Sports (S)
The Forge on the Air (S)
The Scrapbook of Juan Estevan (C)
Bob's Best Bargains (C)
College Town Meeting (S)

**KSRO, Santa Rosa**
Roscoe Breakfast Club (P)
Music By and With the Masters (S)
Music in the Modern Manner (S)
KSROlling Along (S)
Judge Jive's Court (S)
Backstage Scrapbook (S)
Ye Olde Music Box (S)
Book Shelf (S)

**KTKC, Visalia**
The Old Timer (C)
Can You Spell It
Gospel Messengers
Fox Kiddie Club
Footlight Follies (C)
Hits from Hollywood (C)
Purvolite Party Night (C)
Curbstone Capers (S)

## *Colorado*

**KFEL, Denver**
Willie Hartzell and His KFEL-ers

**KLZ, Denver**
Lady, Lend An Ear (P)
Three B's (C)
Voice of the News (C)
Inquiring Reporter (C)
Infallible Pair (C)
Rocky Mountain Roundup (P)
Gas Hospitality House (C)
Captain Ozie (C)
Wells of Music (C)
Women In The News (S)
Farm Service Program (P)
Early Risers' Club (S)

**KOA, Denver**
Ranger's Serenade (S)
Once Upon a Time (S)
Farm Question Box (S)
KOA's Old Opry House (S)
Lamont School of Music (S)
Golden Melodies (S)
Nature Sketches (S)
Public Schools Program (S)

**KPOF, Denver**
Alma Temple Religious Service

## *Connecticut*

**WICC, Bridgeport**
WICC Bowling Team Broadcasts (S)
Street Scene Broadcasts (S)
Yale University Drama Series (S)
Yale University Football Games (C)



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**WDRC, Hartford**
Main Street (C)
Music Off the Record (P)
Shoppers' Special (P)
Ad-Liner (P)
Strictly Swing (P)
Us On a Bus (P)
Esso Reporter (C)
Request Time (P)
Your Southern Chef (C)
Connecticut Hall of Fame (S)
Sunday Serenade (S)
Movieland Melodies (C)
Old Fire Chief (S)
The World of Sports (S)
Hartford Public Forum (S)

**WTHT, Hartford**
Hartford Speaks (C)
Concert Hour (C)

**WTIC, Hartford**
The Fox Morning Watch (C)
When Day is Done (S)
History in the Headlines (S)
Noontime Varieties (S)
Trans Radio News (P)
Day Dreams (C & S)
Women's Radio Bazaar (P)
Jack Says Ask Me Another (C)

**WNBC, New Britain**
Riddle Rhythms (P)
1380 Club (P)
Kiddies Revue (C)
Doris Peck Entertains (S)
Pappy Howard's Gang (S)
Man-in-the-Street (C)
Connecticut Cavalcade (P)

**WELI, New Haven**
Miracles in Health (C)
Club Forum (C)
Church Billboard (C)
Community Hostess (P)
Danceland Ballroom (P)
Petticoat Vagabond (S)
What's In a Name (S)
What Are You Reading (S)

**WNLC, New London**
Melody Lane (P)
Local News (P)
Voice of the People (C)
Postal Telegraph Requests (P)
Lights Along the Shore (S)
Sidney's Amateur Program (C)
Connecticut College Series (S)
Coast Guard Band (S)

## *District of Columbia*

**WJSV, Washington**
Arch McDonald (C)
Washington Hour (C)
Elder Michaux (S)
Magic Carpet (C-P)
WJSV Drama Award (S)

**WMAL, Washington**
Quiz of Two Cities (C)
Cameras in Action (S)
In Town Tonight (S)
Backstage Talking (S)
According To Coyle (S)
Glen Carow (S)
Morning Prelude (S)
Jack Foy (S)
Station PDS Presents (C)

**WOL, Washington**
Fulton Lewis, Jr. (C)
If We Call (C)
Tru Blu Musical Program (C)
American Wildlife Program (S)

**WRC, Washington**
Whispering Rhythm (S)
Gene Archer Entertains (S)
Dreams Come True (C)
Mary Mason (P)
Gordon Hittenmark (P)
Night Watchman (P)
Old Timer (S)
Streamliner (P)
Devotions (S)
Charles Tagnan Programs (S)
National Children's Frolic (S)
Daily Weather Forecasts from U. S Weather Bureau (S)
Pianos Three (S)

## *Florida*

**WJAX, Jacksonville**
Florida Fishing (C)
Talk of the Town (C)

**WLAK, Lakeland**
Millers Fashion Hints (C)
Ford Football Finals (C)
Shoot the Works (C)
Household Institute (P)

**WIOD, Miami**
WIOD Light Symphony (S)
Do You Read the News (S.
WIOD Dance Frolic (S)

**WKAT, Miami Beach**
Two Grand Pianos (S)
Pelican's Pouch (S)
Sport of Kings (P)
Air Breaks (C)
Guesso (C)
Echoes of the Theater (S)
Football Roll Call (C)
Little Theater of the Air (S)

**WDBO, Orlando**
Norman Beasley's Fla. (C)
Family Altar of the Air (S)
Rollins College Radio Classroom (S)
Open House (S and P)
Morning Roundup (C and P)
I Want a Job (S)
Time for the Times (C)

**WCOA, Pensacola**
Vick's Community Bulletin Board (C)
Around the Clock (C)
Sports Spotlight Program (C)

**WSUN, St. Petersburg**
Oh! Say Can You Sing (C)
Hunting & Fishing (C)
Florida Speaks (S)
Books in Review (S)
Football Predictions and Scores (C)
For Women Only (P and C)
Inter-Civic Club Council (S)
Little Theater of the Air (S)

**WTAL, Tallahassee**
WTAL Jamboree (S)
Storytime with Sue Nesmith
Dance Time (S)
Musical Clock (S)
Morning Devotions (S)
Clambake Six (S)

**WDAE, Tampa**
Musical Mailman (S)
West Coast Hillbillies (C)
Eddie Ford Organist (C)
Football Predictions (C)
Bridge Forum (S and C)

**WFLA, Tampa**
Frank Grasso Presents
Forward Florida
Florida Job Clinic

**WJNO, West Palm Beach**
Mr. Yes'n No
Quartermaster
Grab-Bag
I Want a Job
Palm Beach Speaks
Downtown at Noon
Call to Radio
Sunday Melody Parade



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## Georgia

**WGAU, Athens**
Our Church on the Air (S)
Our Community Sing (C)
Organ Treasures (S)
Midnight Momentoes (S)

**WATL, Atlanta**
Mid-Day Merry-Go-Round
Dinner Dance Parade (C)
The Music Masters (S)
Sunshine Hours (C)
Five Star Final (S)

**KID, Idaho Falls**
Farm Hour (S and C)
News (S and C)

**WRDW, Augusta**
WRDW Varieties (P)
Breakfast Club (P)
Pigskin Parade (C)
Boys News (C)
For Ladies Only (C)
R. C. Cola Quiz (C)
Uncle Marion Reads the Funnies
Highlights of the News of the Week

**WRBL, Columbus**
Sons of the South (C)
Baseball Questionnaire (C)
Women in the News (S)
Red Wagon Boys (C)
History in the Making (S)

**WMAZ, Macon**
Radio Stars on Parade (P)
Gospel Singer (C)
Boy Scout Program (S)
Man on the Street (C)
Dalton Norman, Singing Cowboy (S)
Ft. Valley Normal School Choir (C)

**WMGA, Moultrie**
'Tween You and Me (S)

**WSAV, Savannah**
Saga of Savannah
Savannah Speaks
Time and Tide
Salute to the Coastal Empire
Musical Scoreboard
Quiz Nite

**WAYX, Waycross**
Merchant's Parade (P)
George Tucker (C)
Twelve Hundred Club (S)
Kiddies Theater Club (S)

## Idaho

**KIDO, Boise**
Bairds Big Eight (C)
Farm Men Only (C)
United Press News (C and P)
Home Quiz (C)
Boise Highlights (S)
U. S. Government Reports (S)
Morning Sermonette (S)
KIDO Request Hour (S)
Cowboy Slim (P)
Sportscasts (C)
Stevens Sunday Noon Hour (C)

**KFXD, Nampa**
Early Bird (P)
Dooly's Almanac (C)

**KSEI, Pocatello**
Six O'Clock Jamboree

## Illinois

**WJBC, Bloomington**
Rural Free Delivery Hour (P)
WJBC Women's Hour (S)
So You're Entertaining (S)
Anniversary Party (C)
Singo (C)
Theater Time (C)
High Schools on Parade (S)
Sweet and Swing (P)

**WDWS, Champaign**
Home Town Birthday Party (C)
Mystery Melody Time (C)

**WAAF, Chicago**
Daily Symphonic Hour (S)
Council of Foreign Relations (S)
Mythical Ballroom (C)
Pick-Me-Up (C)
Breakfast Express (C)
Madcap Matinee (C)

**WBBM, Chicago**
Let's Get Together (S)
Meet the Missus— (C)
Musical Clock (C)
Sports Huddle (C)
What Can I Do? (S)
Voice of the City (S)
Sports Quiz (C)
Dr. Preston Bradley (C)

**WCFL, Chicago**
The Life Program (C)
Peekers in the Pantry (P)
Radio Gossip Club (S)
Hour of Opportunity (C)
This Week in Labor (S)
Make Believe Danceland (P)
Singing Strings (C)
Kelly's Old-Time Minstrels (C)

**WEDC, Chicago**
Humans of Fate (S)
Let's Act (S)

**WENR, Chicago**
Ten O'Clock Final (C)
Weekly Amateur Hour (C)
Music You Want (C)

**WJJD, Chicago**
Safety Court
Bureau of Missing Persons
Toastmaster
Women at the Crossroads
Suppertime Frolic
Dramas from Life
Know Your Postal Service
Famous Chicagoans

**WLS, Chicago**
WLS National Barn Dance (C)
School Time (S)
Dinnerbell (S)
Smile-A-While (C)
Henry's Exchange (C)
Morning Devotions (S)
Morning Minstrels (C)

**WMAQ, Chicago**
News Broadcasts (C and S)
High School Studio Party (S)
Cameos of New Orleans (C)
Take a Picture (S)
Weiboldt, Your Neighbor (C)
Doggy Dan (C)
Tony Wons (C)

**WHFC, Cicero**
Know Your Morton
Paging the Preps
Stamp Chats

**WDAN, Danville**
Semi-Solid Family Party (C)
Juvenile Jambouree (C)
Moods and Melodies (S)
Man on the Street (P)
Chuck's Variety Clock Club (P)
Battle of Wits (C)
Your Home Town (C)
The Puzzle Man (C)

**WJBL, Decatur**
Street Forum of the Air (P)
Cross Country Interview (C)
John Bernard's Let's Dance (C)
Three Minutes of Safety (S)
The Golden Hour (C)

**WTMV, East St. Louis**
Stern Brau Band (C)
Crazy Auction (C)
Vital Statistics (C)
Juveniles on Parade (C)
Church in the Wildwood (S)
Rose Room Melodies (C)



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Game of Wits (S)
Joke Shop (C)
Woman's Magazine of the Air (C)
Opportunity Knocks (S)

**WEBQ, Harrisburg**
Sunday Morning Swing Session
Hay-Loft Hi-Jinks Barn Dance
Vick's Parade of Musical Hits
Happiness Hour

**WCLS, Joliet**
Social Editor of the Air
One Woman's Opinion
Dettchen's Polka Revue
Shopping with Your Neighbor

**WMBD, Peoria**
Juvenile Theater (S)
Musico (C)
His Majesty, The Baby (S)
Good Neighbor (S)
Nightfall (S)
Musical Clock (C)
Women of Today (C)
Announcers Contest (C)

**WTAD, Quincy**
Corn Belt Carnival (S)
Write the Manager (S)
Quarter-uiz (S)
Happy Valley (C)
Guess It (C)
Community News (C)

**WROK, Rockford**
Town Crier
Man on the Street
News Programs
Women's Forum
Sports Program
Musical Clock
Women in the News

**WHBF, Rock Island**
Listen, Ladies! (P)
Ten Pin Man (P)
Mississippi Valley News (S)
Frank Mike (C)
Songs That Don't Get a Chance (S)
Knox Chapel Services (C)
The Bee (S)
Juvenile Theater (S)
Views of Local News (C)

**WCBS, Springfield**
Rural School of Education (S)
Market Reports (C)
Homemakers Institute (C)
Town Meeting of the Air (S)
Lone Ranger (C)

**WDZ, Tuscola**
Irish Ballads (C)
Kitchen Barn Dance (P)
Cornerib Hoedown (C)
Memories (S)
Screwball Club (S)
Know Your WDZ (P)
At Your Service (S)

## *Indiana*

**WTRC, Elkhart**
Friendly Neighbors (C)
Pet Swaps (C)

**WEOA, Evansville**
Curbstone Reporter
City Court

**WGBF, Evansville**
The Shut-In Program (S)
Radio Variety Show (C)
Little German Band (S)
Wedding Anniversary Program (S)

**WGL, Fort Wayne**
Time to Go to Work (S)
Indiana Indigo (S)
Gold Star Final News (C)
Dykta (C)
Metropolitan Madness (S)
Traffic Court (C)
School of the Air (S)
Sing a Long with Mary (C)

**WOWO, Fort Wayne**
Morning Roundup (P)
Modern Home Forum (P)
Hoosier Hop (S)
Hey! Mr. Motorist
Bob Wilson Presents (C)
Ozark Open House (S)
Flapjack Boys (C)
Down the Field (C)

**WIND, Gary**
Sports Edition (C)
Night Watch (C)
Traffic Court (S)

**WFBM, Indianapolis**
Early Birds
Hoosier Talent Time (S)
Big Freddie Miller (S)
Hoosier Farm Circle (P)
Alice Abbott (P)
Gilbert Forbes (C)

**WIBC, Indianapolis**
Boy Greets Girl (C)
Brown County Revelers (C)
The Friendly House (C)
School for Brides (C)
Blues Chaser (C)
Fashion Footlights (C)
Lonesome Bill Jones (S)

**WLBC, Muncie**
Man on the Street
Animal Shelter Broadcast
The Old Ranger

**WFAM, South Bend**
South Bend at Work
South Bend at Play
Football for the Fans
The Three Notes
Little Jamboree

**WSBT, South Bend**
Hayloft Jamboree
Man on the Street
Notre Dame Radio Staff
Highlights Weeks News in Review

**WBOW, Terre Haute**
Man on Street (C)
Morning Mail (P)
Merry-Go-Round (P)
Terre Haute Town Meeting (S)

## *Iowa*

**WOC, Davenport**
WOC Luncheon Club (P)
Public Schools Program (S)
St. Ambrose College of the Air (S)
News from Our Neighbors (S)
Your Hymns and Mine (S)
Hour of Friendship (S)

**KWLC, Decorah**
News Courier (S)
Poetic Prelude (S)
Chapel (P)
Hymns We Love (S)
Adventures in Physics (S)
You, Incorporated (S)
Drama Workshop (P)
Campus Players (S)

**KRNT, Des Moines**
Tell Corn Time (S)
Thirty Minutes to Go (P)
Newsreel of the Air (C)
Uncle Bill Reads the Funnies (C)
Memories of You (S)

**KSO, Des Moines**
Inquiring Microphone (C)
Sum Fun (S)
The Friendly Counselor (C)
Evening Funnies (S)
Sports by Shumate (C)
The Sunshine Club (S)
Cheerful Charlie Flagler (C)

**KGLO, Mason City**
Home-town News (C)
The Rhythm Club (S)
The Mailbag (S)



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The Hours Ahead (C)
Mystery Melody (P)
Sport's Camera (C)
Bullseye Topics (S)
North Iowa Forum (S)
Rural Roundtable (S)

**KMA, Shenandoah**
KMA Country School (C)
KMA Homemaker's Program (P)
KMA Kitchen Klatter (P)
Caleb Squibb's Joke Program (C)
Lem Hawkins and His Gang (C)
The Folks in Western Valley (P)
The Round-up on Rhythm Range (C)

**KTRI, Sioux City**
News on the Hour (C)
Sports Parade (S)
Musical Clock (P)
Blind Balladier (S)
Postoffice Parade (S)
Women in the News (P)

## Kansas

**KVAK, Atchinson**
Mass direct from St. Benedicts Abbey Monastery

**KIUL, Garden City**
Western Kansas Roundup (S)
Hamilton Trio (C)
Local News (C)

**KSAC, Manhattan**
Homemakers' Hour (S)
Farm Hour Program (S)
In the Music Room (S)
The Kansas Editor Speaks (S)
Ships and Sealing Wax (S)

**KCKN, Kansas City**
Olaf Soward News (C)
Police Court (S)
Noon Hour Clock (C)
Raw-Milk Matinee (C)
Peacock Program (C)
Dance with America (C)
Behind the Headlines (C)
Quizzer Court (P and C)

**KOAM, Pittsburg**
Pals of the Prairie (C)
Lou and Al (C)
Amateur Hour (C)
Kiddies Revue (S)
News (C)
Sports Broadcasts (C)
Songs of Terry (S)

**KSAL, Salina**
Musical Clock (P)
Today (S)
Meet the Visitor (C)
The Window Shopper (P)
Dorothy Day (C)
Quizzer Court (C)
Barn Dance Frolic (S)
Hilly Billy Program (P)
Farm Hour (C)

**WIBW, Topeka**
The Kansas Roundup (C)
The Dinner Hour (P)
The Crossroads Sociable (S)
Golden Belt Tent Theater (C)
You Can't Do That (S)
Saturday Night Roundup (P)
Lee Noon News (C)
Oklahoma Outlaws (C)

## Kentucky

**WCMI, Ashland**
Sidewalk Spell Bee (C)
Woman's Club (P)
Rhythm Club (S)

**WAVE, Louisville**
Melody Time (P)
Jewel Box (C)
Noontime Roundup (S)
What Do You Think (S)
Play Laboratory (S)
Hi-School Hi-Lights (S)
Cruising in Traffic (S)
Ten O'Clock News Review (C)

**WOMI, Owensboro**
Kentucky Nightmare

## Louisiana

**KALB, Alexandria**
Business Marches On (P)
Hello There (S)
Pan-Am Views the News (C)

**KVOL, Lafayette**
Sons of the Acadians (S)
Wilson Humber's Orchestra (P)
Twilight Quartette (P)
Emily Landry (S)
Roscoe Whitlow (S)
Southwestern Institute Program (S)
Farm and Home Hour (S)
Katherine Quint (S)

**WBNO, New Orleans**
Jax Midnight Dancing Party
Highlights for High School
Announcers Auditions of the Air
Sunday Afternoon Variety Show
Daily High School Dance Hour
Alma Roths Bridge Quiz

**WWL, New Orleans**
Dawn Busters (C)
Dreamy Melodies (S)
Job Mart (S)

**KRMD, Shreveport**
High School and L.S.U. Football (C)
News Program (C)
Women's Hour (S)

## Maine

**WCOU, Lewiston**
Soliloquy and Organ (C)
Good Morning Neighbor (C)
Marriage Muddles (C)
Yawn Patrol (P)

**WCSH, Portland**
Recess Time (P)

**WGAN, Portland**
Quizz Court (C)
Maine Memories (C)
Coffee Cup Chatter (S)
Late Risers Club (S)

**WAGM, Presque Isle**
WAGM-Tingley Birthday Party (C)
Words with Music (S)
Saturday Nite Jam Session (S)

## Maryland

**WBAL, Baltimore**
Around the Dinner Table (P)
Time for Romance (P)
It Seems to Me (S)
Around the Breakfast Table (C)
Stories Behind the Headlines (C)
Mary Landis
Uncle Jack's Club

**WCAO, Baltimore**
Your Friendly Neighbor (P)
Better Homes Program (P)

**WFBR, Baltimore**
Quiz of Two Cities (C)
Carnival of Fun (C)
Dramagrams (S)
Open House (C)

**WTBO, Cumberland**
Eleventh Hour (C)
Yours for the Asking (S)
Spelling Bee (C)
Man About Town (S)
Social Column (S)
Music Shop (C)
Shopping Tour (C)
State Teacher's College Musical (S)

**WFMD, Frederick**
Pappy and the Boys (C)
Golden Slipper Gang (P)
Ian MacFarlane (S)
A Song for Sale (P and C)
Telephone Tunes (S)
The Farmer Comes to Town (P)



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## Massachusetts

**WAAB, Boston**
Edgeworth's Frank Ryan (C)
Sportswriters Quiz (S)
Marriage Clinic (S)
John Metcalf's Choir Loft (S)
Yanks America Speaks (C)
Sears News Salute (C)
Friends Radio Club (C)

**WBZ & WBZA, Boston & Springfield**
Jordan Marsh Hour (C)
Olympic Hockey Games (S)
Name Three (C)
Indoor Baseball Games (S)
Home Forum (P)
Harvey and Dell (S)
Gilchrist Gossip (S)
Weather in Rhyme (C)
Boston Life (S)
We Women—Mary Ellen Brown (P)
Mass. on the March (C)
Gene and Glenn (S)
25 Years Ago Today (S)

**WCOP, Boston**
Rise 'n' Shine with Farmer Russ (C)
Frolicmakers Swing Club (P)
The Voice of the Community (C)
Consumers' Institute (S)
Jaunting Through Ireland (C)

**WEEI, Boston**
Caroline Cabot Shopping Service (P)
E. B. Rideout Weather Service (C)
Matinee Promenade (P)
Bill Elliot the Singing Cop (C)
Uncle Elmer (S)

**WMEX, Boston**
Pages from the Classical Album (S)
WMEX Camera Club of the Air (S)
The Variety Hour (C)
Today's Winners (P)
Peg Powers Program (S)
Moods in Music (S)
Penny and Her Gang (S)
Comic Page Club (C)

**WNAC, Boston**
Sunshine News Reporter (C)
Names in the News (C)
Yankee Network News Service (P)
G-Men in Action (S)
Inside of Sports (C)
Sports Roundup (C)
Fred Lang Views the News (C)
George and Dixie (C)
Sunrise Melodies (S)
Marjery Mills (C)
First National's Imogene Wolcott (C)
Gretchen McMullen (C)

**WORL, Boston**
Nine Twenty Club (P)

**WSAR, Fall River**
Is Your Name Lucky (C)
Attention Women (S)
WSAR Studio Orchestra (S)
Man on the Street (C)
McWhirr's Musical Parade (C)
Local News (P)
This is Magic (C)

**WHAI, Greenfield**
Let's Interrogate (P)
Entertainment Time (P)
WHAI Musical Grab Bag (S)
So You Want to Fly (S)
Weaver of Dreams (S)
News Week in Review (C)

**WLAW, Lawrence**
Auditions on the Air (C)
Sports Quiz (C)
Children's Radio Club
John Manning's Family (S)
Sidewalk Interview (C and S)
News in Review (C)
Children's Music Recital (C)
Baron and His Lone Star Texans (C)

**WBRK, Pittsfield**
Prof. Query (C)
Kash Kwiz (C)
Barn Dance Frolics (C)

**WMAS, Springfield**
Music to Read By (S)
College of Fun (C)
Story Book Lady (C)
WMAS Little Theater (S)
4 Men About Town (C and P)

**WTAG, Worcester**
Mendelsohn Singers (C)
Sport Express (S)
Radio Journal (P)
Morning Parade (P)
Ruth Drops in to Chat (C)
Noonday Revue (P)

## Michigan

**WELL, Battle Creek**
Battle Creek Public School Program

**WHDF, Calumet**
Warney Ruhl's Music School (C)
College Music Hour (S)
Houghton County Federal Band (S)
Finnish Musical Program (C)
Singing Violins (C)

**WJR, Detroit**
News Comes to Life (C)
Hermit's Cave (C)
Inside of Sports (C)
Peaceful Valley (S)
The Vagabonds (S)
Adventures in Music (S)
Musical Memories (S)

**WMBC, Detroit**
The Worker Speaks
Spices of 1939
Old Opery House
Happy Hour Club
Final Edition

**WWJ, Detroit**
The Yawn Club (C)
Listen, Ladies (S)
Match of Youth (S)
The Minute Parade (C)
Fanfare (S)
Detroit News Radio Extra (S)
Man on the Street (C)
C. C. Bradner's Newscast (C)

**WXYZ, Detroit**
The Lone Ranger (C)
The Green Hornet (S)
Ned Jordan Secret Agent (S)
Challenge of the Yukon (S)
Show World (S)
Fun on the Street (C)
Town Meeting (C)
Sunrise Club (P)
The Factfinder (C)

**WFDF, Flint**
Blues Chasers (P)
Skeets and Playboys (P)
Nick and Cornhuskers (P)
Job Clinic (S)

**WJMS, Ironwood**
Tony's Eye-Opener Hour (P)
Musical Miniatures (S)
Parish Players Radio Dramas (S)
Radio Home Maker (P)
Song Time (C)

**WJIM, Lansing**
WJIM Juvenile Choir (C)
Drewry's Open House (C)
Knapp Family Hour (C)
Musical Clock (P)

**WKBZ, Muskegon**
Rol and Henry (P)
Hardytime (C)
Street Reporter (P)
Grand Haven Parade (P)
Morning Shopper (P)
Stump Us (C)

**WHLS, Port Huron**
Hired Man (P)
News Every Hour on the Hour (C)
Aunt Jane's Program (S)
Kiddies Hour (P)



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## Minnesota

**KGDE, Fergus Falls**
Miss Sally's Here's An Idea
For Women Only (P)
Fergus School of the Air (S)

**KYSM, Mankato**
Sunshine Dinnertime
Musical Roadmap
Birthday Party
Shindig
The Plowboys
Across the Garden Gate
The Voice of the Land o' Lakes

**WDGY, Minneapolis-St. Paul**
Music for Every Child (S)
WDGY Barn Dance (S)
Happy Hollow Boys (P)
Coffee Cake Club (P)
Funrise Frolic (P)
Livestock Farmers Program (C)
Minnesota Farm Bureau News (C)
Family Altar (C)

**KSTP, St. Paul-Minneapolis**
KSTP Presents (S)
Sunrise Roundup (P)
The Movie Fan Speaks (S)
The Household Forum ()
Daily Messenger (C)
Tomorrow's Headlines Tonight (C)
Morning Newspaper of the Air (C)

**WCCO, Minneapolis-St. Paul**
Fitger's Sportman's Special (C)
Saturday Morning Open House (P)
Sports Through the Keyhole (S)
Almanac of the Air (C)
Ladies First (P)
Who's the Champ (C)
The Sunrisers (S)

**WMIN, St. Paul and Minneapolis**
Market Basket (P)
WMIN Safety Club (S)
Talking Things Over (C)

**WTCN, St. Paul-Minneapolis**
Church Music Appreciation (S)
For the Ladies (C)
Job Wanted (S)
Funny Paper Show (S)
News to Come (S)
Merle Potter's Movie Quiz (C)
Parents Classroom (C)

**KVOX, Moorhead**
Goin' to Town (P and C)
World of Sport (C)

**KROC, Rochester**
Minnesota 400 Program (C)
Farm Frolics (P)
KROC Farm Service
News Programs (C)

**KFAM, St. Cloud**
Sunrise Roundup (C and P)
Over the Kitchen Fence (C and P)
Junior Mixing Bowl (C and P)
Strictly Headlines (S)
Merry and Mac (C)
KFAM Jamboree (S)

**WHLFB, Virginia**
Please Play (S)
Sports Reporter (C)
Sports Broadcasts (C)
Swing Clinic (S)
Farm and Home Hour (S)
Our Friendly Neighbors
Virginia Symphonic Band

**KWNO, Winona**
KWNO Theater Workshop (S)
Organ Moods (S)
Maklkes Junior Show (C)
Good Morning Neighbor (P)
Dale Simons Blue Denim Boys (S)

## Mississippi

**WGCM, Mississippi City**
Boatmen's Program

**WGRM, Greenwood**
Revell Hillbillies (C)
Lunch Hour (C)
Down South (S)
Song and Story (C)
Barnyard Jamboree (P)
Morning Serenade (P)
Delta Chevrolet Entertains (C)
Aunt Polly (S)

**WFOR, Hattiesburg**
Voice of 5th Avenue (C)
Little Trouper (S)
Birthday Club (C)
Nut Club (S)

**WJDX, Jackson**
For Women Only (P)
Buck Turner and His Buckaroos (P)
Roaming Cowboys (S)
Gospel Four (S)
Kiddie Matinee (S)

**WSKB, McComb**
Health Center Talks (S)
Unemployment Program (S)
Devotional Hour (S)
High School Program (S)
Poetry Lady (S)
Hollywood News and Views (C)
Pike County Ramblers (P)

## Missouri

**KFRU, Columbia**
Musical Clock (P)
Missouri Farm and Home Hour (P)
Ozark Open House (C)
Thursday Night Club (P)
Sunrise Roundup (P)
Village Choir (S)
Missouri Calendar (S)
Mirror of Melodies (P)

**KWOS, Jefferson City**
Man on the Street (C)
Man in the Car (C)
Your Home and Mine (P)
Missouri Schools in Action (S)

**WMBH, Joplin**
Barn Dance
Man on the Street
Sportcast
News on the Hour
Walter Wheeler's Physical Culture
Number Please
Kiddies Review
Community Songfest
Ozark Wanders

**KMBC, Kansas City**
Musical Memories Streamlined (S)
The Food Scout (C)
KMBC Happy Kitchen (C-P)
Brush Creek Follies (S)
The Little Show (S)

**WDAF, Kansas City**
Moonbeams (S)
Musical Melting Pot (S)
Tales of Industry (S)
Music Box Revue (C)
4-Bell Roundup (C)
Liars Court (C)
Musical Clock Revue (C)
WDAF Birthday Bell (S)

**KWOC, Poplar Bluff**
Man on the Street (C)
Quiz School (C)
Log Cabin Mountaineers
Luncheonaires (P)
Morning Musicale (S)
Little Church Around the Corner
Hymns and Their Stories
Treasure House of Poetry

**KFEQ, St. Joseph**
The Pony Express Roundup (S)
Interstate Varieties (C)
Good Samaritan Club (S)

**KMOX, St. Louis**
Mellow Time (C)
Alpine Varieties (C)
The Land We Live In (C)



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Barnyard Follies (C)
Saturday Night Barn Dance (C)
Ozark Varieties (C)
Onward Road (S)
Talent Court (C)

**KWK, St. Louis**
The Inquiring Squad
Barrel Roll
Alpen Brau Song Fest
Sunbonnet Social
The Swing Clinic
This Woman's World
Paris Fashion Revue
It's Fun to Keep House

**KXOK, St. Louis**
Dinner with the Stars (S)
Voice of the People (S)
Pop Wise and His Kiddie Quiz (C)
One Man's Diary (C)
Chestnut 99 Forty Four (S)
Football Jamboree (C)
The Woman's Page (C)
Jam for Supper (S)

**WEW, St. Louis**
Sacred Heart Hour (S)
Germania Broadcast of St. Louis (C)
Roy Shaffer and His Gang (C)
Moments with the Masters (S)
Swing for an Hour (S)
Koffee Klatsch (S)
Mothers Health Class (S)

**WIL, St. Louis**
Civic Service Program (C)
Birthday Bells (S)
Today's Winners (C)
Breakfast Club (C)
Dawn Patrol (P)

**KDRO, Sedalia**
Dr. Berry, Counsellor of Life (S)
Your Neighbors Opinion (S)
Answer Rite Pay Nite (C)
Missouri Playboys (C)
KDRO Views the News (S)
KDRO Little Theater of the Air (S)

## Montana

**KFBB, Great Falls**
Let's Do Some Talking (S)
Speaking of Sports (S)
KFBB Hi-Lites (S)
The Three E's (C)
Meditations in Music (S)
Community Calendar (C)
Music of Tomorrow (C)
In the Spotlite (S)

**KPFA, Helena**
Sports Review (C)

**KGVO, Missoula**
Dude Ranch (S)
This and That (S)
Quiz Nite (C)
Kiddies Kollege (C)

## Nebraska

**KMMJ, Clay Center**
Talent Review (S)
Harris Sunrise News (C)
Wolbach News (C)
Market Reviews (S)
The Rockin' Chair (P)
Mother's Best Gospel Singers (C)
Gooch's Buckaroos (C)
Stuart's Happy Roving Cowboy (C)

**KFAB, Lincoln**
Coffee Pot Inn (C)
Cornhusker Jamboree (C)
Around the Kitchen Kettle (C)
All Bands Around (C)
Football Games (C)
Baseball Games (C)

**KFOR, Lincoln**
Morning Musical Clock (C)
Dual Tones (S)
Street Forum (C)
Fashion Tip-Teller (C)
Hollywood Hi-lites (C)
Harry Johnson Sports Review (C)
I May Be Wrong (C)
Magee's Dance Parade (C)
Birthday Club (C)

**WJAG, Norfolk**
Voice of the Street (S)
Noon News (S)

**KOIL, Omaha**
Polly the Shopper (P)
Answer Please (S)
Junior I Q (C)
The Homemakers (C)
Sports Highlights (S)
Organs in the Air (S)

**WOW, Omaha**
Farm Facts and Fun (S)
Little Man (S)
Junior Round Table (C)
Lyle DeMoss and B'Gosh Boys (C)
Man on the Street (C)
Magic Story Circle (S)
Family Party (S)
Homemaker's Club (C)
WOW Players (S)

**KGKY, Scottsbluff**
Local News
Musical Misfits

## Nevada

**KOH, Reno**
Police Blotter of the Air (S)

## New Hampshire

**WLNH, Laconia**
WLNH Birthday Party (P)

**WHEB, Portsmouth**
Arbie Coty (P)
Number Please (P)
I'll Swap Yuh (P)

## New Jersey

**WCAP, Asbury Park**
Meet Our Visitors in Boardwalk Interviews (C)
Neighborhood Hostess (C)

**WPG, Atlantic City**
Atlantic City Entertains (S)
Boardwalk Interviews (C)
Your Favorite Band (S)
Kiddies Theater (C)
Jingle Time (C)

**WSNJ, Bridgeton**
Quiz Master (C)
Poultry Hour (P)
Platter Picnic (P)
1210 Club (P)
Rhythm Class (C)
Jack and Jill Auditions (S)
Sunday Evening Gospel Hour

**WHOM, Jersey City**
George The Real McCoy (C and P)
Sidewalk Reporter (C and P)

**WOR, Newark**
American Forum of the Air
Musical Steelmakers
The Shadow
Author! Author!
Music and Manners
Raymond Gram Swing
Fulton Lewis, Jr.
WOR Symphony Orchestra
Morton Gould and Orchestra
Antonini Concert Series
Mozart Concerto Series
Lone Ranger
Alfred Wallenstein's Sinfonietta
Symphonic Strings

**WBRB, Red Bank**
Happiness Village (S)
Dream Peddler (S)
Over the Tea Cups (S)
Your Radio Shopper (P)



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County Sports Review (S)
Football and Basketball Games (C)

**WAWZ, Zarephath**
Programs of New Brunswick, N. J., Public Schools

## New Mexico

**KGGM, Albuquerque**
KGGM's Sunshine Special (P)
What Would You Do (C)
Oden's Silver Spelling Bee (C)
Pot o' Gold (P)
KGGM's Big Brother Club (C)

**KOB, Albuquerque**
A Dollar a Word (C)
March of Events (C)
I Want a Job (S)
How, When and Where to Go (C)
Facts, Foods and Fancies (P)
KOB Trading Post (S)
Men in the News (C)
The Movie Man (C)

**KICA, Clovis**
Builders of Clovis (C)

## New York

**WARD, Brooklyn**
Yiddele from the South (S)
Dora Weisman (C)
Yiddish Swing (S)
This is America (S)
The Irish World (C)

**WCNW, Brooklyn**
Swing Hi Club (P)
Forum of the Audience (S)
Talking Over the News (S)
Coffee Club (S)
Voice of the Negro Race (P)
Club House Politics (S)
Echoes of Russia (P)
Voice of the Unemployed (S)

**WLTH, Brooklyn**
The Court for Peace and Justice (P)
The Jewish Amateur Hour (C)
The Fantasy Theater (P)
The Album of Humor (C)
Questions in the Air (S)
The Imaginary Theater (S)

**WVFW, Brooklyn**
Personality Parade (S)
Meditations by Elmo Russ (S)
American Legion Auxiliary (S)
Radio Arts Theater (P)
The Wanderer (C)

**WEBR, Buffalo**
Liberty Children's Program (C)
Cy King, News Program (C)
Bob Kliment Sports (S)
Time to Chat (P)
Shopper's Matinee (P)
Musical Clipper (C)
Kenmore Calling (P)

**WSVS, Buffalo**
School Assemblies (S)
V.F.W. Programs (S)
Vocational Guidance Series (S)
Educational Series (S)

**WCAD, Canton**
Window on Streets of the World (S)
Bookworms Pantry (S)
The Story Behind the Painting (S)

**WESG, Elmira**
Quik Quiz (C)
Day Dreams (S)
Jim and Jane (S)
Western Ramblers (S)

**WGBB, Freeport**
The Right Time for Listening (C)

**WBNX, New York**
Seldom Heard Opera (S)
Golden Age of Song (S)
The Diamond Horseshoe (S)
Mendelsohn at the Organ (S)
The Hymn Book (S)
The Woman Speaks (S)
The Jewish Homemaker Speaks (C)
So Proudly We Hail (S)
Books and Music (S)

**WHN, New York**
There Is a Law Against It (S)
Gotham Nights (S)
Charles McCarthy's Early Bird (P)
Now You Decide (S)
Polly the Shopper (P)
Microphone in the Sky (S)
American-Jewish Hour (C)
Refugee Theatre (S)

**WMCA, New York**
Five Star Final (C)
Original Good Will Hour (C)
Overseas Press Club (S)
Metropolitan Closeups (S)
Americana Quiz (S)
Let Your Hair Down (S)
Allie Lowe Miles (C)
Eugene Lyons (C)
Johannes Steel (C)

**WNEW, New York**
Make Believe Ballroom (C and P)
Milkman's Matinee (C and P)
Little Things in Life (S)
In the Spotlight (C)
Music Hall (C and P)
Gloomchasers (C and P)
Five Shades of Blue (S)

**WNYC, New York**
School for Listeners (S)
Symphonic Varieties (S)
World's Fair Reporter (S)
Metropolitan Scene (S)
Masterwork Hour (S)
Sunrise Symphony (S)
American Composer Presents (S)
Town Hall Luncheon Club (S)

**WOV, New York**
Tango Cabaret (C)
Continental Nights (C)
Ivory Masques (C)
The Rinaldi Family (C)
Meditations (C)
La Rosa Program (C)

**WQXR, New York**
Symphony Hall (S)
Music to Remember (C)
String Classics (S)
Footlight Echoes (S)
Treasury of Music (C)
Breakfast Symphony (P)
Great Singers Series (S)

**WHDL, Olean**
Cheek to Cheek (P)
Spotlighting Sports (C)
Times-Herald News (C)
Your Civic Affairs (S)

**WHAM, Rochester**
Rochester Philharmonic Orchestra
Rochester School of the Air
Parade of Choirs
N. Y. State Troopers Dramas
Eastman School of Music
Pied Piper Players

**WHEC, Rochester**
Tydol News Reporters (C)
Ken Sparnon's String Orchestra (S)
WHEC Presents (S)
Children's Recess (C)
Musical Clock (C)
Juvenile Theater (S)
Gulf Sports Reporter (C)
Woman's Corner (P)

**WSAY, Rochester**
Studio Frolic (P)
Curbstone Quiz (S)
Rhythm and Riddles (S)
Breakfast Club (P)

**WNBZ, Saranac Lake**
Noonday Varieties (S)
Expert's Table (C)
This Woman's World (P)
Moments with the Classics (S)



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**WGY, Schenectady**
Musical Tete a Tete (S)
Gordie Randall Presents (S)
Your Neighbor (S)
Children's Theatre of the Air (S)
General Electric Farm Forum (C)
Fashions in Melody (S)

**WFBL, Syracuse**
Musical Clock (C)
Musical Bee (C)
Mother's Morning Meeting (C)
Top 'O The Town (C)
Mr. Fix It (S)
Syracuse Voices (S)

**WSYR, Syracuse**
Console and Keys (S)
Timekeeper (P)
Ruth Chilton's Matinee (P)
Change of Pace (P)
Mid-Morning Ltd. (P)

**WIBX, Utica**
Salute to the Nations (C)
Just For the Fun of It (C)
Children's Theatre of the Air (S)
Women in the News (S)
White Elephant Trading Post (S)
Musical Merry-go-Round (P)

**WFAS, White Plains**
Your Program with Pat Barnes (C)
Westchester Breakfast Club (P)
Westchester Hostess (S)
Magic Microphone (C)
Quips and Quizzes (S)
Good Morning Neighbor (P)
Red and Gold Ensemble (S)

**WWRL, Woodside**
Auto Forum of the Air
The Chief—Civil Service
Tell it to the Judge
Official World's Fair Quiz
Children's Diseases
Society Editor
We Women
Community Builders
Auto Forum of the Air (S)
Wings Over Queens (S)
La Guardia Field (S)
Stampman Program

## North Carolina

**WWNC, Asheville**
Spotlight Serenade (C)
Sapirs Quizz (C)
Saturday Night Roundup (C)
What Do You Know (C)

**WBT, Charlotte**
Martha Dunn -Woman's World (P)
Alarm Clock (P)
Jack Phipps at the Organ (C)
Rangers Quartette (C)
The Briarhoppers (C)
The Tennessee Ramblers C)

**WSOC, Charlotte**
Headlines in the News (C)
Salon Swing Group (S)
Time On My Hands (C)
Football Round-up C)
Early Risers Club (P)
Your Hollywood Reporter (C)
Sports Parade (C)
Castlebury's News Analyst (C)

**WDNC, Durham**
Your Duke Parade (S)
I'll Bet You a Quarter (S)
Wheel of Fortune (C)
Treasure House (C)
Tobacco Plantation (S)
Driftwood S)
WDNC Little Symphony (S)
Dawn Patrol (P)

**WCNC, Elizabeth City**
The Farmer's Trading Post (C)
The Hot Stove League (S)
Just a Memory (S)

**WGBR, Goldsboro**
Songs of Long Ago (C)
Fireside Program (C)
Down Home Boys (S)
Cherie Artist (S)

**WBIG, Greensboro**
Our Neighbors
Under the Carolina Moon
The Dinner Bell Hour
Evening Harmonies
Your Morning Mail
Great Hymns of the Church
The Sunshine Club
Golden Quarter Hour

**WFTC, Kinston**
We Visit Tonight With (S)
Did You Know That (C)
Sears On the Air (C)
The Fortune Wheel (C)
The Style-Hinter (S)
The Mailbag (P)
The Sunrise Serenade (P)
Youth On the Air (S)

**WPTF, Raleigh**
WPTF Little Varies (S)
Carolina Chats (C)
Cactus Kids (S)
Bargain Matinee (C)
Birthday Party (S)
Man on the Street (C)

**WRAL, Raleigh**
1210 Club (S&C)
Pete & Nervy (S)
News In Revue (S)
Market Basket (C)
Darling Magazine (C)
Congratulations (S)

**WEED, Rocky Mount**
Carolina Planters (C)
1420 Alarmer (P)

**WMFD, Wilmington**
Barn Dance (P)
Opportunity Hour (P)

**WGTM, Wilson**
Mustard and Gravy (C)
Wheel of Fortune (C)
WGTM Staff Plays (S)
Sunday Meetin' Time (C)
Hill-Billy Jamboree (C)
For Ladies Only (S)
Man on the Street (C)

**WAIR, Winston-Salem**
Rhythm Rascals (S)
Community Sing (C)
Lynn Davies Note Book (P)
Melody Time (C)

**WSJS, Winston-Salem**
Kiddies Party
For Madame
Man on the Street
Stars of Tomorrow

## North Dakota

**KFYR, Bismarck**
Cuckoo Quiz (S)
Memory Baseball (P)
The Weekly Press (S)
The Concert Master's Hour (S)

**KDLR, Devils Lake**
Children's Birthday Program (S)
The Family Altar (S)
Dance Time with Myrne (C)

**WDAY, Fargo**
Hayloft Jamboree (C)
We Salute (C)

**KGCU, Mandan**
KGCU Barn Dance (C)

**KOVC, Valley City**
Household Hour
Local News
Everything Stops for Tea
Hymns and Music
Sports I View
Uncle Bill's Birthday Bells



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## *Ohio*

**WADC, Akron**
Akron School of the Air
Betsy Ross Speaks
Lucky Money Program
Ladies Only
The People's Choice

**WICA, Ashtabula**
Penthouse of Harmony (S)
Headlines of Yesterday (C)
Barnum's Amateur Show (C)
Vignettes Ohio History (S)

**WHBC, Canton**
Canton Quiz (C)
Helpful Henry (C)
News (S)
Coffee Time (S)
World In Review (S)
WHBC Little Theatre (S)

**WCKY, Cincinnati**
Blue Blades of the Bluegrass (C)
Meet the People (S)
Celebrities Visit (S)
Hot Coffee (P)
Morn Patrol (P)

**WCPO, Cincinnati**
Guess 'N Giggle (C)
Silver Dollars (C)
Dizzy Spells (C)
Bowling Time (C)
Inside Football Dope (C)
Man on the Street (C)
What's Yours-in Music (C)
Jam for Supper (C)
Train Time (C)

**WKRC, Cincinnati**
Dawn Patrol (P)
Woman's Hour (P)
Economy Kitchen (P)
Corn Huskers Jamboree (C)
Old Fashioned Girl (S)
WKRC Safety Patrol (S)

**WLW, Cincinnati**
My Lucky Break
Cincinnati Summer Opera
Smoke Dreams
Everybody's Farm
Boone Country Jamboree
Moon River
Vocal Varieties
The Mad Hatterfields
Musical Chance of a Lifetime
Nation's Playhouse

**WSAI, Cincinnati**
WSAI Wonder Kitchen (C)
I Need A Job (C)
Forenoon Frolics (S)
Cincinnati Food Show (C)
Community Interviews (C)
Fans in the Streets (C)
Cincinnati Symphony (S)
Our Cincinnati Schools (S)

**WCLE, Cleveland**
Wake Up and Swing (C)
For Farmers (S)
Burt's Amateur Hour (C)
Meat of the Meal (C)
Matinee Dance Time (P)
Old World Melodies (C)
The Ohio Farmer (S)

**WGAR, Cleveland**
Cultural Institute (S)
Gay Caballeros (P)
Hour of Worship (C)
Fiddles & Footlights (S)
Ruth Merriam Wells (P)
Melody Cruise (C)
City Club Forum (S)
Cleveland Scene (C)

**WHK, Cleveland**
America Works (S)
News By Otis (S)
Wake Up America (C)
Revue in Miniature (S)
Voice of Labor (C)
Beauty Parade (C)
Modern Living (C)
Seven Men and a Maid (S)

**WTAM, Cleveland**
Do You Remember (S)
Cobwebs and Cadanzas (S)
The Will to Win (S)
Rhythm and Romance (S)

**WBNS, Columbus**
Round Robin Review (C)
Start The Day Right (P)
Hello Ohio (P)
Words and Music By You (P)
Lighted Window (S)
How's The Patient (S)
Money at Stake (S)
Off the Campus (P)

**WCOL, Columbus**
Columbus Town Meeting (S)
News Programs (C)
Inquiring Reporter (C)
Sports Parade (C)
Tunes and Trends (C)
Youth Speaks (S)

**WHKC, Columbus**
Tip Top Bandwagon (C)
Buckeye Four (C)
Songs that Sweethearts Sing (S)
The Spectator (C)
Happy Larry (C)
Sports By Sweeney (C)
Silhouettes in Music (S)
The Boy Friend (S)

**WOSU, Columbus**
Radio Junior College Programs (S)

**WHIO, Dayton**
Women Magazine Program (P)
Municipal Court Proceedings (P)
Safety Patrol (S)
Tuneful Topics (C)
Safety Patrol (S)
Bicycle Court (S)
Musical Radio Directory (S)
Little Tom & Swinging Strings (P)

**WSMK, Dayton**
Man on the Street
Money Talks
Cowboy Church
Kiddies Revue

**WLOK, Lima**
Forty Flying Fingers (S)
Hank The Hired Hand (S)
Talk of the Town (C)
The Ridgerunners (P)
The Wise Sisters (S)
Homemakers Holiday (S)
Interesting Neighbors (S)

**WMAN, Mansfield**
News of the Hour
Coffee Club
The Bandstand
Morning Meditations
Movie Magic
Are Ye Listenin?
Tea Time Music

**WPAY, Portsmouth**
Selby Classmate Hour (C)
Robert Horn Newscasts (C)
Musical Masterworks Hour (S)
Paul Wagner Sports (S)
Magic Claw (C)
By Request (P)
Football Roundup (C)

**WSPD, Toledo**
The Quiz Bee (C)
Music For Young Listeners (S)
Child Safety (S)
The Great Masters (S)
Reverie (S)
Your Radio Neighbor (P)
Kiddies Karnival (S)

**WTOL, Toledo**
Musical Cavalcade (P)
Name That Song (C)
The Quiet Hour (C)



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Garden of Memories (C)
For Women Only (P)
Young Toledo Presents (S)
WTOL Playhouse (S)
Insomnia Hour (C)
Polish Radio Bell (P)

**WFMJ, Youngstown**
Marie Remm (S)
Man On Street (S)
News Every Hour On the Hour (C)
Plantation Echoes (S)

**WKBN, Youngstown**
Bell Bread
It Actually Happened
I Want A Job
Joe and Sam
Is That So

**WALR, Zanesville**
Man on the Street (C)
Mother Hubbard's Cupboard (S)
Musical Clock (P)
1210 Club (P)
Kiddies Hour (C)

## Oklahoma

**KADA, Ada**
Musical Clock (P)
Double A Singers (C)
Swee and Swing (S)

**KVSO, Ardmore**
Console Varieties (S)
Woman's Club (P)

**KCRC, Enid**
Sidewalk Interview (C)
KCRC Question Box (P)
Twenty Years Ago This Day (C)
If I Had a Billion (S)

**WNAD, Norman**
Comments on World Politics (S)
Family Life Forum (S)
Religion Alive (S)
Spanish Lessons (S)

**KOCY, Oklahoma City**
Brown's Morning Watch (C)
News On the Hour (C)
P. T. Anderson Family Drama (S)

**KOMA, Oklahoma City**
Penthouse Serenade (S)
This Woman's World (P)
Imperial Interlude (C)
For Women Only (C)

**KTOK, Oklahoma City**
Pulse of the Nation (C)
Barn Dance of Air (S)
Rollickers (S)

**WKY, Oklahoma City**
Yellow Cab Servicemen (C)
Uncle Dan and the Boys (C)
Southwestern Serenade (S)
Cameos of Melody (S)
Unsolved Mysteries (S)
Variety Theater (S)

**KGFF, Shawnee**
Mr. Yes and No (C)
Betty Lamar –Kitchen Specialist (C)
Lloyd and Thelma (C)
The Old Timers (C)
Four Hands of Harmony (S)
Abner Pinfeather (C)
Slips That Pass in the Mike (S)

**KTUL, Tulsa**
Folks from Turkey Creek (C)
Clarke's Morning Watch (C)
Ed Conley, the Sunshine Boy (S)
Interesting to Women (S)
Jack and Ken, the Melody Men (C)
Family Music Album (C)

**KVOO, Tulsa**
KVOO News of the Hour (C)
Your Singing Neighbor
Jenkins' Kiddies Revue (C)

## Oregon

**KAST, Astoria**
Early Birds (P)
Morning Request (P)
Tunes and Topics (P)
Women's Hour (P)

**KBKR, Baker**
Baker Community Players
Dad Farmer and His Boys

**KBND, Bend**
Amateur Hour
Football Jamboree
Silver Quizz

**KORE, Eugene**
What Lane County Thinks
At Your Command
Swap Program

**KOOS, Marshfield**
Listen Ladies (C)
Cowboy Jamboree (P)
Morning Request (P)
Remote from Department Store

**KALE, Portland**
The Price Family (C)
Memory Timekeeper (P)
Memory Theater (C)

**KBPS, Portland**
Educational Programs

**KEX, Portland**
Covered Wagon Days (C)
John Doe's Music (S)
Listen & Win (C)
Everybody Sing (C)
Trail Blazers (P)
Little Concert (S)
Arabian Nights (S)

**KGW, Portland**
Trail Blazers (P)
I Want A Job (C)
Me and My Shadow (S)

**KWJJ, Portland**
Montana Wranglers (S)
Novel-eaders (S)
Farm Hour (P)
Midnight Jamboree (P)
West Oregon Cross-Cuts (C)

## Pennsylvania

**WFBG, Altoona**
Birthday Greeters (C)
Amateur Hour (C)
Gospel Trumpeters (S)
Remember Me (C)
Gable Golden Trio (C)
Bob and Jean (C)
Freddy Glover (C)

**WLEU, Erie**
Old Philosopher (S and C)
Street Interview (S and C)
Organ Varieties (S and C)
Special Newscasts (S and C)

**WIBG, Glenside**
World's Worst Program (C)
Lucky Dollar Program (P)
Song Title (P)
Danceland (P)
News Broadcasts (C)

**WHJB, Greensburg**
WHJB Farm Service (S)
Your Request Party (P)
Sports Parade (P)
Know Your Movies (P)
Radio Ranch (C)
Family Altar (S)
Industry Speaks (C)

**WKST, New Castle**
The Streamliners (P)
Trial of Talent (C)
Number Please (P)
The Job Mart (S)
Hear Yourself (C)
Intercity Jamboree (P)
News on the Hour—Every Hour (C)

**KYW, Philadelphia**
Musical Clock (C)
Music for Moderns (S)
Hunting and Fishing Club (S)
At Our House (C)
Federal Symphony (S)



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**WCAU, Philadelphia**
Laura May Stuart (P)
Bill Dyer's Sports Talk (C)
Taylor Grants' Morning Herald (C)
H. & H. Children's Hour (C)
Vocational Forum for Youth (S)

**WDAS, Philadelphia**
Evening Ledger Music Hour (C)
Nocturne (P)
Merry-Go-Round, Sr. (P)
Mae Desmond Theatre (S)
Four Provinces Irish Hour (P)
Buzz Davis Sport Shots (C)
Column of the Air (S)
Your Neighbor S)

**WFIL, Philadelphia**
Mystery History (C)
Philadelphia Town Meeting (S)
Hayride (S)
String Serenade S)
The Timekeeper (C)
Champagne Time (C)
Inter-Collegiate Debates (S)
Hal Simonds Sports Shots (C)

**WIP, Philadelphia**
Information Desk (S)
True Mysteries (C)
Nine O' Clock Scholars (S)
Hand of Destiny (S)
Uncle WIP Hall of Fame (C)
For Men Only (C)
John Q. Public (S)
Two Seats on the Aisle (S)
Dawn Patrol (C)

**WPEN, Philadelphia**
John Corcoran News Program (C)
920 Club (P)
San Giorgio Varieties (C)
Conte Luna Melodies (C)
Night Club of the Air (C)
Mirror of Life (C)
International Children (S)
Spatola Serenade (C)

**KDKA, Pittsburgh**
Festival of Music (S)
Treasure Trails of Song (S)
Dutch Club (C)
Designs for Dancing S)
Tap Time (C)
Bernie Armstrong at Organ (C)
Music Box Melodies (C)
You Don't Say (S)

**KQV, Pittsburgh**
Meet Your Neighbor (C)
Nite Clube of the Air (C)
Blues Chasers (P)
Todays Sports P)
March of Progress (C)
Your Government (S)
Lee Sellers Program (C)

**WCAE, Pittsburgh**
Airlines S)
Linger Awhile (S)
Junior Crime Prevention Bureau (S)
Muted Music (S)
Lazy Rhapsody (S)
The Enchanted Hour (C)
Figures in Brass (S)
Big Swing (C)

**WWSW, Pittsburgh**
Blessed Eventer (P)
Pigskin Previews (C)
Ollie Goes to Town (C)
Alarm Clock (C)
Sports Slants (C)
Footlights & Stardust (S)

**WPIC, Sharon**
Final Edition (P)
Gentlemen of Swing (C)
Your Inquiring Reporter (C)
Poetic Musings (C)

**WKOK, Sunbury**
The Little Things in Life (C)
Tune Quiz (C)
Cheerful Charlie

**WMBS, Uniontown**
Smile-a-while (P)
Hollywood Parade (P)
Cohen's Amateur Hour (S)
High School Parade (S)
Old Trading Post (P)
Musical Clock (P)
Balkan Sons (P)

**WBAX, Wilkes-Barre**
Wilkes-Barre Sinfonietta (S)
Women in the News (C)
Man on the Street (C)
Sportshots (C)
Safety Show (C)

**WBRE, Wilkes-Barre**
Italian Radio Hour (P)
Happy Home Program (C)
Children's Jubilee (S)

**WRAK, Williamsport**
Melody Men (P)
4 Esquires (S)
Hot Stove League (C)
Monday Evening Quarterback (C)
Sports Parade (S)
Early Riser (P)

## *Rhode Island*

**WEAN, Providence**
The Reader's Guide (S)
WEAN Singing Party (S)
Delores Day Shopping News (P)
R. I. Auditorium Boxing Bouts (S)
The Radio Quarterback (S)
Uncle Red and His ABC Club (S)
With the Gov. on Capitol Hill (S)

**WPRO, Providence**
Marvels Sports Rendezvous (C)
Take It Easy Time (S)
T N T Revue (P)
Background of Today's Events (S)
Fashion Fanfare (C)
Playhouse of the Air (S)

## *South Carolina*

**WAIM, Anderson**
Midday Melodies (P)
King's Pot O' Coffee (C)
The Gift Shoppe (C)
Builders of the Piedmont (C)
Finer Things of Life (C)
You Name It

**WCSC, Charleston**
Palmetto Fantasies (S)
Tommy Means at the Console (S)
King St. Kwiz Klass (C)
Stars of Tomorrow (S)

**WTMA, Charleston**
Girls About Town (P)
Sports Clinic (S)
Organ Airs (P)
Five Star Final (C)

**WIS, Columbia**
Listen Closely! (P)

**WFBC, Greenville**
Hi Neighbor (C)
News Parade (C)
News for Women (C)
Rise and Shine (P)
Nothing Special (S)

## *South Dakota*

**KGFX, Pierre**
Hospital List Program (C)

**KOBH, Rapid City**
You Asked For It (S)
News for Women Only (S)
Golden Jubilee of Statehood (S)
Newspaper of the Air (C)
Forest Fire Coverage (S)
Diamond Ball Remote (P)
Gold Discovery Days (P)
The Thought for the Day (S)

**WCAT, Rapid City**
Musical Moods (S)
Music of Yesterday and Today



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**KUSD, Vermillion**
Something Old, Something New
Something Hot, Something Blue (S)
On Wings of Song (S)
This Thing Called Radio (S)

**WNAX, Yankton**
Pot O' Gold (P)
Sunset Trail (S)
The Royal Vikings (C)
The Trading Post (S)
The March of Agriculture (S)
Rodeo Recess (P)

## *Tennessee*

**WOPI, Bristol**
WOPI School of the Air (S)
Saturday Night Jamboree (S)
All Request Program (P)
Musical Clock (P)
Breakfast Club (P)

**WDOD, Chattanooga**
Noon Day Frolic (C)
Merry Go Round (C)
Breakfast Club (C)
Man on Street (C)

**WTJS, Jackson**
Lambuth College Glee Club (S)
Aunt Mary's Radio Kitchen (C and P)
WTJS Good Neighbor Program (C)
Quiz Program (C)
The Tiddlewinks (S)
WTJS Little Theater of the Air (S)

**WNOX, Knoxville**
Dizzy Spells (C)
Indoor Sports (S)
Style Show (C)
News of the Week (S)
All Newscasts (C)
Swingster Time (C and P)
Town Crier (C and P)

**WROL, Knoxville**
Quarterback Queries (C)
Chuck Swain's Radio Roundup (P)
Popeye Club Starmakers (S)
Ship of Thought (S)
Request Rhythm (S)
Mynatt's Twilight Echoes (C)

**WHBQ, Memphis**
Young Memphis Speaks (S)
Dr. Sinbads Synonym Spellers (S)
Have You Heard? (C)
The Slumpus Boys (C)
Concert Miniatures (S)

**WMC, Memphis**
Herbert Harper (S)
WMC Talent Foundation (S)
Morning Revue (C)
Dance Jubilee (P)

**WMPS, Memphis**
Ino the Cow (C)
Jam for Supper (S)

## *Texas*

**KRBC, Abilene**
White's Man on the Street (C)
Paul Southern's News (S)
Hilton Hotel Dinner Quiz (C)
Sanger Birthday Club (C)
I Can Fill that Job (C)
Jack Free's Hilton Orchestra (S)

**KFDA, Amarillo**
Back Talk (C)
Woman's Club of the Air (P)
Sky Reporter (C)
Help Your Neighbor (S)

**KTBC, Austin**
The Jolly Texans (S)
St. Edward's University Choir (S)
Spicer Ensemble (S)

**KRIC, Beaumont**
Leisure Thoughts (C)
Prize Personalities (C)
Stardust (S)
Morning Paper and Coffee (P)
Laugh Roundup (P)
Woman's Page (P)

**KBST, Big Spring**
Especially for You (S)
Sally Ann Time (C)
Drifters Program (C)
Sports Revue (C)
Football Forecasts (C)
Kiddy Hour (C)

**WFAA, Dallas**
Dr. Pepper House Party (C)
Early Birds (S)
Dr. Pepper Cadets (C)
You Might Be Right (S)
Employers Casualty Program (C)
Morning Meditations (C)
Mrs. Tucker's Smile Program (C)
Cass County Kids (S)
Modern Homemakers (C)

**WRR, Dallas**
Noon Hour Varieties (P)

**KDNT, Denton**
News Periods (S)
Dancing Around the Clock (S)

**KFPL, Dublin**
Dublin Presents (P)
Central Texas Jamboree (P)
Central Texas Barn Dance (P)

**KTSM, El Paso**
Builders of El Paso (C)
Caravan of Melody (S)
Filosofy and Foolishness (S)
Aunt Martha's Scrapbook (C)
What Would You Do? (C)

**KFJZ, Fort Worth**
Texas Christian University Varieties
All State Church of the Air
The Job Finder
J. Frank Norris
Today's Sports
Woman's Club

**KGKO, Fort Worth**
Bewley's Chick Gang (C)
Keith's Fruit Express (C)
Texas Cowgirls (S)
Texas Electric's Gene Arnold (C)
Little Willie & Uncle Ed (S)
Today's Battles (S)
Frances Warren (P)
Suburban Editor (S)

**WBAP, Fort Worth**
The House that Jan Built (S)
Variety In Rhythm (P)
On Wings of Song (P)
Melodic Moments (S)
Sweet And Lovely (P)
The Jam Pantry (P)
World's Greatest Short Stories (S)

**KPRC, Houston**
Dawn Patrol (P)
Helpful Homer (P)
Sunday Serenade (C)
The Ranch Hands (C)
Melodies For the Moment (S)
Birthday Club (C)

**KPAB, Laredo**
Transradio News (P)
Transradio Sports (P)
Woman's Hour (S)
Spanish Program (P)

**KFRO, Longview**
KFRO News (C)
East Texas Sundial (C)

**KFYO, Lubbock**
Drug Store Cowboys (C)
Snoop and Scoop (C)
Professor Twigleaf (C)
Radio Classroom (S)

**KRLH, Midland**
Education Program (P)
Sidewalk (C)
Children's Hour (S)
Radio Theater of the Air (S)

**KNET, Palestine**
Black and White Reflections (S)
Words and Music (S)
Weekly Concerts (C)



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**KPDN, Pampa**
The Cornshuckers (P)
Name a Number (P)
Women's Club of the Air (P)
The Bonehead Contest (C)
Fashion Flashes (C)
It's A Fact (C)
The Range Ramblers (C)

**KABC, San Antonio**
Sportcast Program (C)
Theatre Hi-Lites (C)
Musical Market Basket (C)

**KMAC, San Antonio**
Birthday Party (S)
Cecil and Vi (S)
Mexican Commercial Hour (P)
Singing Gauchos (C)
Grand Prize Dance Parade (C)
Pearl Troubadours (C)
Juvenile Stars (C)
Music Your Way (P)

**KONO, San Antonio**
The Weatherman Speaks (S)
Ted Brown Organ Recital (C)
Pennygrams (C)

**KTSA, San Antonio**
Karotkin's Man on the Street (C)
Kallison's Trading Post (C)
Professor Seven-Up (C)
Wheel of Fortune (P)
Rise and Shine (P)
Traffic Tragedies (S)

**WOAI, San Antonio**
That Year (C)
Saturday Night Parade (S)
Reverie (C)
Texas Tall Tales (C)

**KRRV, Sherman**
Happy Go Lucky Cowboys
Singing Convention of the Air

**KXOX, Sweetwater**
Man on the Street (C)
Kiddie Kollege (C)

**KTEM, Temple**
Czech Melody Hour (P)
KTEM Singing Convention (P)
The Blue Jackets (P)
The Old Swapper (C)
Sport Spotlights (C)
KTEM Players (S)
Texas Blue-Bonnet Boys (P)
Just We Two (S)

**KCMC, Texarkana**
Our Leading Citizen (C)
Circus Broadcasts (C)
Mystery Tunes (P)
Do You Know (P)
In Texarkana Tonight (C)
Lost and Found Column of Air (C)
What Would You Do (C)
School Sports Revue (C)

**KGKB, Tyler**
Musical Jack Pot
InReCo Football Broadcasts
Santa Talks to the Kiddies
Phoneside Chats
Holleys Football Forecast

**KRGV, Weslaco**
Flowers for the Living (C)
Man on the Street (P)
Weslaco High School Band (P)
Midget Car Races (P)

**KWFT, Wichita Falls**
The Woman's Page (S)
School of the Air (C)
Capt. Billy and the Melody S (S)
Words and Music (S)
Goodner Home Journal (C)
Gordie and Eddie (S)
I Want A Job (C)
Twilight Theater (S)
Lest We Forget (C)
J.G.B. Presents (S)

## *Utah*

**KLO, Ogden**
Honeymoon Melodies (C)
The Musical Train (P)
Viewing the News (S)
The Breakfast Club (C)
Reddy Kilowatt Club (C)
Model Spelling Bee (C)
On the Utah Trail (C)
Music for Madame (S)

**KOVO, Provo**
Do You Remember (C)
Arthur Gaeth, Newscaster (C)
Community Builders (C)

**KDYL, Salt Lake City**
Music By Woodbury (S)
Hill Billy Follies of 1940 (S)
Morning Health Club (P)
Woman to Woman (P)
KDYL Ranch House (P)
The Gift Box (C)
Singtime (C)
Sophisticated Swing (C)

**KSL, Salt Lake City**
Salt Lake Tabernacle
KSL Varieties
Interviews with Visiting Celebrities
Story Telling Time
Peggy and Her Pals
KSL Players

**KUTA, Salt Lake City**
Public Speaks (S)
Sporting Events (C)
Who's Who and Why (C)
Public Forum (S)

## *Vermont*

**WCAX, Burlington**
Northern League Baseball (C)
Basketball (C)
Calling All Women (C)
Music of the Masters (S)
Town Trotter Shopping News (C)
Hall of Fame (C)

**WQDM, St. Albans**
This Week in Review (C)
Shopping Facts (P)
Fireside Forum (S)
Farmer's Special (C)
Writers Club (C)

**WDEV, Waterbury**
Country Woman
Birthday Man
Country Man
Man About Town
Housewive's Forum
Melodies of Happiness
Contest Club
Green Mountain Trio

## *Virginia*

**WCHV, Charlottesville**
Vanity Fair (P) (copyrighted)
Through the Years (S)
Post Comics Time (C)
WCHV Jamboree S)
Reveille Rhythms (P)

**WBTM, Danville**
Little Theatre of the Air (S)
Can You Guess? (C)
Farm Bulletin (P)
WBTM Radio Bank (P)
Jewels of Melody (C)
Coffee Pot Parade (P)

**WSVA, Harrisonburg**
Leary Family (C)
Nelson Huffman, tenor (S)
Willie Coleman, pianist (C)

**WTAR, Norfolk**
WTAR Salon Orchestra
Professional Footbal Games
WTAR Radio Theatre
Fashion and Thrift
Radio Housewife
WTAR String Quartet
Strikes and Spares

**WMBG, Richmond**
Hymn Sing (S)
The Todd Family (C)



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Little Minstrels of the Air (S)
WMBG Theatre (S)
Good Morning Neighbor (P)
Public School Series (S)
Puppet Theatre (S)

**WRNL, Richmond**
Richmond Dairy Question Bee (C)
Parade of Youth (S)
Current Events (S)
WRNL Sunday Matinee (S)
Your Music and Mine (S)
In the Spotlight (S)
Morning Mailbag (P)

**WRTD, Richmond**
P.S.D.S. Presents (C)
Time Teller (P)
Musical Master Mind (C)
Sports Parade (S)
Let's Dance (C)
Do You Want A Job? (S)

**WRVA, Richmond**
Stars of Tomorrow (C)
Edgeworth Pipe Club (C)
Mammoth Minstrels (C)
Salute to Virginia Industry (S)
Let's Visit (S)
As America Thinks (C)
Domino Trading Post (C)

**WDJB, Roanoke**
Musical Clock (C)
Music for Everybody (C)
On Wings of Song (S)
The Studio Party (S)
WDJB Dramatic Guild (S)
Children on Parade (S)
Saturday Night Get Together (S)

## Washington

**KXRO, Aberdeen**
Syncopated Riddles (P)
Man in the Street (P)
KXRO News (P)
Snow White Jingle Club (S)
Toast and Coffee Program (P)
Doodlebug (P)
Evening Merry Go Round (P)
Say It With Music (S)

**KVOS, Bellingham**
News Programs (P)
Community Singing (S)
School and College Broadcasts (S)
Annual Peace Arch Broadcast (S)

**KWSC, Pullman**
Bob and Mom (S)
Land of Make-Believe (S)
Classroom Echoes (S)
Spelling Bee (P)
Roundetable (S)
Lives We Live (P)
Plays in Miniature (S)

**KIRO, Seattle**
Farm Forum (P)
Feminine Forum (P)
Father Goose Comes to Town (S)
Romance Time (C)
Little Black Book (C)
Knowledge College (C)
KIRO Louie's Time Klock Klub (P)
Concert Hour (S)

**KJR, Seattle**
Youth In Review (S)
Until Tomorrow (S)
In the Mike Light (S)
News Reporter (C)
Sunshine Club (C)
A Woman Wonders (C)
Manufacturers Assn. of Wn. (C)
Cook Book Quiz (C)

**KOL, Seattle**
Ray Daughters Health Club (C)
I Want a Job Program (C)
Mary's Friendly Garden (P)
Question Mint (C)
Mast's Band Stand (C)
Put 'N Take Program (C)
All Women (P)
World of Women (C)
Dawn Patrol (P)
Listener's Club (C)

**KOMO, Seattle**
Armchair Cruises (C)
Patty Jean's Health Club (C)
Organ Concert (C)
Old Songs of the Church (C)
Top O' the Morning (C)
Morning Memoranda (P)
Radio Reporter (C)

**KTW, Seattle**
Young Peoples Bible Class
Morning Church Service

**KXA, Seattle**
Variety Hour (S)
Yodeling Melodies (C)

**KFPY, Spokane**
Remember When (C)
Sunday Evening Forum (S)
Good Morning Neighbors (P)
This Woman's World (P)
News Programs (S and C)
Portraits in Black and White (C)
Musical Merry-Go-Round (C)

**KMO, Tacoma**
Mary Terry's Happy Homes

**KVAN, Vancouver**
Happy Four (P)
You and Your Neighbors (C)

**KUJ, Walla Walla**
Braden-Bell Serenaders (C)
The Silver Lining (S)
Early Birds (P)

## West Virginia

**WJLS, Beckley**
Baby Clinic (C)
Classified Page (P)
Bouquet to You (C)
United Press (C)
School Children Questionnaire (S)
Robbins Family (C)
Kiddie Club (S)

**WHIS, Bluefield**
The Koppers Variety Show (C)
The Woman's Radio Journal (P)
News Periods (C)
Hillbilly Jamboree (P)
Street Broadcast (C)
Lee Moore and Janita (C)
The Lilly Mountaineers (C)

**WCHS, Charleston**
Young Stars of Tomorrow (C)
Old Farm Hour (P)
Saturday Recess of the Air (S)
Roving Caravan (S)
Kay's Inquiring Reporter (C)
Happy Family Girl (C)
Kanawha Valley In the News (C)

**WGKV, Charleston**
Breakfast Brevities (P)
Curbstone Coaches (C)

**WBLK, Clarksburg**
I Want A Job (S)
Madcap Tempos (S)
Poetic Gems (S)
Mind Your Manners (C)
Your Home (S)
What's New (C)
Man on the Street (C)
Women's Club Program (S)

**WMMN, Fairmont**
Sunday with the Symphonettes (S)
Sparring Souses (C)
Brush Creek Talks (C)
Ted Grant's Varieties (S)
Sagebrush Roundup (C)
Original Musical Thoughts (S)
Meet a Prospect (S)
Music of Words (C)

**WSAZ, Huntington**
Buck Fever (C)
Birthday Party (C)

**WPAR, Parkersburg**
Radio Theater Group (S)
Sports Program (C)



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Watt's the Answer (C)
Songs by Wanda (S)
Farm and Home Hour (C)
Venetian Singers (S)
The Hit of the Day (C)
Romancers (S)

## Wisconsin

**WEAU, Eau Claire**
Keys to Popularity (C)
Mixing Bowl (P)
The Library Speaks (S)
Children's Corner of the Air (S)
Amateur Hour (C)
Hymn Time At Home (S)

**KFIZ, Fond-Du-Lac**
Kinney's Man on the Street (C)
Yawn Patrol (S)
State News Passes in Review (S)

**WHBY, Appleton**
Music For Every Mood (S)
Red Raven Orchestra (S)
Cuckoo Club (S)

**WTAQ, Green Bay**
Farm Hands (S and P)
Hayrack Cimfunny (S and P)
Fiddler's Three (S)
Monday Night Varieties (C and P)
The Maskers (S and P)

**WCLO, Janesville**
That's for Today
Way Back When
Shopping with Dorothy
Where to Go, What to Do
Around Blackhawk Land
Associated Press News
All American Sports

**WHA, Madison**
Wisconsin School of the Air
Wisconsin Farm Program
Homemakers Hour
Hour of Drama

**WIBA, Madison**
Noon News Flashes (P)
Smoke Rings (C)
Children's Hour (S)
The Two Hanks (C)
Football Interview (C)
Campus Jamboree (P)
Occo Farm Reporter (C)
Sports Parade (P)

**WOMT, Manitowoc**
Air Exchange
Sport Parade
Woman's World
Social Calendar
Doing the Town
In a Concert Hall
Newscaster Hour

**WEMP, Milwaukee**
World in Review (C)
What's the Answer (C)
Man on the Street (C)
Novachord Serenade (C)

**WISN, Milwaukee**
Man on Street C)
Down By Hermans (P)
Quiz Contest (C)
Hi School Dramatics (S)
Rendezvous (S)
Mary Ann Presents (P)
Ann Leslie Scrapbook (P)
Heat Wave P)
Early Risers Club (P)

**WTMJ, Milwaukee**
Top O' The Morning (P)
What's New in Milwaukee (P)
Heinie and His Grenadiers (P)
Song Doctor (P)
The Public Speaks (S)

**WRJN, Racine**
Serenade at Twilight
Melody Weavers
High Schools Speak
Happy Hour Club
Juvenile Traffic Court
Between Bites Club
Music at Twelve Thirty
Farm Service Program

**WJMC, Rice Lake**
Amateur Hour (C)
Family Forum (S)
Kiddie Club (C)
Farm Forum S)
Right-Wrong and Spelling Bee (S)
Your Country Editor Speaks (S)
Community Events (C)

**WHBL, Sheboygan**
The Choir Boy (C)
Tap the Till (C)
Mystery Melodies (C)
These Three (S)
Book Talk (S)
Aunt Polly's Kiddie Klub (S)
Chapel of the Air (S)
Cocktail Hour (S)

**WSAU, Wausau**
Farm Front (P)
Homemakers Forum (P)
Hi-toppers (S)
Especially for You (P)
The Music Chest (S)
Best Wishes (S)
Evening Reveries (S)
Smile a While (S)

## Wyoming

**KWYO, Sheridan**
Merchants Cash Nite (C)
Quiz Box (C)
Tour of Sheridan (P)
Morning Visitor (P)
Spelling Bee Request Program (P)
Man on the Street (P)
Party Line (C)
Hi School Day

## ALASKA

**KFAR, Fairbanks**
Airplane Movements
On the Spot (S)
Amateurs of Alaska
The Dial Teasers

**KINY, Juneau**
Around Town
Request Hour
Scandinavian Hour
Fisherman's Program

## HAWAII

**KGMB, Honolul**
Pro-pyh-lac-tic Amateur Hour (C)
Maxwell House (Coffee) Party (C)
Heinz Hawaiian Serenade (C)
Listerine Question Box (C)
Hawaii Calls (S)
Shipside Broadcasts (C)
Around the Town (P)

## PUERTO RICO

**WPRP, Ponce**
Dramatized News
The Hour of Good Humor
Popular Music Requests
The Popular Songster
Dramatic Episodes

**WKAQ, San Juan**
Programma de los Pueblos (S)
News in English (S)
Diaria del Aire (S)
Panorama Internacional (C)
Embajadores del Buen Humor (S)

**WNEL, San Juan**
Sal de Picot (C)
Radio Teatro (P)
La Correspondencia (C)
Kresto (C)
Pabst (C)
Opertas Matinales (C)
Virgin Islands Program (P)



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# "A One Year Plan" For Sales Promotion

*By WALTER P. BURN, President, Walter P. Burn & Associates, Inc.*

SOMETHING must be sacrified to speed in any business such as radio. Time that vanishes so quickly into thin air may be likened to the most perishable of commodities and while primarily the station manager must keep his eye on popularizing and maintaining his station in the front rank, nevertheless a considered approach to building a firm sales foundation for his commodity is often sacrificed.

Such a condition is reflected in much of the station promotion and sales material. Too often gunning for a special account or a frenzied attempt to overcome some immediate competitive condition has been the basis on which promotional dollars have been spent. Promotional funds deserve a more studied use than that—if they are to realize a return on their investment.

## Coverage Data

If promotional monies are not to be spent in an effort to get quick results, how, then, should they be used? First, we suggest that every station needs a complete coverage definition. Today, the most widely accepted form is the field strength measurement made by an accepted, impartial authority. An accurate field measurement, made by an engineer recognized in the field, cannot leave a station open to attacks launched at its integrity.

With an accurate measurement completed, one of the basic sales tools for broadcasters are good maps of coverage. Radio coverage is geography and can be well shown on a map, giving essential detail clearly and omitting all confusing and unnecessary names, roads, villages, etc. For the convenience of the time buyer the map should be accompanied with the latest details of sales, number of stores, radio homes, wealth factors and other indices which he uses in computing the market covered by the lists he is compiling. This means that the coverage measured by an outside authority supports the station claims.

## Campaign

All promotional effort of this nature should be part of a trade press campaign. Trade paper copy should have a recognizable, easy-to-remember style. The principal selling arguments should be reiterated constantly. Copy with a new twist should be used from time to time, but most important of all—keep the station name before trade paper readers.

## Proportion of Time Sales

Promotional expenditures should be based on about five per cent of time sales. While at first glance this may seem high, it is sure to pay a profit in the form of increased sales efficiency and can also be considered an "extra salesman" constantly visiting prospects and unfolding the station's story.


**TEL-PIC PLAN**

*Will* DO A JOB FOR YOU AND YOUR SPONSOR

To those stations interested in a bang-up sponsor tieup—and what station isn't!—TEL-PIC offers the attention-getting News Display and Service.

Features of this attractive 18 by 28-inch Display and Plan: 1, One outstanding news photo mailed daily for one year. 2, Illuminated call letters bordered by constantly flashing streaks of radio like waves. 3, Removable bottom panel with plenty of space for station or sponsor message. 4, Simple, durable equipment. Just plug into either AC or DC current and display becomes animated.

The best merchant and bank windows in town are available to you. Although TEL-PIC DISPLAY SERVICE has been available for only two months, IT IS DOING AN EFFECTIVE MERCHANDISING JOB FOR OVER FIFTY STATIONS. Comparable results can be produced for your station.

Sound expensive? It isn't—you'll be surprised and pleased with the real economy of this service. Sold on a yearly budget basis. For EXCLUSIVE rights in YOUR city, write or wire now for full particulars.

TEL-PIC SYNDICATE, INC.

1650 Broadway New York City




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# PROMOTION DIGEST

## *101 Tried and Proven Showmanship Ideas*

*Compiled by*

**TED LLOYD**

*of the Staff of RADIO DAILY*

COMPILING of promotional and exploitation material from the files of RADIO DAILY during the past year was done with more diligence than previous. The following tried and proven material has been instrumental no end in aiding independent stations to compete with outstanding network programs by creating local interest. The available audience at any given time during the day or night, is large enough to share amongst the various outlets. However, it requires exploitation and promotion by the individual station to obtain interest from listeners; listeners who are accustomed to standard programs.

Herewith, one may find material credited to a station or party which had been previously executed by another. RADIO ANNUAL does not assume ownership of the foregoing material nor does it necessarily signify that the basic idea for the tried stunt originated with the credited source.

Yearly this section will be abreast with the trend and it is hoped that advertising, publicity and exploitation people representing all branches of this industry will continue to forward their creations of new ideas to RADIO DAILY for publication.

To all we acknowledge our indebtedness in helping us compile this section.

*Users of digested material are cautioned to bear in mind any local laws that prohibit prize contests or giveaway stunts or such contests that may come under the classification of lotteries!*



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# Showman's Calendar

## FOR 1940

### —JANUARY—

1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).

4: Utah Admitted (1896).
New Mexico Admitted (1912).

8: Anniversary of the Battle of New Orleans (Louisiana).

17: Benjamin Franklin Born (1706).

19: Robert E. Lee's Birthday (Alabama Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).

21: Stonewall Jackson Born (1824).

29: McKinley Born (1843).

30: Franklin D. Roosevelt's Birthday

### —FEBRUARY—

3: Horace Greeley Born (1811).

4: Col. Charles A Lindbergh Born (1904).

5-12: National Boy Scout Week.

7: Charles Dickens Born (1812).

9: Nebraska Admitted (1867).

11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.

14: Valentine's Day.
Admission Day (Arizona).

15: Destruction of the Maine (1898).

22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
Ash Wednesday (First Day of Lent)

27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).

29. Extra Day—Leap Year.

### —MARCH—

2. Texas Independence Day.

3: Maine Admitted (1820).
Florida Admitted (1845).
First Postage Stamp used in U. S. (1847)

4: Pennsylvania Day.

5: Boston Massacre (1770).

7: Luther Burbank's Birthday (California).

17: St. Patrick's Day.
Palm Sunday.

21: First Day of Spring.

22: Emancipation Day (Puerto Rico).

24: Easter Sunday.

25: Maryland Day.

30: Seward Day (Alaska).

### —APRIL—

1: All Fools' Day.

6: War Declared with Germany (1917).

7: Peary Discovered North Pole (1909)
Good Friday.

8: Battle of Appomatox (1865)
Louisiana Admitted (1812).

9: Surrender of General Lee (1865)

12: Halifax Independence Resolution (North Carolina).

13: Thomas Jefferson's Birthday (Alabama).

14: Assassination of Abraham Lincoln.

19: Patriot's Day (Maine, Massachusetts).

21: Anniversary of Battle of San Jacinto (Texas).

22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).

23: William Shakespeare Born (1564).

24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).

25: War Declared with Spain (1898).

26: Confederate Memorial Day (Alabama, Florida Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917)

27: General U. S. Grant Born (1822)

28: President Monroe Born (1758).

29: Daylight Saving Time Starts.

30: Louisiana Purchased.
Washington Became First President (1789)
Rhode Island Settled (1636).

### —MAY—

1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898)

2: Stonewall Jackson Shot (1863)

5: Napoleon's Death (1821)

7: Lusitania Torpedoed (1915).

10: Confederate Memorial Day (Kentucky, North Carolina).

11: Minnesota Admitted (1858).

12: Florence Nightingale Born (1820)
Mother's Day (2nd Sunday)



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20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).

21: Lindbergh's Flight to Paris (1927).

23: South Carolina Admitted (1788).

24: First Telegraph Message Sent (1844).
Empire Day (Canada).

29: Wisconsin Admitted (1848).

30: Confederate Memorial Day (1848).
Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

## —JUNE—

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).

3: Confederate Memorial Day (Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).

6: Nathan Hale's Birthday (1756).

8: Battle of New Orleans (1815).

10: Franklin Drew Lightning From Sky (1752).

14: Harriet Beecher Stowe's Birthday.
Flag Day.

15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).

17: Bunker Hill Day.

18: Battle of Waterloo (1815).

19: Beginning of War of 1812.

20: West Virginia Day.

21: Longest Day in Year.

23: Penn Signs Treaty of Peace with Indians.

26: First American Troops Land in France (1917).

## —JULY—

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).

2: Garfield's Assassination (1881).

3: Idaho Admitted (1890).

4: Independence Day.

10: Wyoming Admitted (1890).

11: John Quincy Adams Born (1767).

13: Forrest's Day (Tennessee).

24: Pioneer Day (Utah).

25: Occupation Day (Puerto Rico).

## —AUGUST—

1: Colorado Day.
Beginning of World War (1914).

3: Civic Holiday (Canada).

10: Missouri Admitted (1821).

13: Occupation Day (Phillipines).

15: Panama Canal Opened (1914).

16: Bennington Battle Day (Vermont).

20: Benjamin Harrison Born (1833).

## —SEPTEMBER—

2: Labor Day.

6: Lafayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.

9: Admission Day (California).

12: Defender's Day (Maryland).

17: Constitution Day.

22: Nathan Hale Executed (1776).

23: First Day of Autumn.
American Indian Day (4th Friday).
Daylight Saving Time Ends.

## —OCTOBER—

1: Missouri Day.

5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
Yom Kippur (Hebrew).

8: Chicago Fire (1871).

9: Fraternal Day (Alabama).

12: Columbus Day.

14: Farmer's Day (2nd Friday) (Florida).

18: Alaska Day.

19: Surrender of Cornwallis (1781).

27: Navy Day.

29: National Girl Scout Week (Ends Nov. 4).

31: Hallowe'en.
Admission Day (Nevada).

## —NOVEMBER—

1: All Saints' Day (Louisiana).
North and South Dakota Admitted (1889).

4: John Philip Sousa Born (1854).

5: General Election Day (Presidential).

7: Montana Admitted (1889).

11: Armistice Day.
Washington Admitted (1889).

16: Oklahoma Admitted (1907).

17: Suez Canal Opened (1869).

28: Thanksgiving Day.

## —DECEMBER—

3: Illinois Admitted (1818).

7: Delaware Day.

8: Eli Whitney Born (1765).

11: Alfred Nobel Born (1833).

12: First Marconi Wireless Across Atlantic (1901).

16: Boston Tea Party (1773).

21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).

25: Christmas Day.

29: Iowa Admitted (1848).

31: West Virginia Admitted (1862).
New Year's Eve.

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ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.



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# PUBLIC SERVICE

## SHORT-WAVE FRENCH

¶ AS its latest contribution to adult education in Connecticut, WTIC, Hartford began a weekly series of French lessons by ultra short-wave relay. Prof. A. Croteau broadcasted a 15-minute lesson over W1XCS at Connecticut State College, Storrs, 28 miles from Hartford and WTIC, using its new frequency-modulated receiver, picked up the broadcast on 100,000 kilocycles and rebroadcast on the regular WTIC wave. Station officials believe this was the only frequency-modulated transmission in the country operating on a regular schedule.

## RURAL SERVICE

¶ EMPLOYING its newly acquired library of farm publications, both government and independent, WBT, Charlotte, N. C., has expanded its early morning "Alarm Clock" program to include answers to questions on farming received from listeners. New library, presented to station by S. L. Jeffords, project manager of U. S. Soil Conservation Department, is thought by station to be the most complete in the south. WBT now declares that it can answer any sensible question pertaining to farming within 24 hours of receipt of letter, and, through the new services, hopes to make the "Alarm Clock" a "pivotal source of idea exchange wherein farmers can be mutually helpful in the exchanging of success stories."

## LIFE-SAVING SQUAD

¶ THE activities of Cincinnati's life-saving squad of the city fire department was explained to the public through a special WKRC broadcast. Lieutenant Carl Rogers, of the life-saving squad, has a regular, five-minute daily program on WKRC and helps with the Friday show. To make sure that no fire interrupts the progress of the program, WKRC transcribed the fifteen minutes and played the record later. Thus, if a fire breaks out and the men have to leave, WKRC can simply stop the interview and complete the recording after the blaze is put out.

## CLEAN-UP CAMPAIGN

¶ WIRE, Indianapolis, cooperated with the newly formed Civic Pride Committee, made up of representatives from all the local women's clubs, in a "Clean Up Indianapolis" campaign. Citizens were urged to keep their own property clean and to help the city administration by assuming personal responsibility for cleanliness of public streets, parks, and buildings. Station broadcasted daily announcements and arranged a series of booster programs.

## SPECIAL SERVICE FEATURE

¶ BEING a native of western Nebraska, Ed Quinn, KGNF, North Platte, announcer was familiar with problems confronting the cattlemen of that district and with the fact that the weatherman works seven days a week, not six as did KGNF. Quinn queried cattlemen's and farmer's organizations and received overwhelming endorsement of a special one-hour 7:30-8:30 a.m. Sunday program of weather forecasts, overnight news and time signals which station now is airing on regular schedule set to April 2. So popular has program proved that already six sponsors have climbed on the "Farmer-Stockmen Hour" bandwagon. According to KGNF, this is the only program in the district to which cattlemen can turn on Sundays for warnings of weather changes which might decimate their herds.

## CAPITAL AIRINGS

¶ WITH opening of the Sixtieth General Assembly in Missouri's Capitol Building, KWOS, Jefferson City, began a series of regularly scheduled airings direct from the rostrum of the House of Representatives. Programs, aimed to keep the public informed of the doings of their representatives and to stir interest in law-making, featured actual debate on the various measures under consideration. Series opened with much fanfare, presenting on the initial broadcast the more important dignitaries and legislators as well as the principal address of Gov. Lloyd C. Stark. KWOS declared that the legislators were eager to cooperate in arranging for the broadcasts.

## L'AMOUR

¶ A new business is being investigated by KQV, Pittsburgh, every Tuesday and Friday at 2:15 p.m., this "business" serving as title for the variety show—"Love-Making, Inc." Show is a combination of music, songs, humor and mythical lessons on "How to Make Love." Under the sponsorship of Spear & Co., programs made their initial appearance this week.

## "SAVE A LIFE" CAMPAIGN

¶ WCKY, Cincinnati, began its "Save A Life" campaign with an intensive program of publicity designed to impress upon the public the necessity of cutting down Cincinnati's traffic accident toll. The week was proclaimed officially by Mayor James Garfield Stewart. The Mayor, Police Department, Metropolitan Traffic Safety Council and the Cincinnati Automobile Club, as well as the daily newspapers, co-operated with WCKY in the campaign. Safety announcements were made on WCKY at all times requiring station identification.

Each evening throughout the week at 6:30 p.m., WCKY presented a different safety program on which prominent actors, public fig-



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ures and the like appeared. This was topped with a mass meeting of bicycle riders at a local theater where entertainment by WCKY artists and safety films were presented. The Mayor and other public officials were present at this meeting.

## STORM VIGIL

CAS rescue workers labored 68 hours to remove the bodies of 8 firemen killed in the Collins block fire in downtown Syracuse —worst local disaster in 40 years—WSYR stood by almost continuously bringing news of the disaster and progress of rescue work to Central New York listeners. Announcers Bill Rothrum, Arnold Schoen, Al Parker and Jan Costley and engineers George Armand, Belle Isle, Charles Just, Al Eicholzer and Al Burgess put in a total of more than 173 hours from 10 a.m., Feb. 3, to midnight Feb. 5, at the scene of the disaster. Total of 91 special broadcasts, of which 37 remoted from the scene, were aired by the station for a total of 7 hours and 30 minutes of fire news. Longest continuous stretch on the air, 44 hours, 4 minutes. Pleas were broadcast for food, cigarettes, coffee and supplies as well as a complete description of the debris removal. Station cooperated throughout with city officials in airing statements and advice.

## "BUFFALO" HERD

CTHIRTY-THREE thousand nickels were accumulated in CJOR, Vancouver, studios last month as result of program Director Dick Diespecker's "Texaco Nickel Club" broadcasts. This was second year station aired the Club with this year's donations topping the last year total by 18,500 of the nickel coins. Contributions of not more than five cents from each listener were requested on the daily broadcasts up until Christmas. Money was turned over to Vancouver's two evening newspapers for their Santa Claus fund for needy families.

## GREETING TOURISTS

CSEVERAL times during the day KGNC, Amarillo, greets tourists with announcements similar to the following: "Attention tourists! You are now in the Panhandle of Texas! The high plains, rich in color and historic backgrounds . . . a land of oil, sleek cattle and golden grain. Stop over and make this a memorable landmark of your trip . . . or plan to return soon to Amarillo, the Helium City, the Hereford capital of the world. While here, we invite you to keep your dials set to 1410 . . . KGNC, the NBC outlet of the Panhandle for the latest war news. Welcome travelers! You, who are now speeding across the high plains on the Grand Canyon Limited, will soon reach Amarillo."

## C. OF C. LETTER

CREPRODUCTION of a letter on heavy cardboard from the Worcester Chamber of Commerce to WTAG of that city was used as a promotion piece by the station. Letter tells of a poll conducted by the organization to determine the listener interest of its "Knowledge College" program. Quotes from the actual report are given in the letter in addition to actual listening figures. Last sentence plugs radio generally in addition to WTAG: "The important conclusion reached from the survey is that radio offers the most effective and least expensive method of bringing industry's story to the public." Attached to the letter is a blue string-tag with the following legend: "WTAG—naturally."

## BENEFIT

CLARGEST crowd in the history of Springfield, Mo., to see one show in a single day turned out to see the Weaver Brothers and Elviry Troupe when they presented a benefit performance with radio stars from KWTO-KGBX in the local Shrine Mosque, according to the station. Five thousand seat Mosque was jammed for matinee and 1,500 were turned away from the evening performance, it was estimated. George Earle Wilson, of KWTO-KGBX staff, emceed the radio part of show, which featured Mike Dosch, Bob and Dick Stahl, and others. Show is an annual event originated by station manager Ralph Foster with proceeds going to Salvation Army. This year's event provided for Christmas baskets for 800 families.

# GOOD WILL

## VACATION AIDS ON WNAX

CDUE to requests from listeners inquiring about vacation spots in South Dakota, WNAX of Yankton has made arrangements with the state highway department to furnish illustrated maps and brochures picturing the state's beauty spots to listeners upon request.

## SEE INDIANA CAMPAIGN

CWIRE, Indianapolis, conducted a "See Indiana First" campaign. The Chamber of Commerce in each surrounding town is invited to send in booster material about interesting places in or near the community to be used in WIRE announcements throughout one day's schedule. Plugs such as "See Indiana First," "On Your Vacation See the Birthplace of the Famous Hoosier Poet, James Whitcomb Riley," "Visit Greenfield, Indiana," etc., were on the air at every open spot on the station's



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schedule during August. Chambers of Commerce and newspapers in the towns so honored publicized the idea.

## ENGLISH ALSO INVITED

ENGLISH radio executives and listeners received prepaid postal cards from the International Broadcasting Co., Ltd., representatives of Radio Normandy, inviting them to see "commercial" shows in production. Cards included space for the requester's name as well as firm name and position and the preferred hour.

## GOODWILL LISTS

KOWH, Omaha, was offering complete drug and grocery store route lists of Omaha as goodwill gesture towards manufacturer, jobber and wholesaler field men. Lists were bound in separate pocket size booklets and divided up into time-saving easy to follow routes. At end of each route is blank space for notes and remarks on calls. Map and survey stressing the rich Omaha market were bound into both booklets. Route lists were published by the Omaha "World-Herald," owner and operator of KOWH.

## WHAT THE PUBLIC WANTS

AN interesting experiment in listener reaction has been initiated by James F. Hopkins, general manager of WJBK, Detroit, in an attempt to get the answers to "the ever increasing number of adverse criticisms against radio entertainment appearing in the daily press." A half-page ad in the local "Times" was run by the station containing a list of questions on radio and a chart which readers were asked to fill out in accordance with their idea of an ideal radio program schedule. Questions asked dealt mainly with length of commercial announcement. According to Hopkins, the WJBK schedules will be rearranged and several new programs added as a result of the questionnaires. Results of the poll will not be made public, Hopkins said.

## APPRECIATION

THE Oklahoma State Legislature has adopted a resolution asking the Speaker of the House to forward a letter to the management of WKY expressing that body's appreciation for the WKY News Bureau established at the state capital. WKY's News Editor, Ben Bezoff, broadcasts a daily fifteen-minute program of what happens in each day's session of the legislature direct from the capitol building.

## COMPANY SHOW

THE Bigelow-Sanford Carpet Company, of Thompsonville, Conn., began a series of programs over WSPR, Springfield, Mass., designed to give employes of the company a chance to show their talents to the public. The show, which was a half-hour every Saturday morning, was of the variety type on an amateur basis backed by an 18-piece employe orchestra. Under the direction of Wayne Henry Latham, producer, of the WSPR staff, the programs were similar in many respects to those conducted by the Wheeling Steel Company, and talent was drawn from 3,300 employes. Ad copy was held to a minimum. Arthur J. Bergstrom, of WSPR announcing staff, was emcee.

## WLW's SCHOLARSHIPS

IN order to promote a greater interest in the principles and practices of radio broadcasting with special emphasis on the agricultural service by radio, WLW announced the establishment of a competitive project open to all senior students of agriculture at land grant institutions of the U. S. Six-month scholarships in practical radio training at WLW were offered to two students chosen by the committee of three nationally known judges under terms of the plan.

Competition was open to all students who received their degrees in 1939. Winners were trained in all phases of radio program work at WLW between July 1 and Dec. 31 of last year, and received $500 for expenses. Announcement of the winners was made June 1.

## STAR CONFABS

"GRANDMA Travels," the Sears-Roebuck program on the Texas State Network, inaugurated a series of interviews with long-time Sears customers in Texas. First interview was with a West Texas farm woman who wrote the mail order house she has been trading there since 1891. Series was based on letters taken from Sears' customer files. Station managers on the network contacted the customers and arranged to bring them into their studios for the interviews.

## 10th ANNIVERSARY

KTSM, El Paso, celebrated its tenth anniversary on August 20 and 21 by inviting listeners to visit the studios and join the festivities. Visitors were taken on guided tours of the entire station including the transmitter, studios, executive offices and sales offices. Ballroom in the hotel in which studios are located, was arranged to display "Ten Years of Progress in Radio." Guests were shown a "ham" outfit in operation and the making of transcriptions were demonstrated. Anyone wishing to do so had their voice recorded and then played back for them. All twenty-nine members of the staff wore large badges giving their first names and position. Theme of this anniversary was "You've heard us for ten years, now come up and see us." Approximately twelve hours of programs were planned for this occasion



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## GOODWILL ACTIVITY

AT KWLK, Longview, Washington, Manager M. F. Woodling has inaugurated a successful goodwill activity: salesmen and announcers are required to make new friends every day and bring at least one each to the studios every day to meet the staff and enjoy personally conducted tour of the plant. Woodling believes personal interest of Longview citizens in their station not only helps the station but creates community interest.

# CONTEST

## "UNCLE LEW'S MAILBOX"

CHILDREN are invited to send letters and post cards telling of subjects in which they are interested to the "Uncle Lew and his Mailbox" show on WEW, St. Louis. These are read and then discussed, while a candid type camera is given as a prize to the writer of the best letter. Subjects of interest to youngsters, such as hobbies, games, pets, club news, handicraft and school affairs are discussed. Billy Boy and the Toy Tinker Band also appear on the show.

## BEAUTY CONTEST

IN connection with its two programs for high school and college students, WCNW, New York, had a Beauty Contest among all New York City high school and college girls. Five prizes of Longine watches were awarded winners selected by a group of well-known men and women judges. Contest was in charge of Walter Windsor. Preliminary elimination was by means of photographs.

## FREE DINNERS

HUNDREDS of suggested titles were received by Rosalind Sherman for Stanley McGinnis' new glass room restaurant in response to the offer made on one of her broadcasts over WNEW, New York when she interviewed the Sheepshead Bay restaurateur. The person submitting the name selected by the judge for the glass room, won a glass engraved card which entitled him to dinner for two once a month for life at McGinnis' restaurant.

## "AROUND THE CLOCK"

THIS program being presented by WRTD, Richmond, is a twice daily entertainment feature offering cash awards in a test of the listener's ability to repeat what he hears. On the program a different name selected from the telephone directory is announced each day and, if that person phones the station within 10 minutes of the announcement and repeats the exact manner in which his name was given, he receives the cash award. Peco Gleason handles the programs.

## LISTENER RESPONSE

A single announcement, offering mechanical pencils to listeners in the northeastern Ohio and northwestern Pennsylvania area, resulted in 211 requests to WICA, Ashtabula, Ohio, according to the station. The offer was made to test audience and response on a 10 a.m. newscast.

## P & G SLOGAN

NATION-WIDE slogan contest in behalf of Crisco was launched by Procter & Gamble through Compton Advertising, Inc. Original slogan in ten words or less was asked for plus one Crisco label. First prize was $5,000 in cash, with 500 additional prizes of Sunbeam Electric Mixmasters. Contest ran three weeks on "Vic and Sade" program on NBC Red and Blue and "This Day Is Ours" on CBS. Printed media also was utilized.

## WANTED: IDEAS

PUBLICITY department of KDAL, Duluth, posted a $5 monthly prize for the best publicity suggestion emanating from any member of the staff.

## CORN CONTEST

AGRICULTURAL department of WLW, Cincinnati, launched a contest to honor the "Tallest Corn Growers" in Ohio and Kentucky. Winners in the contest were awarded a loving cup and $15 in cash, and personally presented by the governors of the respective states. Awards were made at the two state fairs. Fifteen corn growers submitting the tallest measurements were invited to ship their entries to their state fairs.

## PRIZE PHOTOS

WDAY, Fargo, compiled an attractive magazine containing photos of recent events during the visit of Crown Prince Olav and Crown Princess Martha of Norway to North Dakota. Contest was staged with cash prizes for the best pictures of the royal couple appearing with a WDAY microphone in evidence. Best photos collected were included in the magazine telling of the WDAY coverage of the event. Magazine was distributed free of charge among listeners and was an appropriate souvenir of the event as well as a permanent record of the royal visit.

## BOX-TOP MERCHANDISING

WITH the renewal of the sponsored "Piano Tones" programs for another 13-week period, a new version of the "box-top" merchandising idea was developed by KIRO,



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Seattle. Program is built around a contest wherein listeners mail in correct titles of old songs played during each broadcast. Under the new setup, entries in the contest must be submitted on special blanks which are attached to dry cleaned articles when delivered by the sponsor. Blanks constitute a promotional piece in themselves and provide the sponsor with a close merchandising check as well as a desired means of limiting the contest to the territory served by the sponsor.

## CAMERA AIDS

A NEW promotional wrinkle was worked out by KSTP, Minneapolis and St. Paul, in connection with the Camera College program, featuring Harry Poague, photographer for the Minneapolis "Star-Journal," KSTP publicity affiliate. On the show, during which Poague gives out picture hunches and talks about lens-snappers' problems, three weekly prizes were awarded for the best photos shot on Poague's assignment. On the day of the show, the prize-winning shot for the week was published in the paper, calling attention to the program that night, and during the show Poague spent time discussing the merits of the shot, calling attention of course of camera fans to the "Star-Journal" and the picture. For full benefit from his advice, Poague urged them to get the paper for that night and spread it out before them while he talks about the prize-winners.

# STUNT

## MOBILE UNIT

A LATEST stunt of CJRC, Winnipeg, in promoting its Mobile Unit to local sponsors was to call in station recording department and have a transcription made of a special broadcast. Idea helps all around, station reports, as salesmen now can take the recording around to merchants rather than having to call in an engineer to drive the truck. Two cuts were made, first giving detailed information on Unit, second being a special stunt broadcast. Latter side includes conversations by announcer in Unit, driving around Winnipeg with announcer in studio, announcer at studios of affiliated station CJRM in Regina, listener at home talking on the telephone and others. Transcription has already been responsible for signing of new series, "The Night Riders," according to the station.

## A BREAK FOR BILL

A AN authentic note was introduced into the WBAL, Baltimore, "Around the Breakfast Table" programs. Program was picked up directly from the apartment of Bill Herson who announces the show. From 6:30-7:15 a.m. Herson produced the program from his apartment while seated at his own breakfast table chatting with his wife between popular recordings. At 7:15, while studio plays a record, Herson grabs a cab for the station and takes up remainder of program from there.

## LISTENER REACTION

A WHAT is believed to be the first attempt to air the reaction of listeners to a program was tried by KSTP, Twin Cities, as a new experimental and educational feature, under the direction of Thomas D. Rishworth, station educational director. Program is split into two parts, the first originating in the studios; second in the radio workshop at the Mary Miller vocational high school. The first half consists of a dramatization of lives of composers by the students, while the others in the workshop listen. Then the stanza switches to the school, where the reactions of the listening group are aired. Program was aired for half an hour each Friday.

## FU MANCHU PROMOTION

A SUCCESS of KDKA, Pittsburgh's "coming out" party for its "Fu Manchu" serial is attested, station reports, by the attention with which prominent business men, advertising agency executives and radio program sponsors and their wives greeted the first two episodes of the serial as "previewed" at the Jan. 18 dinner. KDKA went overboard in establishing a genuine Chinese atmosphere, including incense, Chinese waitresses, egg foo yong, chop sticks — and Production Chief Charley Urquhart, whose simulation of the murderous "Fu" almost stopped the show. KDKA plans to start the serial, produced by Fields Bros. and distributed by Radio Attractions, Inc., late this month or early in February.

## KOMA JAMBOREE

A A contract between KOMA and the City of Oklahoma City has been signed for staging of weekly dances and jamborees to carry the KOMA label Saturday nights in the local auditorium. The station features "KOMA Club" in connection with the weekly dances to be presented with station talent and staff band. Admission has been set at $1.50 plus tax per couple for non-members of the "KOMA Saturday Night Club" and $1 plus tax for members. Memberships can be secured by applying for them at the studios of KOMA. No charge is made for the membership cards.

## "COLLEGE OF FUN"

A BAKERY sponsor of the "College of Fun," telephone quiz game on WIP, Philadelphia, started an extensive promotional campaign for the program. Prior to start of the series, entire staff of over 600 drivers for the



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bread company assembled in the company's auditorium for an explanation of the game so that they would be prepared to answer any questions that might be asked of them. Large advertising sheets covered each of the several hundred wagons and trucks of the sponsor. Special flyers were distributed to the homes in Philadelphia. Flyers, which contained rules and a contest form, were also enclosed in the packages of bread. In addition, both station and sponsor inserted advertisements of the program on every radio page in local newspapers.

## LOGICAL

FEELING that radio advertising should have audible rather than visual appeal, KGNF, North Platte, Nebr., has been operating for some time under the policy that commercial announcements should "be heard and not seen." Instead of taking the approval copy to the sponsor's place of business for O. K., it is telephoned in to him and in that way he knows just what his advertising will sound like to prospective customers.

## MERCHANT SERIES

TO prove the worth of radio to merchants skeptical about its value, WIS, Columbia, S. C., devised a promotional stunt designed to catch their interest. Local stores were holding a Merchants' Association series of days featuring shopping specials. On those days station interviewed the managers of the shops and recorded them. Talks were played together as a group over WIS on a special Merchants' Association Shopping Day show. Later smaller discs were dubbed from the master record and given to the merchants as souvenirs.

## SPECIAL TRAIN

WBT's sports department, cooperating with the sponsors of the Wheaties baseball broadcasts over the station, made arrangements for a special eight-car train to carry Carolina baseball fans to Washington to see the Senators-Red Sox doubleheader Sunday, August 13th. Tickets cost $10.50 for the round trip, and the price included a reserved seat in a special grandstand section set aside in the Washington ball park for the Carolina visitors. Announcement made on Russ Hodges' daily Wheaties baseball program brought in over 400 reservations, from 27 North and South Carolina towns. Prominent sports officials of the two states were also along, and representatives of the two Charlotte newspapers, usually inclined to soft-pedal radio news in their columns, accepted invitations to go.

## "PINOCCHIO" EXPLOITATION

TO introduce its new program, "Pinocchio," Radio Attractions, Inc., sent out a four-page French-fold promotion titled "Hello." Frontispiece shows a cartoon of the featured character of the new program holding up a montage photo of the various elements that make up a radio program (i.e., dramatic actors at mike, orchestra leader and band, technicians, announcer, etc.) Inside copy gives 10 facts in a build-up of the new series, as well as a formal announcement of its release with a "statement of policy." Purposes of policy are also stated. Back page contains additional copy tieing up "Fu Manchu" program with the new series of the program-producing organization. Promotion is done in two colors on yellow photo-offset stock.

## AMOS AND ANDY DISK

SOMETHING new in promotional work was done by WNAX, Yankton, when the station began carrying Amos 'n' Andy. It is customary for the black-face comics to send a transcription to stations joining their network, extending their best wishes, but WNAX took this short disc and worked it into a complete 15-minute show to bring to the station's listeners a little "human interest" material concerning the pair. To open, a portion of the regular "Perfect Song" theme was used, and listeners were made aware of the fact that they would soon be hearing that same theme each night over WNAX. Program Director Art Smith searched through the files and found a record made by Amos 'n' Andy some 15 years ago, when they were known as "Sam and Henry." An interesting fact brought out by the recording was that at that time their parts were reversed, with Amos as the comic, and Andy the "straight" man. This was the "Amos 'n' Andy of yesterday. Then to bring listeners up to date, the telegram and transcription from the black-face pair were used. One-minute and five-minute spots using the material were also used for quite a time preceding the actual broadcasting of the program, calling attention to the fact that the program would now be heard over WNAX, and giving the air-time of the show over the station.

## FREE TRIP

A free round-trip by plane to Reno was offered by KYA by a local jewelry firm to any couple planning marriage. All expenses to and from the airport, plus meals, taken care of by the sponsor. Only catch was that the couple must buy one of the firm's wedding rings—for a mere $99.50.

## ADD FU MANCHU PREVIEWS

FULL dress "Shadow of Fu Manchu" previews coming thick and fast. KDKA, Pittsburgh; WHEC, Rochester, and KANS, Wichita, gave the local ad boys, prospective sponsors, et al, a taste of real Chinese food, incense, and other "atmosphere" along with a couple of reels of the thriller.



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## WHEATIES STUNTS

FOLLOWING are the verious methods by which KROW, Oakland, publicized their "most popular player" contest in connection with the Wheaties baseball broadcasts: (1) movie trailers in two first-run and one second-run downtown theaters; (2) window displays at the studios and at the store of a prominent jeweler; (3) newspaper ads in 16 neighborhood and other papers; (4) letters to each grocer from baseball announcer, Dean Maddox; (5) letters to each grocer from the Oakland Baseball Club; (6) publicity photos of trophy and the baseball team; (7) publicity stories released to newspapers through advertising grocers.

## G.E. "BULB"

A NOVELTY promotion, sent out by General Electric consists of a regular Mazda lamp. Attached to the socket base is ticker tape which is housed on the inside of the bulb and which may be read by removing the base and pulling the tape out. Copy on tape reads: "Here it is in a lamp bulb. For the fourth consecutive year, Phil Spitalny, renowned maestro, and his All-Girl Sing Orchestra, will bring the General Electric Company's popular 'Hour of Charm' back to the airways at 10 o'clock E.S.T., Sunday night, September 17—and every Sunday thereafter over the Red Network of NBC."

## WSYR PLUGS SETS

WSYR considered radio set dealers in a two-week promotion stunt designed to up the sale of portables. Courtesy announcements and daily 1x3 ads in each of Syracuse's two daily papers urged the listener to buy a portable for (1) convenience, (2) dependability, (3) enjoyment. Letters were sent to distributors and dealers urging them to feature portables in their set advertisements during the campaign. Reaction was two-fold. Not only did dealers increase space devoted to portables, but they increased space devoted to radios in general.

## EXPO AIR SHOW

THROUGH arrangements by WIRE with the National Broadcasting Company, NBC "Breakfast Club" stars were brought to Indianapolis to appear at the fifth annual Indianapolis News Food Show and Household Appliance Exposition at the state fairground. Don McNeill, master of ceremonies for the "Breakfast Club"; Evelyn Lynne, soloist on the program, and Jack Baker, vocalist, joined with Harry Bason, WIRE pianist-music director, to entertain at a special show Sunday.

## PERSONAL APPEARANCE

KSTP, working with the Procter & Gamble Distributing Company in Minneapolis, staged two "in person" appearances of "Vic and Sade," for the Minneapolis Centennial. In addition, "Vic, Sade and Rush," all attended two performances at the Minneapolis Auditorium as a wind-up of a week-long celebration, also were featured in a television show immediately following presentation of their regular script from the stage.

## FOOTBALL FEED

AS a promotional stunt in connection with the Associated Oil Company's current sponsorship of football broadcasts in the West, KOY, Phoenix, invited all A. O. dealers and distributors to a buffet supper and open forum on football, with Dixie Howell, former all-American and now coach at Arizona State, and Lou Kroeck, Arizona net sportscaster, leading the discussion. Thirty minutes was allowed for discussion.

## PHONE CALLS

AS a special promotion service, KSFO had a girl whose duty it was to phone executives of firms to inform them when broadcasts by CBS in which they may be interested were released by KSFO. This service was established as a result of the interest of CBS-KSFO listeners, not only in national and international affairs, but also in sports events and serious music offered by the Columbia network.

## SALT LAKE CITY STUNT

IN a massed promotional effort, three Salt Lake City stations, KSL, KDYL and KUTA, took over the regular weekly meeting of the local Advertising Club and for an hour "sold" air media to the advertising executives.

E. J. Broman, Ad Club vice-president and an account executive at KSL, conducted the meeting, with members of the staffs of KSL, KDYL and KUTA all appearing and participating in the discussions. This was the first time in the history of the Salt Lake City Ad Club that radio was allowed full swing, despite the fact that newspapers have frequently broken through for mass promotion.

# *TIE-UP*

## WHO's GOLDEN GLOVES TOURNEY

FOR the second year, WHO, Des Moines, again sponsored the local elimination bouts of the national Golden Gloves boxing tournament and, according to the station, this year was "bigger and better than ever." Thought to be the only radio sponsored tourney in the country, others generally being promoted by newspapers, WHO's introduction of the competition to Des Moines last year



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resulted in a tourney so much bigger than was expected that "we are still gasping." Two hundred boys participated last year with 14,000 persons viewing the fights. This year station had 300 contestants and a crowd of 32,000. Tourney, under the general supervision of Bill Brown, WHO sports editor, was held in the local Coliseum, Feb. 14, 15, 16 and 22.

## PRUNE SALE HYPO

A potent store tieup with Hedda Hopper's "Hollywood Discoveries" on WTMJ for the California Prune Industry jumped a Milwaukee store's Saturday prune sales from 50 to 460 pounds, the station reports. Earl Tetting, Lord & Thomas special merchandising man, planted a girl in Gimbel Brothers' store to pass out hors d'oeuvres consisting of prune halves and Milwaukee cream cheese. The demonstrator, plugging California prunes and Hedda Hopper's opus on WTMJ, upped the day's prune sales for the store more than 800 per cent. The demonstration booth was surrounded with promotion advertising for the program.

## WMCA's NET SHOWS

PUBLICIZING the eight network daytime script serials aired between 8 and 10 p.m. on WMCA, New York, the independent station ran 8-inch ads in the daily press. In addition to giving time of each program, ads feature the slogan "dial Romance tonight—two hours of love, laughter, heartbreak, thrills!"

## KLZ WAR COVERAGE

TO promote 24-hour coverage of European war news by KLZ, Denver, station made tie-ups whereby station's news services were publicized in four local motion picture theaters. Sixty-foot trailer, graphically illustrated by photos of troop movements and other war scenes, were shown in all four houses and were climaxed by flashing a photograph of H. V. Kaltenborn on the screen with appropriate block letter copy describing the KLZ-CBS-INS coverage. One theater gave station credit lines for news bulletins supplied at program breaks. Special service was announced by a screen slide with the news bulletins being read over p. a. system by a KLZ staff announcer. Theater featured this service in its newspaper ads in addition to a lobby display publicizing the stunt.

## HOT SOUP

A unique way of backing up the Campbell's Soup program was devised by KOY, Phoenix, which served bowls of hot soup to all its studio audiences throughout a week. Listeners were invited to come down and witness any of the daily programs originating in Phoenix and to have a bowl of soup. Thousands of bowls of soup were dispensed.

## MOVIE PROMOTION

"NEWS in the Air," 30-minute sound movie, was shown to more than six hundred South Carolina Esso dealers meeting in Columbia as guests of Standard Oil, United Press, and WIS. Film traced route of radio news from source to final airing by "Esso Reporter," then advanced suggestions by which dealers could promote program with greatest profit to themselves. "Esso Reporter" began January 30 at WIS on a four-a-day schedule for one year.

## WANTED: CHARM

A survey was made with Bill Treadwell, radio writer, as chairman and several prominent radio names as committeemen, to find the ten people in the United States who possess the most charm. Charms Candy Co., of Bloomfield, N. J., with promotion head W. W. Reid, 3rd, were in back of promotion with the results exhibited at New York World's Fair.

## DOUBLE FEATURE

IN cooperation with a local theater, the bakers of Longview, Cal., arranged a "Big Radio Kiddie Show" to which children were admitted for five cents and five local bread wrappers. Children saw radio show in addition to regular theater feature and had the opportunity of appearing before the microphone during the half-hour airing from theater's stage. Kiddie show is a regular feature of KFRO.

## USES RAILROAD POSTERS

THE New York, New Haven & Hartford Railroad placed colorful posters in its stations and trains calling attention to its daily news program over WEEI, Boston. The railroad sponsors "Herald-Travel" news daily.

## RCA STICKERS

FOLLOWING RCA Manufacturing Co.'s renewal of its contract for "Music You Want," transcribed feature on KGO, the Leo J. Meyberg Co., RCA distributor in San Francisco and northern California, pasted small stickers on all its packages, calling attention to fact that show was heard over KGO six nights weekly at 11:15 p.m. Idea proved so successful in stimulating interest in radio sales, it is expected to be followed on a national scale by RCA dealers throughout the country, as the program is heard over key NBC outlets. Program consists of RCA recordings by world-famous artists.

## MOVIE SHORT

WFBL, Syracuse, is receiving widespread publicity through a movie short recently completed by the New York State Conservation Department which is being shown throughout the state on request. The picture, which deals with the re-stocking of streams, shows



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WFBL's trailer with portable transmitter, news editor Bud Squires, and the conductor o fthe "Sportsman" series, Norm Bassett, in action with their special "Trout Fishing" broadcast along the shores of Chittenango creek.

## LOBBY DISPLAY

THE foyer of WGAR, Cleveland, has been enlivened with caricatures of outstanding stars of the Columbia network, which were executed by local newspaper artist Don Wooton. These are the originals from which were taken displays for use on street car cards, and on taxi cab covers.

## SPORTS PROGRAM

ACCORDING to Bob Soule, vice-president in charge of promotion at WFBL, Syracuse, 19,900 baseball fans in the area saw the sports film "The National Game," as presented in behalf of Leo Bolley's Tydol-Vedol Sports Review program. With Bolley on hand for a short spiel, film made 38 individual showings in 6 days before clubs, schools, etc.

## WJR's PLATES

OVER 100 cars blocking traffic in the Detroit area equipped with extra "license" plates plugging WJR. General Manager Leo Fitzpatrick has WJR-1 and Chief Engineer M. R. Mitchell carries WJR-750, which is station's band on the air.

## "GATEWAY" BUILDERS

LETTERS and full information concerning the new "Gateway to Hollywood" talent hunt programs which go over CBS Sunday were sent to all RKO exhibitors throughout the country by RKO vice-president Ned E. Depinet. Letter requests that exhibitors listen to the show and explains how the program will aid theater managers and requests their cooperation. Included are application blanks for distribution to theater patrons and an "Exhibitors' Information Bulletin" giving details of the Jesse Lasky-Wrigley show and all subsidiary tie-ins. These include a four-page folder for distribution, one-sheets and lobby cards, publicity packets, and a trailer.

## "LONE RANGER" PRODUCTS

"LONE Ranger" received extensive, indirect promotion through the sale of 126 merchandise products sold throughout the country. Newspaper advertisements placed by department stores, displays and store promotion were used to push the products. Thirty stores in as many cities participated in the campaign. Raymond Spector handles the commercial promotion.

## SHOP BY PHONE

KATE SMITH appeared in an ad of the New York Telephone Co. stressing the advantages of shopping by phone. Miss Smith was seen using a telephone and stating "Radio people haven't much time to make 'personal appearances' at the stores," while the ad copy explains that the singer uses the telephone for shopping. "Freckles," her cocker spaniel, also appeared in the ad.

## TRIPLE CAMPAIGN

WDRC unleashed a publicity campaign designed to cover as extensive a field as possible. First move was a tie-up with State Theater, which brings in leading band every week, and plays to approximately 60,000 persons in five-day period. State featured a trailer showing WDRC's chief announcer Ray Barrett in action during his "Music Off the Record" program. In return, WDRC plugged State one day a week in "Man-on-the-street" program and distributed free passes to persons interviewed. In addition, Barrett made a personal appearance at the State's late Saturday night show, introduced the featured band, which then played his "Song of the Week" selected by listeners of the "Music Off the Record" program.

Second move was tie-up with music stores throughout city which placarded windows with pictures of Barrett at work on his "Music Off the Record program. Placards were dotted with autographs of leading band conductors. Third step was widespread billboard advertising campaign on heavily-traveled highways in the state.

## HOTEL CARDS

TO promote the L. B. Wilson station, Columbia programs, 50,000 watts and the station's newscasts, WCKY arranged with Cincinnati's Hotel Gibson to place flashy red cards under glass tops of each desk in the hotel's 1000 rooms. One card invites Gibson guests to visit WCKY studios on the first floor of the hotel and the other lists WCKY local and CBS news broadcasts. The cards replaced the hotel's "Radio receivers for rent" notices.

## AD LISTINGS

KGKO, Fort Worth, was running full, one-column newspaper ads on the amusement pages of both the evening and morning Fort Worth "Star-Telegram." Ads list special programs in bold type, with art. Special attention was paid to making the ads as unique and attractive as possible. Eye-catching typography was used throughout and varied daily. Ads were prepared by KGKO's publicity department and attracted considerable attention from local readers.

## ELECTION SPECIAL

A new high in promotional tie-up between newspapers and radio here was staged when KPO and KGO, NBC stations, jointly broadcast a five-hour Election Night Radio Party from the editorial rooms of "The Chronicle." Lasting from 9 p.m. until 2 a.m., the



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show featured NBC musical and singing talent between bulletins on election returns.

Taking part were "Chronicle" manager Paul Smith, NBC manager Al Nelson, winning and losing candidates, and NBC entertainers Glenn Hurlburt, Clancy Hayes, Bennie Walker, Ruth Sprague, Will Aubrey, Dorothy Allen, Zella Layne, Camilla Romo, Armand Girard, Judy Deane, Three Cheers, and orchestral groups directed by Paul Martin, Ricardo, Ray Harrington, Eddie Swartout, and Walter Kelsey.

# DISPLAY

## WLW's DISPLAY WINDOW

A promotion plan approved recently by James D. Shouse, Vice President and Station Manager of WLW, Cincinnati, utilized a large space in the WLW reception room. A window, seven feet long by three feet deep, was constructed facing the room's door. Every advertiser was given a full display of his products for a specified length of time and the displays were rotated so as to give fair play to every client. It is estimated that several thousand people per week saw the displays for every person who witnesses a show in the WLW studios must pass the window.

## WINDOW TIEUP

IN cooperation with two sponsors, CKAC, Montreal, prepared a special window display using photographs of featured radio artists, both local and network, as well as pictures of old and new broadcasting equipment. The displays are being used in the windows of the sponsor's stores.

## COUNTY FAIR

KTFI built a special booth at the Twin Falls County Fair at Filer, Idaho, with the exhibit one of the most elaborate ever built in that area. Broadcasting studio was 8 by 14 feet in size. The first unit of the station's 1,000 watt transmitter was on display as well as other broadcasting gadgets. Actual broadcasts averaged 7½ hours of commercial time plus about 15 hours of sustaining time. Special booklets were prepared on the radio industry and handed out to visitors.

## WSAI's POSTERS

FOUR thousand 8 x 10 posters every month and bulletins each week were distributed by the local office of the Ohio State Employment Service to promote their series of weekly broadcasts over WSAI, Cincinnati. Posters and bulletins were sent to all employees of Cincinnati industries. Listing the speakers and subjects of coming broadcasts, the bulletins invited both employer and employee to listen to the programs. Posters were displayed in every machine shop and factory in the Cincinnati area.

## WHEATIES-KMO CO-OP

GENERAL Mills' Wheaties and Bananas" sale brought two-fold results to Tacoma and vicinity grocers, via unique KMO, Tacoma, promotion. KMO ballcaster, Jerry Geehan, sent sale posters to stores. Grocers turning in posters with greatest number of fans' signatures got free ball game ducats.

## PROGRAM PLUGS

IN connection with the Gillette-Mutual Network broadcast of the World Series, WHMA, Anniston, Alabama, secured a supply of window display material from the razor blade people and placed several window displays in local drug stores. Direct mention of the games being broadcast over the Anniston station was made in all displays. Local drug stores exerted special efforts to sell Gillette Tech Razors and good sales were reported. Station also publicized the broadcast in newspapers.

## HORMEL LAYOUT

HORMEL, INC. used a spread in "Look" to promote its products and its program, "It Happened in Hollywood," on CBS three days a week. The ad appeared in regular "Look" format and featured talent on the show. Wayne Tiss of BBD&O's Minneapolis office prepared it. Hormel also used four pages in "Life" in which the radio program was mentioned.

## STUDIO ROUNDUP

PARALLELING a heavy schedule of news casts WMBR sponsors, in Sterchi Furniture Co., an immense map of Europe. By use of specially designed buttons with attached ribbons leading to several miniature sized blackboards, the day's latest news is easily and clearly depicted. And due to the fact that these bulletins are printed in eraseable chalk the boards can be kept up to date with a maximum of efficiency and a minimum of bother. Among the advantages of such a map is the fact that visitors might become acquainted with the nature of the land as well as the location of various European countries. Mountains are brought out and elevated by a unique cellophane effect dabbed with a dull gray paint.

## LARGEST RADIO

ONE of the features of Salt Lake City's annual Covered Wagon Days parade was the world's largest radio. Built for KSL, the radio was 23 feet long, nine feet high and eight feet wide. Equipped with sound equip-



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ment, the station broadcast along the three-mile route of the parade, spectacular finale of this city's annual fete honoring the pioneers who settled Salt Lake Valley in 1847.

## WINDOW DISPLAY

A large picture panel of special events covered by KDAL, Duluth, was the center of attraction in a display window featured in a store at the city's busiest downtown corner. Besides the panel were two blow-up pictures, remote amplifier, short wave transmitter and CBS and KDAL banners.

## EDUCATIONALS

WHKC, Columbus, used 100 squares of newspaper media each week to publicize its educational programs. Ads appeared in the Columbus "Citizen" and called attention to the value of local and MBS programs of an educational nature. Copy was written by Fred Sample, continuity editor of the station and stressed the idea that listeners need to know more about national and international problems.

# PROGRAM

## "SCRAPBOOK FOR 1909"

MEN and women who participated in headline events back in 1909 took part in several broadcasts of the above title which the BBC aired. Important events in British political and scientific history as well as sketches and songs from popular musical comedies of thirty years ago was presented on the program.

## KITCHEN SHOW

SISTER Mary St. Clara, BVM, believed to be the only Catholic sister with her own regularly scheduled air program, is commentator on a new "Kitchen of Tomorrow" cooking school program which WKBB, Dubuque, Iowa, is airing a half-hour weekly in cooperation with the Home Economics Department of Clarke College. Program remotes direct from the college campus where a model kitchen has been built on a stage according to specifications of James D. Carpenter, WKBB general manager. Mel Galliart, station program director, produces and announces the programs.

## "A TUNE AND A TALE"

THIS program, sponsored by Loft, Inc., over WOR, New York, replaces its "Jenny of Sweetbriar Manor." New program, which debuted Jan. 11, presents the Novelty Choir in a different melody each week, and then the "story behind the tune" is dramatized. First program featured "When the King Goes Forth to War."

## EXCHANGE MART

"SWAP SHOP," offering dialers a chance to exchange unwanted articles among themselves, is the new KYA, San Francisco, idea on Mondays, Wednesdays, and Fridays. Persons with "swaps" send detailed information and name and address, all of which is read over the air. Anyone interested contacts the individuals directly. Program is written and produced by Adrian Gendot, features voices of Reiland Quinn and Lois Hampton.

## SPORTS "INFORMATION PLEASE"

FEATURING outstanding local sports authorities WJJD, Chicago, launched a Sunday afternoon 30 minute show titled "Challenging the Experts." Patterned after "Information Please," show presents John Carmichael of the "Daily News," Irv Kucinet of the "Times" and Jimmy Corcoran of the "American" as the board of strategists. Each week, there is a guest star—first one was Dick Hanley, former Northwestern football coach. Cash prizes are awarded to listeners sending in acceptable questions and there are additional prizes for stumping the experts.

## JUVENILE PROGRAM RESEARCH

"IN an effort to find a satisfactory medium for children's programs," the New York Junior League began a series of "fantasy" broadcasts over WMCA from 5:15-5:30 p.m., based on original radio scripts written, directed and produced under the supervision of its society members. Titled "The Lost Star," the series, written by Frances Fullerton Neilson, ran for a period of 13 weeks and was an extension of the "Alice in Wonderland" series which the League produced on the same station last year. "The Lost Star" series deals with the adventures of a group of "Orgets," described as streamlined people inhabiting the other side of the milky way. Searching for a star that dropped from the heavens, the "Orgets" reach the earth and are involved in a series of adventures, which, according to the League producers, provide exciting entertainment from which moral lessons are subtly drawn.

## "DID YOU KNOW?"

A late Sunday evening five-minute program was started on WEEI, Boston. It's called "Did You Know?" and consists of little-known facts as well as some erroneous ones which are usually taken for granted. These, of course, are delivered in the corrected version. Each fact is prefaced by the question, "Did You Know?"



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## AMATEURS

THE WTAG talent discovery program, a new amateur show, designed to include several innovations in the Worcester, Mass., broadcasting field, was launched direct from the stage of the Plymouth Theater. Show, featuring strictly amateur talent from Worcester and Central Massachusetts, is of half-hour duration and will be heard weekly on Saturday nights. Produced under the direction of Chester Gaylord, in co-operation with the Plymouth Theater, the show's chief objective is to present first class entertainment. Two professional accompanists have been engaged. One of the innovations was an interlude devoted to asking the audience questions and broadcasting their replies, or songs, by means of a roaming microphone.

## FARMER'S INFO

WOR began signing on 25 minutes earlier at 6 a.m. in order to broadcast a program of farm information, "The Farmer's Digest," prepared by Transradio Press. Half-hour program, aired daily except Sunday, presents a "crisp" resume of market trends, weather reports, road conditions, crop statistics and agricultural news "all blended into a comprehensive picture of farming and marketing conditions throughout the east." In addition Mrs. Farmer hears of improvements in home-making, child education and some fashion hints.

## PERSONAL PROBLEMS

DUART Manufacturing Co., makers of "Creme of Milk" cosmetics and beauty shop equipment, is sponsoring "Problem Clinic," a new type of informal program in which personal problems of listeners are discussed, over seven CBS stations on the Pacific coast. Discussions, conducted by Vance Graham and Marcia Miller aided by an attorney, reporter, business man and housewife, are entirely extemporaneous. Listeners are invited to submit questions on marriage, engagements, child training and similar matters.

## CIRCUS STUFF

WBAX, Wilkes-Barre, staged a complete promotion in connection with a visit of a circus to that city. Assisted by the press agent of the circus, a spot campaign was conducted one week before the show's arrival in addition to daily 15-minute shows depicting the life "under the big top." On show day, the agent, with a portable microphone was on the lot at the break of dawn with a broadcast of the unloading of the show and the setting up of the tents. At noon he gave a description of the parade through the streets of Wilkes-Barre from a local department store, which sponsored this airing as well as the rest of the day's events. Broadcasts at 1 p.m. and 2 p.m. were made from the sideshows and the big tent, respectively. Description of the entire matinee performance was broadcast. Tieup for the department store was made with a display of its furniture in one of the tents at the circus.

## "COURANT" ADS

ASSOCIATED Grocers, an affiliation of 30 grocerymen in Greater Hartford and Central Connecticut, began their new three-time-a-week "Your Southern Chef" program over station WDRC with a big advertising splash in the Hartford "Courant." The program featured James Cox, expert southern recipe-maker.

## PRIZE INTERVIEWS

AS a promotion stunt for Purina's "Checkerboard Time" program, winners of the chick-growing contest held in connection with the show were brought to Phoenix from all parts of the state and interviewed in the KOY studios over the entire Arizona network, on a special "Checkerboard Special" program.

## SPOT PLUGS

W. T. GRANT'S newly opened $250,000 store used fifteen 50-word spots and two quarter-hour programs on KGKO, Fort Worth, to promote the store's opening. Quarter-hours originated from the store with department heads and customers being interviewed by Clarence "Scooter" Tonahill.

## STORE DEDICATION

WHEN Purina Mills opened a new Checkerboard Store in Dallas, WFAA, which carries Checkerboard Time transcriptions regularly for the company, made a remote pickup from the store location and the Cass County Kids, WFAA trio, made a personal appearance as well as the broadcast. The stunt drew an overflow crowd and got the store off to a big start.

## STATE FAIR

KSTP talent, featured last season on the Red network, was used by the Minnesota State Fair to plug its forthcoming exposition over four Minnesota stations. The shows, aired each Tuesday night over KSTP, KFAM, KROC and KYSM, featured Leonard Leigh, musical director of the station; the Knights of Note and their Lady, Bonnie; and Flo Seidel, torch singer.

## INTERVIEW ETs

"INTERESTING People" is title of program idea worked over by Allyn Corris, having been conceived by Station Manager G. Richard Shafto, WIS, Columbia, S. C. Idea was to interview interesting people visiting Columbia making ET of the talk for airing later on



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definite schedule along with other recorded interviews. Interviewees thus would be available at times most convenient for them.

## RETAIL CO-OP

LATEST step in WKRC's campaign of co-operation with Cincinnati retailers occurred on "Woman's Hour" broadcast when prominent retail grocers appeared to tell of latest developments in that industry. Among those interviewed by Ruth Lyons, station program director, were: Gerritt Vander Hooning, president of the National Association of Retail Grocers; Homer N. McGonkey, secretary of the Ohio Retail Grocers and Meat Dealers Association and editor of the "Buckeye Grocer"; J. F. Healey, of Hilmer N. Swenson Co., agency for the NARG; and August Meyer, secretary of the Cincinnati Retail Grocers and Meat Dealers Association. Vander Hooning discussed the new movement under way in his association and other retail groups, to educate retailers in new methods of further serving the community.

## GOVERNMENT SERIES

WHN, New York, presented a series of programs under the auspices of the Office of Government Reports, which sponsored recorded talks by President Roosevelt and members of his cabinet. Series was aired Tuesdays and featured heads of the various government agencies discussing functions of their departments. John M. Carmondy opened the series, all of which was presented via recordings.

## INSIDER'S VIEWPOINT

ATTEMPT to hypo baseball broadcast was an apparent success at WSYR, Syracuse, when Nick Stemmler, Wheaties and Atlantic baseball reporter on the station invited Ted Kleinhans, pitcher of the Syracuse Chiefs, to handle a couple of half-innings of a ball game. Stunt drew a stack of fan mail for Kleinhans the next morning, station reports.

## *GIVE-AWAY*

## BIRTHDAY BALL

PROMOTION folder by Artists Management for Paul Whiteman employs photos of the Whiteman crew at the President's Birthday Ball at the Mayflower Hotel, along with a letter praising Whiteman's outfit by the manager of the hotel. Letter cites this year's Ball as "the most unusual success" and declares participation was more than doubled over previous year. Folder showed P.W. with Mrs. Roosevelt and declared that "whether it be the country's No. 1 President's Birthday Ball, the 'Junior Hop' at Yale, etc., Paul Whiteman and his Orchestra have consistently played to record breaking crowds. Paul Whiteman's orchestra gives complete entertainment satisfaction and still sets the pace as America dances."

## STAR ALBUM

IN behalf of its "Mystery Control" remote unit, Philco Corp. distributed a 16-page "Radio Star Album" containing pictures of 144 headliners, each cut containing a small reproduction of sponsor's product. Book also included latest log of long-wave stations and listing of principal foreign short-wave stations. Book was distributed at session of Philco dealer convention at Savoy Plaza.

## WNEW PROGRAM SKED

WNEW blossomed out with a large size printed program schedule replete with a "Highlights" box and including a special plug for the "Milkman's Matinee," all-night, all-recorded program. Item reprints a letter from Postal Telegraph stating that Stan Shaw, emcee of the "Milkman" program, received more telegrams through the company than any other individual—"possibly surpassing the President in this respect." Shaw got 26,453 messages during past year.

## OLD DUTCH OFFER

CUDAHY Packing Co. offering the story of "Bachelor's Children" in book form on its CBS program by that name. Book written by Bess Flynn, author of script show, was offered in connection with a floral pattern handkerchief. Photographs of cast and announcer appear in book which is published by Donnelly's. Account, handled by Roche, Williams & Cunnyngham agency, is using 18 stations.

## WBBM's RADIO NEWSPAPER

WBBM is distributing free to customers at the Wrigley Building restaurant, which because of its central location is the daily gathering place of radio and advertising executives, a two-page tabloid "newspaper" under the title "Radio Headliner." The Headliner is the creation of J. Oren Weaver, news editor of WBBM-CBS. It was issued several times a day during the critical days in Europe. Run off on a duplicating machine the Headliner came out at 11:45 a.m. with its first edition containing noon New York stock reports as well as news flashes. Afternoon editions hit the cocktail sippers and there was a final for dinner customers. Saturday's noon edition contained a week's business review.



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## SALES PLATTER

WFIL used a platter sales message to acquaint the trade with a new baseball score signal package. The platter contains a short punchy sales talk and a complete illustration of a sample spot. The disk idea is the brainchild of Murray Grabhorn, national sales manager, and ran three minutes. They were mailed to 50 agencies and prospects. The package guaranteed a minimum of five sets of baseball scores with an attention-getting production opening and a 25-word commercial each afternoon between the hours of 3 and 5.

## ESSO MATERIAL

GENERAL publicity material was prepared by Marschalk & Pratt, Inc., for use by stations broadcasting news sponsored by Esso. Publicity stresses that the five-minute programs condense all news and give a complete picture of local, state, national and foreign news. Programs are broadcast at 8:00 a.m.; 12:30 p.m.; 6 p.m. and 11 p.m. on 34 stations.

## DISPLAY GUIDE

WHK-WCLE's new Merchandising Display Guide was in the hands of Cleveland's leading drug, grocery and department store buyers, display managers and advertising managers. The Guide urges those men to tie their advertising into the campaigns on WHK and WCLE since "WHK-WCLE Advertised Products Sell." Guide is contained in an attractive maroon and gold three-ring binder. New pages are issued on the first and 15th of each month. These pages list the products on the air and give full details about some of the newer programs.

## GUN SHELLS

WHBQ, Memphis, manager E. A. Alburty timed a promotional piece to coincide with the opening of Tennessee's duck-hunting season. Into empty shot-gun shells were wadded the promotional pieces, and Western Union messengers then delivered the wadded shells directly to Memphis time-buying prospects. Ducks, flying with $-inscribed pocketbooks in their bills, headed the piece. Then, in a brief text, Alburty pointed out that it was not only the season for ducks, but also for customers, and that WHBQ's inexpensive radio messages would bag the customers.

## KPO GIVEAWAYS

SPONSOR offers on KPO, San Francisco, include a set of cheese covers by Tillamook Creamery Assn., for strip from cheese box and 25 cents; 200-page cook book by Rumford Baking Powder for label and 25 cents; and steel paring knife by Procter & Gamble, for two Dreft box tops.

## JUMPING THE GUN

WBIG, Greensboro, N. C., prepared for Feb. 14th distribution a valentine featuring the Lone Ranger with the caption across the top "Greetings Comrade!" Centered in a large green heart is picture of the Lone Ranger astride "Silver" waving to the recipient. What was presumably a special greeting to Ranger Club members was written in "code." Whole was identified with "compliments of WBIG" in lower corner.

## BLARNEY BRACELETS

B. T. BABBITT, INC., offered "Blarney Stone Bracelets," made from the ten tons of imported Blarney Stone recently arrived in this country, in behalf of its "David Harum" program over WOR. According to Robert Brenner of Babbitt, Inc., the stone was chiselled from the same quarry on the original grounds of Blarney Castle, County Cork, Ireland, from which the famous Blarney Stone itself came. Bracelet is of antique gold color, bearing a piece of the stone, a miniature of the Blarney Castle, a shamrock and four-leaf clover.

## NEW YORK "VILLAGE"

COUNCILMAN Robert K. Straus, in connection with his weekly WHN program, gave away to listeners a large comic colored map of "Your Town—That Village of 8,000,000 People." Done in typical comic map style, the promotion piece features Jimmy Walker in the "Tammany Doghouse," Mayor LaGuardia "applauding" Tammany, Robert Moses looking for more Park sites to conquer, Grover Whalen emceeing the Fair, etc.

## POETRY BOOK IN DEMAND

A spot announcement offering a book of 12 poems written by Barton Rees Pogue and read on the Boone County Jamboree brought 22,000 requests, according to WLW officials. Besides the poetry, the book contains pictures of the cast.

## COVERING BOTH SIDES

TRADE press advertisements were mailed out by CBS telling of that network's coverage of "both sides of the railroad tracks." Piece cited statistics that those living on the "other side of the tracks" are 94 per cent radio equipped and buy more basic commodities than the more favorably situated group across the tracks which is "the only market for products made for their exclusive use and pleasure." CBS, it was pointed out, covers both sides completely.

## IMPARTIAL SURVEY

PROMOTION item gagging the numerous surveys issued by networks and stations was issued by WOC, "Your Davenport, Rock Island, Moline buy for this quarter-million market." Titled "An Impartial? Survey," piece



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stated that WOC asked its own 43 staff members: "To which radio station do you listen?" Forty-two replied WOC exclusively and "1 said WOC most of the time.

"'He is a capable engineer—now at liberty. We gladly recommend him."

## SELLING FOOD

¶ REPRINT of trade press ad was distributed by WLS, Chicago, on behalf of its "Feature Foods" programs conducted by Martha Crane and Helen Joyce. Letter accompanying reprint cites statistics of sales in connection with resumption of the program over the station, and lists various promotion tie-ins used. Reprint cites the program as "the show that pulled more proof-of-purchase mail on WLS than any other in one entire year."

## COVERAGE MAP

¶ HAVING received a copyright on a four-color map outlining the WSAI "Coverage in Terms of Retail Sales," a product of the Cincinnati station's sales research department, the station is now preparing it for distribution to agencies, clients and prospective advertisers. Both primary and secondary areas are included on the map which shows coverage over a three-state area—Ohio, Indiana and Kentucky. The map, said to be first of its kind, shows the various sales divisions both in intensity of shading and size of area.

## INFO FROM WGAR

¶ TO all offices of its national representatives, Edward Petry & Co., WGAR, Cleveland, sends a weekly news letter embodying local trade information, items about WGAR personalities and comments on the progress of Petry-placed accounts. Written in conversational style, the letter is signed "Sixty-three Employees.'

## SPONSOR PROMOTION

¶ PROCTER & GAMBLE shot the works in the Milwaukee area in backing up the local airings of its "Story of Mary Marlin" broadcast over WTMJ. A special factory detail man engaged a crew of 25 distributors and over a period of time sampled 80 per cent of the homes in Milwaukee with Ivory Soap leaving on door knobs a promotion device urging "Listen to the 'Story of Mary Marlin' daily at 2 p.m. over WTMJ." The item suggested that the cord be attached to knob of radio.

## LISTENER PERCENTAGE

¶ WPIC, Sharon, Pa., bit off almost more than they could chew when, in an attempt to check percentage of listeners in its primary coverage area, 1000 stainless steel ashtrays were offered to the first thousand persons requesting same. Announcements were made over the station at intervals during one day only—with 5,251 replies from persons in Pennsylvania, New York, Ohio and West Virginia. Postmarks were used in judging earliest requests. Survey gave WPIC management a thorough picture of listener percentage as well as a count of its audience at various times of the day.

## PIE RECIPE

¶ PROCTER & GAMBLE, through Compton Advertising, Inc., offered a special Pumpkin Mince Pie recipe on two P. & G. shows during the weeks preceding the Christmas holidays. Recipe, which was given through dealers, was offered free.

## RADIO TOPS OTHER MEDIA

¶ ACCORDING to an announcement by the Joe Lowe Corp., sponsors of Jack Johnstone's "Buck Rogers" serial, that program drew 8,000,000 requests for a premium book, more than was ever before received as a result of advertising in other media. Johnstone was commissioned by the Lowe Corp. to cut 39 more transcriptions of the serial while plans were under way for widespread promotion of the program in high schools of the country. Johnstone, radio production head of the Biow Agency, is authoring a 75-page booklet on scientific aspects of the "scientific world of tomorrow" for distribution through the public school systems. Prizes were offered for design and invention of scientific gadgets.

## SKY RIDER

¶ WWL, New Orleans, cooperated with Chicago and Southern Airlines in promoting aviation in the South. A "Sky Riders Club" was formed and members received free rides from local airport for three weeks after which a young man and lady as well as an elderly couple were chosen to participate in a three-day tour from New Orleans to St. Louis, Chicago and return with all expenses paid. Station's special events department accompanied the group and recorded impressions expressed by them en route for later broadcast.

## KENTUCKY "U" PROGRAMS

¶ LISTING of the radio programs to be presented at the University of Kentucky through WHAS, Louisville, for the six months beginning July 1 and continuing through December 31 was available to the public in a printed booklet on request to the school's publicity bureau. Booklet headlines several program series which were inaugurated during the six-month period and included a group of talks on propaganda. Besides the program listings and descriptions of various series, details of school's radio personnel, facts about other stations being used in addition to WHAS, other data was presented in the booklet.



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# Rules And Regulations Of F.C.C. Regarding Production By Radio Broadcast Stations

*As of January 1, 1940*

## GENERAL

Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the total hours that it is authorized to operate during each broadcast day (both day and night) except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to until otherwise ordered by the Commission.

### Share-Time Stations

If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this rule the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations one night hour shall be considered the equivalent of two day hours.

If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with (Sec. 3.72) Time sharing agreements for operation during the experimental period need not be submitted to the Commission.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of license. Upon receipt of such statement the Commission will designate the application for a hearing, and pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

### Limited Time Stations

If the licensee of a broadcast station is required to cease operation of the station at the time of sunset at some point within the United States, the license will specify the hour of the day during each month of the license period when operation of such station shall cease.

The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station or stations on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Com-



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mission will affix its file mark and return 1 copy to the licensee authorized to operate limited time which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in these rules.

If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

### Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

All references herein to Standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

### Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however*, That when the license specifies average time of sunset, local standard time shall be observed and in no event shall a station licensed for daytime only operate on regular schedule prior to 6 a.m. local standard time or shall a station licensed for greater daytime power than nighttime power operate with the daytime power prior to 6 a.m. local standard time.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight-saving time is observed at the location of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is made by the Commission.

### Station License

The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner.

The license of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

The licensed operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: Provided, However, That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

### Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

### A. In the Program Log

a. An entry of the time each station identification announcement (call letters and location) is made.

b. An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.



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## B. In the Operating Log

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

(1) Operating constants of last radio stage (total plate current and plate voltage).
(2) Antenna current.
(3) Frequency monitor reading.
(4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

(1) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

Logs of standard broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or which include communications incident to or involved in an investigation by the Commission and concerning which the licensee has been notified, shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them: Provided, further. That logs incident to or involved in any claim or complaint of which the licensee has notice, shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

## Station Identification

a. A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and half hour as provided below:

b. Such identification announcement during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production of longer duration than thirty minutes. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of such program.

c. In case of variety show programs, baseball game broadcasts, or similar programs, of longer duration than thirty minutes, the identification announcement shall be made within five minutes of the hour and half hour.

d. In case of all other programs (except provided in paragraphs (b) and (c) of this section) the identification announcement shall be made within two minutes of the hour and half hour.

e. In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

## Mechanical Reproduction

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than fifteen minutes, shall be identified by appropriate announcement at the beginning of the program, at each fifteen minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each fifteen minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than fifteen minutes;
2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of fifteen minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof:
4. In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.
5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a record", "a recording", "a recorded program," "a transcription," "an electrical transcription," will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e., where



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a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

## Rebroadcast Programs

(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. (In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.)

(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program. (The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period).

(c) No license of a standard broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program. (The broadcasting of a program relayed by a relay broadcast station is not considered a rebroadcast. Informal application may be employed.)

(d) In case of a program rebroadcast by several standard broadcast stations such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of station originating the program.

Attention is directed to Section 325 (b) of the Communications Act of 1934, which reads as follows:

"No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application thereof." (Formal application required. See "Standards of Good Engineering Practice" for form number.)

## Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state or national, to be determined according to the applicable local laws. b. 'Other candidates for that office' means all other legally qualified candidates for the same public office.

The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discriminations in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.



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# THE LEGAL SIDE

**RECENT LAW**
**in**
**REVIEW**

**By Louis Nizer**

•

**Seventy-Sixth Congress**
**Legislative Digest**

•

**Federal Communications**
**Bar Association**

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*Last year RADIO ANNUAL presented Mr. Nizer's article "An Analysis of New Principles of the Law of Radio." It was hailed not only by the radio industry but by members of the legal profession as a valuable contribution toward lifting the maze of uncertainty surrounding radio from the legal aspect.*

*In presenting the following article we believe another valuable contribution is being made, not only in the field of radio law, but indeed, to the general philosophy of law.*

*Louis Nizer, a member of the law firm of Phillips & Nizer, is a prominent member of the New York Bar. He is an authority on the law of screen, stage and radio. He is the author of the book entitled NEW COURTS OF INDUSTRY, and of other legal works, such as LITERARY PIRACY, AN ANALYSIS OF THE NATIONAL LABOR RELATIONS ACT, LAW OF RECEIVERSHIPS, PROPRIETARY INTERESTS IN RADIO PROGRAMS, THE LAW OF SUBSTITUTION IN MOTION PICTURES, THE RIGHT OF PRIVACY and other articles.*

***Jack Alicoate.***



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# RECENT LAW IN REVIEW

**By**
**LOUIS NIZER**

## *INTRODUCTION*

I BELIEVE the reader of a legal article, no less than the listener to a symphonic concert, is entitled to know in advance the selections which have been made for him. His love for music may not be deemed less because he shuns certain compositions. His option to exclude should not be denied him.

Without suggesting the consistency of the analogy insofar as the harmonies or the values of this article are concerned, I offer the program's outline so that the reader may practice selectivity.

The first half of the program is devoted to substantive law; that is, law involving conduct as distinguished from rules of procedure. Such questions will be considered as: Is a trade-mark, which has been applied to radio broadcasts, infringed by the use of a similar trade-mark on phonograph records? Are radio slogans trade marks?

May a company selling electrical appliances under a trade name prevent the use of the same name by a subsequently formed company engaged in the manufacture and sale of phonograph and radio devices? Who can regulate the broadcast of a musical recording,—the performing artist, the recording company, or the broadcaster? May the owners of musical copyrights band together in licensing the use of compositions by radio broadcasting companies? Is a broadcasting company liable for defamatory remarks made by an employee of the lessee of broadcast time?

These questions range over many fields of law. Answers to them will be found in cases involving trade-marks, unfair competition, copyright law, patent law and defamation.

The second half of the program is devoted to procedural law which concerns the functions and decisions of the Federal Communications Commission.



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# I. *Substantive Aspect*

## *Trademarks*

ARE trademarks, which are applied to a magazine and to motion and sound films and radio broadcasts, infringed by a legend on phonograph recordings of radio speeches? Are these articles "merchandise of the same descriptive properties"? Is a radio slogan entitled to protection from a similar legend on a record? These, inter alia, are the issues raised in *Time, Inc. v. Barshay*, 27 Fed. Supp. 870 (S. D. N. Y. 1939). Plaintiff owns three registered marks "Time," "Time" and "The March of Time." The first two of these are for a weekly magazine and the third is for motion pictures and sound films. The plaintiff publishes and distributes the news magazine, "Time" and produces periodic radio broadcasts and motion pictures under the name of "The March of Time." The "The March of Time" broadcasts and newsreels and the "Time" magazine have been carried on for a long period and have received extensive publicity. The radio slogan "The Voice of Time" was first used in "Time" magazine in October, 1936. The narrator for the radio programs and the motion pictures has often been referred to as "The Voice of Time." For the purpose of identifying its trademarks in the mind of the public, the plaintiff has expended approximately $4,500,000 for advertising.

As to the defendant, it advertised "The Voice of Time" records in the Herald Tribune in December, 1936.

It is charged that the defendant sells phonograph records reproducing famous radio speeches in infringement not only of plaintiff's registered trademarks, but also of its common law rights, by applying to these records the name, "The Voice of Time" thereby misleading the public into believing that it is procuring plaintiff's product when it is not.

The Federal District Court, noting that plaintiff has built up a well identified good will through the use of its trademark "Time" and "The March of Time," that these trademarks are directly associated with its publications, its radio program and its newsreel productions, and that plaintiff has also built up a certain good will in connection with the legend or slogan "The Voice of Time," held that the defendant's use of a similar phrase is an infringement of the plaintiff's trademark "The March of Time" and an unfair competition with all the plaintiff's trademarks and the good will attending his slogan "The Voice of Time."

The trademark "The March of Time" is, according to the court, valid and is infringed. It does not describe the motion pictures nor sound films nor radio broadcasts to which it is applied, and in consequence is not excluded from registration as "descriptive" under the Trademark Act (15 U.S.C.A. §85). The general use of the name and its identification would be interfered with by the use of an essentially similar trademark in a closely affiliated art. Motion picture films as well as phonograph records involve the reproduction of sound. "In the ordinary marts of trade it is most likely that a phonograph record stamped with the mark,—'The Voice of Time' would be associated with 'The March of Time' as generally used by the plaintiff. With a wide variety of choices available there should be no effort, conscious or otherwise, to invade plaintiff's good will."

However, the plaintiff's trademarks covering the term "Time" as applied to a news magazine, the court maintains, are not infringed by the legend on the defendant's phonograph records, since such records are not merchandise of the same descriptive properties.

Furthermore, the court declares that the defendant's use of the mark "The Voice of Time" is unfair competition with all of plaintiff's trademarks, because of confusion that might arise as to the source or origin of the goods, and not because of confusion between



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a phonograph record and a motion picture. The law will not countenance the passing off of one's goods as the goods of another. It is no answer to say that phonograph records have not the same descriptive properties as sound motion pictures.

The instant court applies two well established principles in the law of trade regulation in its recognition of the necessity of a nondescriptive term for the creation of a valid trademark and the existence of goods of the "same descriptive properties" for its infringement. The latter factor, as the case indicates, is not requisite to relief from unfair competition, thus differentiating it from an infringement suit; confusion is a basis for relief in an action of unfair competition. The protection of plaintiff's radio slogan is entirely equitable in view of its prior use and general association with the plaintiff's broadcasting and motion picture activities and plaintiff's expense in advertising them. The effect of priority in a particular field will be further discussed under the topic of "Unfair Competition."

## *Unfair Competition*

The law of unfair competition, under certain circumstances, may protect a party from loss of a potential market and from injury to general reputation. For instance, (1) if a first merchant has established a business under *his own name* in wares of one sort, a second merchant may not use that name in selling other wares if they are so like the first merchant's that the public will be apt to think that the first merchant is selling them. The second may be a pirate if he uses the first merchant's *trademark*. (2) But the second merchant may have already established a business in *his name* which he may wish to extend into a market *alien* to the one he has been exploiting, *yet akin* to the first merchant's. This would probably not be a good excuse. (3) Again, the new market may be equally appropriate to and akin to the old market of each and important to the business of each. In that event perhaps the first of the two to occupy it might succeed in retaining possession although he is junior to the other as between the markets each has heretofore been exploiting. (4) Finally, the second merchant may be forced to exploit the new market to preserve the business he already has. These variants indicate that there can be no set rule for all the cases and that the conflicting interests must be weighed.

Such was the analysis made by Judge Learned Hand in the course of his opinion in *Emerson Electric Mfg. Co.* v. *Emerson Radio and P. Corp.*, 105 F. (2d.) 908 (C.C.A. 2d. 1939), a case of the third type indicated above. There the plaintiff had been engaged in the manufacture and sale of electrical appliances under the name "Emerson" (registered as a trademark) since 1890. Its only and brief excursions in the field of radio were in the manufacture and sale of a generator in 1922, its experiments with receiving sets (never marketed) in 1926, and the sale of a dynamator from 1931 to 1935.

The defendant is the successor to a phonograph company which was acquired in 1915 and which made records and accessories under the name "Emerson" (registered as a trademark in 1916). Since 1923, the defendant has manufactured and sold radios and combined radio-phonographs under its trademark. In 1933, with the probable advent of television, the defendant applied for registration of its well known trademark for television and combined radio and television equipment. Despite plaintiff's opposition on the basis of confusion and similarity between plaintiff's and defendant's products, the Court of Customs and Patents decided in defendant's favor [89 F. (2d.) 349 (1937), Aff'd on Reargument, 90 F. (2d.) 331 (1937) ] and trademark registration for its old trademark as applied to radio television was issued in 1937. During the pendency of these proceedings, the plaintiff instituted the present suit for trademark infringe-



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ment and unfair competition, which was the first protest against the defendant's use of its old trademark or assertion as to infringement from such use.

From 1922 to 1938, the defendant sold throughout the United States, 20,000,000 radio sets and phonographs at a value of over $30,000,000 and expended more than $2,500,000 for advertising.

The lower court's dismissal of the complaint was affirmed on appeal. The Court announced that the plaintiff's registration of its name did not enlarge its substantive rights, but merely conferred jurisdiction; that the plaintiff was merely a merchant which had used its name upon its goods since 1890, and that the suit was one for unfair competition. The Court pointed out that there had been no confusion in the mind of the public and that the plaintiff's reputation was not likely to suffer as the defendant has carried on a respectable business. The interests of the parties in the radio market in 1923 were evenly matched and the Court assumed, for the disposition of the case, that priority between the existing markets was the critical fact and that the plaintiff could have enjoined the defendant at that time.

But what has been the effect on the plaintiff's rights by the intervening of thirteen years between 1923 and 1936, when suit was brought? The element of delay, which is not decisive as to the remedy of an injunction for trademark infringement, is significant when the supposed infringer is using his *own name* to extend an *existing business* into a market which *no one else* is exploiting under that name. And even though merely delay might not bar this suit, there was more here—the building up of an immense business at great expense by the Spring of 1936 so large that, judged as of that time, the defendant's interest in the name as applied to radios, vastly outweighed the plaintiff's.

The case boiled down to whether or not the defendant had notice of the plaintiff's claims before building up his business. Plaintiff never advised the defendant, except by this suit. The opposition in 1933 merely contested the defendant's exclusive right to the name, but was not a claim to the exclusive use by the plaintiff. Only a plain assertion of plaintiff's intention to monopolize the name would have been notice to charge the defendant and would have put at his risk the continuance of his business. The defendant should certainly not be charged with notice that plaintiff would begin to sell radios or that the public would assume their sale to be by the plaintiff. Moreover, the fact that the dispute was over a proper name already lawfully used, and not a trademark and the fact that the extension of the business was not into new territory, which is always probable,—but to new wares, which nobody can foresee, were considerations to be weighed.

The Court balanced the factor of plaintiff's priority against the cumulative weight of the lack of confusion, the absence of damage to reputation, plaintiff's delay, the development of a huge business at considerable expense and without notice, the previous lawful use of the proper name and the fact of extension into new wares, not new territory. The result reached is entirely supportable.

The Emerson case can easily be distinguished from *Time, Inc.* v. *Barshay*, supra, in which by contrast, the plaintiff, first merchant, was granted relief in unfair competition against the second or junior merchant. This latter case is somewhat similar to the first type (not third), described above as involving the doctrine of "passing off." Furthermore, these considerations — huge investment and considerable advertising expense, prompt action, confusion and notice plus priority, weighed heavily in favor of the first merchant.

The theory of unfair competition and the doctrine of property rights provide bases of relief against the radio broadcasting of recordings, which are labeled "Not licensed for Radio Broadcasting." *Waring* v. *WDAS Broadcasting Sta-*



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*tion, Inc.,* 327 Pa. 433, 194 Stp. 631 (1937). The same attitude is expressed where the legend or notice merely restricts the use of the record to a particular program. *Waring* v. *Dunlea,* 26 F. Supp. 338 (E.D.N.C. 1939). In this case, the notice on the record limited its use by distributee to the Ford Motor Program. The defendant, without the consent of Fred Waring, and not a licensed distributee, played one of the restricted records. The Court granted injunctive relief, following closely the reasoning of the Pennsylvania Court.

The Court recognized the plaintiff's common law "property right" in his unique rendition and pointed out that performance was not such publication as to divest the performing artist of his right. The Court also stated that the restrictive covenant was not unreasonable nor against public policy and that therefore, as to parties not within the contract, the breach of the restrictive covenant was enforceable.

In addition, relief was held available on the theory of unfair competition, as both the plaintiff and defendant were in the business of selling musical entertainment and the defendant's ability to sell at no expense the identical renditions would evidently injure the plaintiff.

It may be argued that the Copyright Law should protect an artist's electrical transcriptions since they constitute novel creations.

But if there is no restrictive notice on the record, will the Court also grant injunctive relief? The only case that discusses this problem indicates an affirmative answer. *R.C.A. Mfg. Co.* v. *Whiteman,* 28 F. Supp. 787 (S.D. N.Y. 1939). R.C.A. filed a bill of complaint against Whiteman, station WNEW and a certain sponsor to enjoin the broadcasting of phonograph records. It alleged that the use of its records by others for profit constituted a wrongful exploitation of its property rights, caused a species of unfair competition, resulting in damages because of the destruction of the saleability of its records through constant repetition, and constituted a breach of contract resulting from violation of the restrictive covenant against broadcasting, present in the notice on certain of the records; furthermore, that the attempt by Whiteman to license records for broadcasting and public performances constituted unfair competition and amounted to an exploitation of the plaintiff's property rights. The records which were played without permission were recorded by Whiteman pursuant to contracts consummated in 1924, 1931 and 1934. The earlier two granted all the rights and equities of Whiteman, his orchestra and members, to the master records to RCA's predecessors and the 1934 contract granted RCA the right to manufacture and sell records for use with talking machines, but not for broadcasting. Records made prior to 1932 were not restrictively labeled against broadcasting; those made since then were so labeled.

The Court enjoined Whiteman, acting alone, from licensing or authorizing any broadcasting station to play over the radio, phonograph records made by plaintiff, even under the 1934 contract, which did not grant it the right to dispose of the records for broadcasting, and enjoined the radio station from broadcasting such records without its express assent. Whiteman would also be entitled to protection from the broadcasting of phonograph records containing his renditions as against the other defendants.

The Court stated that Whiteman, because of his unique interpretation of musical selections, had a common law property right in his rendition. The fact that the musical composition itself was already subject to a copyright, did not detract from his right over and above the existing property rights of the composer as the ultimate product need not be the work of a single creator. Nor did RCA's part in the process of recording the rendition constitute such intellectual and artistic contribution as to vest in RCA



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a common law property right in the rendition; its contribution was the production of a perfect recording, but the performance was by Whiteman.

Moreover, according to the Court, Whiteman had the power to and did bargain away all his common law property rights to his musical interpretations made under the 1924 and 1931 contracts, but reserved such right to his renditions in respect to the broadcasting of records made under the 1934 contract.

The Court also pointed out that the sale of a Whiteman record with or without any restrictive notice, would not give the purchaser the right to broadcast its contents over the radio in the absence of a special authorization. First, it is well settled that the performance of a work is not of necessity an abandonment of it. Publication may be "general" or "limited." And the very nature of the phonograph record, even without a restrictive notice thereon, indicates the "limited" form of its publication, it being clearly intended and made for listeners at a phonograph, not for a radio audience. Of course, the restrictive notice on records made after 1932 was of itself sufficient to "limit" the publication. In fact, the breach of such a restrictive covenant was enforceable as such, since it was not illegal, an unreasonable restraint of trade, or against public policy.

The primary basis for enjoining Station WNEW and the sponsor from broadcasting such phonograph records was that such conduct constituted unfair competition, since the defendant was misappropriating the plaintiff's property for his own profit. The Court relied on the reasoning and principles set forth in the famous case of *International News Service* v. *Associated Press*, 248 U.S. 215, 39 Sup. Ct. 68. On the same theory, Whiteman would be entitled to protection against the broadcasting station.

The Court in applying the questionable doctrine of "property rights" and the principles of unfair competition extended the scope of judicial protection beyond its previous bounds to include records without restrictive notices. Such records probably date back to the time when they were exclusively used with and intended for phonographs; their potential use for broadcasting being not foreseen, notices were superfluous and not attached. This omission was remedied by the instant Court's curtailment of their use for broadcasting. Today the practice of licensing, which developed with the growth of "canned music" over the air, adequately provides for the dual use of records.

The decision also raises the interesting question as to who can license the broadcasting of records made under the 1934 contract which provides that RCA does not acquire the right to manufacture and sell records for broadcasting. On the one hand, the Court explicitly recognizes the language as a reservation by Whiteman of his common law property right and denies any such right to RCA for its contribution to the recording process, and then on othe other hand, it bars Whiteman from licensing such records for broadcasting on the ground of unfair competition. Must Whiteman obtain RCA's consent to such licensing? If so, the explicit language of the reservation is being distorted and its value decreased. In effect, RCA's purchase of the right to license for phonograph use seems to have given it an equity in the broadcasting right, at least under this decision. On the same reasoning, why should not Whiteman's consent be necessary for RCA's licensing of phonograph records in order to protect his broadcast rights. In short, what was the effect of the sale of one right and the retention of the other? The language of the reservation, considered in the light of the sale, should have left the right to license for broadcasting with Whiteman. If the reservation was intended to protect Whiteman's radio performances from the competition of his records, he correspondingly should be able to expose himself to such competition, when he so desires.

Under the recent developments in the law of unfair competition, the absence



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of the element of competition is not necessarily fatal to a claim for equitable relief. This view is taken in *Prouty* v. *N.B.C.*, 26 F. Supp. 265 (D. Mass. 1939). There plaintiff, author and owner of the copyrighted novel "Stella Dallas," charged the defendant with broadcasting skits and episodes in the life of Stella Dallas without plaintiff's consent, that such skits were mere improvisations, not consistent with the novel and of inferior artistic and commercial quality, and that in this way the defendant was misappropriating the plaintiff's rights to the title and character, Stella Dallas, so as to imperil further sale of the said novel or of any sequel and plaintiff's reputation as an author.

The Court denied the defendants' motion to dismiss the complaint. If it appears that in these broadcasts the defendant had appropriated without plaintiff's consent the plot and principal characters of the novel, as to injure the reputation of the work and the author and to deceive the public, relief may be afforded under the principles of unfair competition. The absence of competition between plaintiff and defendant was held not material, since it was the injury to the author and the fraud upon the public that constituted the real offense alleged.

It would seem that the defendant attempted to capitalize on the reputation of plaintiff's novel, but in a manner not punishable under the copyright law. Nevertheless, fairness to the plaintiff demands relief. The Court acts on the basis of its equitable powers.

## *Copyright*

Music is a vital factor in the business of radio entertainment and musical compositions are subject to the Copyright Law. Therefore, it is necessary for broadcasters to enter into some arrangement with the owners of copyrighted music in order to obtain the use of their compositions. The copyright owners have banded together to form the American Society of Composers, Authors and Publishers (ASCAP), the constituent elements of which are clearly indicated in the title.

ASCAP was organized in 1914, principally for the purpose of protecting the legal rights of its members in copyrighted musical compositions against infringement by unlawful public performance for profit. This purpose is accomplished by licensing the performing rights of musical compositions. The receipts, except for certain deductions, are divided among the members. The functioning of the Society is described in the following terms by Justice Black, dissenting in *Gibbs* v. *Buck*, 307 U. S. 66, 59 Sup. 725 (1939), discussed infra:

"This combination apparently includes practically all (probably 95%) American and foreign copyright owners controlling rendition of copyrighted music for profit in the United States. Not only does this combination fix prices through a self perpetuating board of twenty-four directors, but its power over the business of musical renditions is so great that it can refuse to sell rights to single compositions, and can, and does require purchasers to take at a monopolistically fixed annual fee, the entire repertory of all numbers controlled by the combination. And these fees are not the same for like purchasers even in the same locality. Evidence shows that competing radio stations in the same city, operating on the same power and serving the same audience, are charged widely variant fees for identical performance rights, not because of competition, but by the exercise of monopoly power. Since it appears that music is an essential part of public entertainment for profit, radio stations or other businesses arbitrarily compelled to pay discriminatory fees are faced with price fixing practices that could destroy them, because the Society has a monopoly of practically all, if not completely all available music."

To combat this concentration of control over copyrighted music, several states, Florida, Montana, Nebraska, North Dakota, Kansas, Tennessee and



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Washington, probably at the instigation of broadcasting companies, have recently enacted (bills are pending in other legislatures) so called "Anti-ASCAP" legislation. Three representative types are the Florida, Washington and Montana statutes, the first being prohibitory and the latter two regulatory.

The Florida statute makes it unlawful for the owners of copyrighted music to combine to fix license fees for the use of musical compositions for profit when the members of the combination constitute a substantial number of owners of musical copyrights. It declares the combination an unlawful monopoly, the price fixing in restraint of trade, and the collection of license fees and all contracts by the combination illegal.

The Washington statute makes it unlawful for two or more persons holding separate copyrighted works to pool their interests in order to fix prices, to collect fees or to issue blanket licenses for their commercial production. Joint undertakings for this purpose are permitted if the licenses are issued at rates assessed on a per piece system of usage. All combinations of owners of separate copyrighted musical works are required to file a complete list of their works once each year with the Secretary of State, together with detailed information.

The Montana statute provides as a condition of doing business within the State, that certain lists shall be filed (similar to list required in Washington), requires payment of two cents for every composition filed, and requires the licensing to be on the basis of a charge upon programs using the composition. Compliance with the statute is a requisite to the bringing of an action within the State.

These three statutes have already been attacked by ASCAP as invalid, inter alia, for violating the Copyright Act, the "due process" and "equal protection" clauses, for impairing the obligation of contract and for operating as an ex post facto law. No final adjudication on the merits however, has yet been made. Two test cases, which came before the Supreme Court of the United States, involved the Florida and Washington statutes and related to matters of jurisdiction and procedure. In *Buck* v. *Gibbs*, supra, the Supreme Court affirmed the decision of the three-judge Federal Court below, which had enjoined the enforcement of the statute, and held that the Federal Court had jurisdiction and that a motion to dismiss before answer was properly denied where the bill, supported by factual allegations, raised "grave doubts" of the constitutionality of the act in the mind of the lower court. Justice Black vigorously dissented, stating inter alia, that the State has power to prohibit monopolistic price fixing and that the complainants failed to sustain their burden of showing the jurisdictional facts.

In *Buck* v. *Gallagher*, 307 U. S. 95, 59 Sup. Ct. 740 (1939), the Supreme Court reversed the dismissal of the bill to enjoin the enforcement of the Washington statute, holding that the requisite jurisdictional amount was shown and that certain vital evidence had been improperly excluded. Both Supreme Court cases were remanded for further proceedings. The Montana statute, which was litigated in *Carl Fischer, Inc.* v. *Shannon*, 26 F. Supp. 727 (D. Mont. 1938), dismissed ASCAP's complaint for lack of jurisdiction in reliance upon *Buck* v. *Case*, 24 F. Supp. 541 (W. D. Wash. 1939), the lower court decision in *Buck* v. *Gallagher*, supra. Probably ASCAP will be afforded an opportunity to reopen this suit in view of the Supreme Court decisions.

In an opinion, unreported to date, a Federal District Court in 1937 temporarily enjoined the Nebraska statute (similar to Florida's) which made unlawful any monopolistic combination of copyright owners and penalized the operation of such organization. The Court held that the Act impaired the obligations of contracts and deprived the copyright owners of their property without due process of law. [see Von Brandenfels, Copyright in Its Relation



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to Radio Broadcasting, 18 Neb. Law Bulletin 109, 120 (1939)]. However, no final decision seems as yet to have been handed down.

This recital of legislation and litigation is incomplete at this stage. More states will probably enact such "Anti-ASCAP" legislation and the Supreme Court will eventually have to determine the merits. Meanwhile, in other jurisdictions, ASCAP continues its suits to discourage infringements and collect its tributes. *Famous Music Corp.* v. *Melz,* 28 F. Supp. 767 (W. D. La. 1939); *Buck* v. *Crescent Gardens Operating Co.,* 28 F. Supp. 576 (D. Mass. 1939). At the same time the radio broadcasting companies continue to consolidate themselves into an organization known as National Association of Broadcasters (NAB). In any event, a working agreement between broadcasters and ASCAP is necessary; its exact nature will largely depend on the outcome of the legal struggle now going on.

## *Patents*

Radio, talking pictures and the telephone may be considered analogous arts, in that they are all concerned with the reproduction of sound. Both scientific information and devices may be expected in some instances to be equally appropriate to them. For instance, a patented device as an amplifier may be useful for radio and sound pictures. Suppose that the patentee licenses A to manufacture and sell the device in the field of motion pictures and B only in the field of radio, and then contrary to the license, B manufactures the device for theatres and sells to C who has notice of the limitation of B's license. Is C guilty of infringement? Yes, according to *General Talking Pictures* v. *Western Electric,* 305 U. S. 675 59 Sup. Ct. 355 (1938). The Supreme Court of the United States announced that any use beyond the valid terms of a license was an infringement of the patent, and that the restrictive license was legal, since it embodied such a condition, the performance of which was reasonably within the reward, which the patentee was entitled to secure. As the device was made and sold outside the scope of the license, the effect was precisely the same as if no license whatever had been granted. Since the purchaser knew the facts it was in no better position than if it had manufactured the device itself without a license. It was liable because it used the invention without license to do so.

Justice Black in his dissent argued that the Court was departing from its traditional view, "that when an article described in a patent is sold and 'passes to the hands of a purchaser, it is no longer within the limits of the monopoly. It passes outside of it and is no longer under the protection of the Act of Congress' . . . The departure here permits the patentee—by virtue of his contract with the manufacturer—to restrict the uses to which this purchaser and owner may put the device."

The dissent believes that the scope of the patent monopoly is dangerously widened by permitting unlimited restriction upon the use of patented articles in the hands of purchasers and that, as such, the extension is against public policy. But denial of the validity of such restriction may lead to an increase in patentee's selling price to compensate for his possible loss because of a smaller market, or may result in non-distribution of the patented device to the general public. Neither alternative is beneficial.

Then again, suppose a device is used to obtain an alternating current for a telephone. Subsequently, X patents a device changing a direct into an alternating current for use in an automobile radio. X discards an unwanted part of the telephone device and makes his own device smaller. Can there be an infringement of patent? No, according to *Utah Radio Products Co.* v. *GMC,* 106 F. (2d) 5 (C.C.A. 2d, 1939). The Court stated that X's device for doing the same thing as the telephone device was in an analogous art, and that neither the omission of the unwanted part nor the reduction in size constituted inventive thought. The case ac-



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cords with well established principles in the law of patents.

## *Defamation*

Disagreement exists as to the nature of defamation by radio. Oregon and Washington statutes have defined it as libel, whereas California, Illinois and North Dakota have enacted legislation declaring it to be slander. A somewhat similar split is found in the decisions. However, New York calls an extemporaneous comment, slander, and reading from script, libel. Pennsylvania considers it a separate tort.

The significance of differentiating between libel and slander lies in the fact that the law limits recovery in the latter case to those damages which are actually proved, whereas for a libel the law presumes damage to the plaintiff although no proof of the damages suffered is offered.

This entire problem received comprehensive treatment in the recent Pennsylvania case of *Summit Hotel* v. *N.B.C.*, 8 A. (2d) 302 (Pa. 1939). The precise question involved, according to that Court, had never come before an Appellate Court in the United States or England, although foreshadowed in one or two decisions and articles. The issue posed was whether a radio broadcasting company, which leases its facilities, is liable for an impromptu defamatory statement, interjected "ad lib" into a radio broadcast by a person hired by the lessees, and not in the employ of the broadcasting company. The lower Court held that the defendants' liability was absolute and that it was immaterial that it had rented its facilities to another to publish and disseminate a non-defamatory program and that the defamatory interjection was spoken by the lessee's employee under circumstances which precluded anticipation or prevention by the broadcaster.

On appeal, however, the Supreme Court of Pennsylvania reversed the decision, rejecting the rule of absolute liability for radio defamation and applied a standard of due care.

The facts of the case are interesting. N.B.C. rented its facilities to J. Walter Thompson, a commercial advertising corporation, for the transmission of a series of sponsored radio programs over one of its networks, comprising 26 stations. The series was sponsored by Shell Eastern Petroleum Products. The principal performer was Al Jolson, a comedian. All of the participants, including the announcer, were employed by the advertising company. A script for each program was prepared in advance, submitted to the broadcaster, and followed exactly by the performers at rehearsals in the broadcasting studio where it was approved. The script for June 15, 1935, called for an interview by Jolson with the winner of an annual golf championship. In broadcasting from the defendants' studio in New York City, Jolson suddenly interpolated an extemporaneous remark. In response to the golf champion's statement that he secured his first job at the Summit Hotel, Uniontown, Pa., Jolson said, "That's a rotten hotel." The interjected remark was made without warning; it did not appear in the script, had not been made at rehearsals and defendant, N.B.C., did not know the words were to be used. Present in the studio were defendants' production director and the Thompson program director; neither had an opportunity to prevent the interjection.

In an action of defamation brought to recover damages for injury to the hotel's business, no substantial attempt was made to show special damages. The trial judge instructed the jury that the remarks were slanderous per se. The Upper Court assumed the remarks to be actionable per se, but noted that the defendant disputed it strenuously and "with much merit." The conclusion of the Supreme Court was that a "broadcasting company which leases its time and facilities to another, whose agents carried on the program, is not liable for an interjected defamatory remark where it appears that it exercised due care in the selection of the lessee, and having inspected and edited the script, had no reason to believe an extem-



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poraneous remark would be made" and could in no possible way have prevented the remark. But where the broadcasting station's employee or agent makes the defamatory remark, it is liable unless the remarks were privileged and there was no malice.

The Court, tracing the history of the doctrine of liability without fault in Pennsylvania, points out that it is restricted to redress for injuries to land, that it is not ordinarily applied to personal injuries and that it is a general exception to the modern rule that liability will not be predicated on innocent and diligent conduct. A close examination of Pennsylvania law will show that even in a suit against a publisher for defamatory remarks the rule is not one of absolute liability, as in some jurisdictions, but rather of a strict standard of care to ascertain the truth of published matter. And although this doctrine of absolute liability has been applied to radio broadcasting by analogy to the liability of newspapers in several cases in other jurisdictions, these cases are distinguishable on their facts and can be supported even under the Pennsylvania rule. Besides this analogy is inappropriate in view of the superior control in the hands of the newspaper publisher. The Court also rejects other analogies to telegraph and telephone, to dissemination by news vendors and booksellers, and to a loudspeaker device, as inherently weak.

It is dangerous, the Court states, to apply the fixed principles of the law of libel or slander to the tort of defamation by radio. The factors underlying the rule of liability for defamation are as follows: the extent and permanence of publication; the capacity for future, continuous harm; and the traditional belief in the veracity of the printed word. Newspaper defamations, according to the Court, possess possibilities for real harm far greater than radio defamations, as they constitute permanent, continuing records which, through circulation, are constantly republished. The radio word is quickly spoken and quickly forgotten. Because of differences in the power of the stations, it may receive widely varying circulation. It is true that radio is a powerful agency and does to an extent compete with the newspapers. However, these factors are not sufficient to impose upon radio broadcasting the same rule of liability and thereby extend the Pennsylvania law of libel. Radio defamation, though possessing many attributes of both libel and slander, differs from each and may be regarded as a distinct form of action.

Furthermore, several other considerations militate against the application of the rule of absolute liability to broadcasting,—namely, the imposition of an unreasonably heavy burden on industry; possible guilt of criminal libel, though innocent of wrong; strict governmental regulation of radio via licensing as contrasted with freedom of speech; the infrequency of radio defamation plus patent check by government regulation; and opening the door to frauds and perjuries as gross as can be practised in actions of slander.

The Supreme Court of Pennsylvania has thus indicated keen insight into this problem. It has not, in accordance with the progressive spirit of the times, restricted the pleader to a particular form of action—libel or slander,—but has recognized a new and distinct tort of defamation by radio. It has weighed numerous countervailing factors in refusing to adopt a mechanical classification of the tort. And it has established as a basis of recovery, the flexible standard of due care.

On the other hand, a tenable argument may be made in favor of the imposition of absolute liability on the basis of public policy. In the instant case the injury was inflicted during a purely commercial enterprise. The defendant, who was the active party, is in a better position to shift the loss than the plaintiff, the passive victim. These considerations were entirely overlooked. Yet the Court's attitude is not surprising in view of the general reluctance in Pennsylvania to apply any



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doctrine of absolute liability. This same attitude is expressed in an Iowa statute (Laws of 1937, C. 238) which specifically exempts from liability for any defamatory remark uttered as part of a radio broadcast, a broadcasting station, among others, if it "shall prove the exercise of due care to prevent publication or utterance of such statement in such broadcast."

In contrast with the elaborate analysis of radio defamation in the Summit Hotel case, the Massachusetts Court in *Lynch* v. *Lyons*, 20 N. E. (2d) 953 (Mass. 1939) did not discuss the question at all, but mechanically applied the pre-existing rules of defamation. In an action for slander, based on statements made in radio speeches during the course of a political campaign in which the plaintiff and defendant were candidates for the office of Mayor, it was alleged in the first count that the defendant stated that the plaintiff charged relief (ERA) workers 10c each for cashing their pay checks, imputing that plaintiff, a substantial business man, for his own financial gain, was depriving the indigent, employed by the ERA, of a portion of their weekly wage for the service of cashing their checks; and in the second count, that the defendant stated that the Court records contained an action by the *Commonwealth* v. *Lynch*, in which the present plaintiff was found guilty of a violation of the liquor laws involving the sale of liquor to a minor, the innuendo being that the plaintiff was convicted of the crime of sale of liquor to a minor. In fact, a copy of the record disclosed that the complaint against Lynch, the present plaintiff, was for failure to keep a liquor book and that he was found guilty and sentenced to pay a fine. The defendant was not permitted to show by other evidence that the sale of liquor to a minor was involved. On appeal from the denial of defendant's motion for a directed verdict on the first count and for exclusion of evidence, the upper Court reversed as to the former, and sustained as to the latter.

As to the first count, the Court stated that the acts charged to plaintiff were such as he had a legal right to do. The words and the innuendo did not impute the commission of a crime or dishonesty in office. The words were not actionable per se.

As to the second count, the Court said that the record had to speak for itself and could not be enlarged or explained by parole evidence. The words were actionable per se since they imputed the commission of a crime. Proof of justification by truth in slander or libel must be as broad as the charge against the plaintiff. It was not here.

The failure of the Massachusetts Court to consider the nature of radio defamation may perhaps be attributed to rigid adherence to the common law form of actions—complaint clearly specified slander. The decision on the first count might have been different as there was no allegation of special damages. The case as a whole, however, is easily reconcilable with *Summit Hotel* v. *N.B.C.* supra, since the instant suit is against the speakers, not the broadcaster; the analogous situation in the Summit Hotel case would have been a suit against the performer—Jolson.

In recent years, radio has become a popular forum for the dissemination and discussion of current events, even to the extent of competing with newspapers. Periodic news summaries are broadcast over all stations. It is, therefore, natural to find reports of legislative, judicial or other public proceedings broadcasted. The question may therefore arise as to whether the common law privilege of a fair report of such proceedings, which has been embodied in several American and English statutes, applies to a radio broadcast thereof. In New York, the legislature passed a statute in 1939 (Laws 1939 c. 415, C.P.A. 337-A) protecting "a reporter, announcer, commentator, speaker, editor, broadcaster or proprietor of a radio broadcasting station facility or system" from any civil or criminal action for publication by radio broadcasting apparatus of a fair and true report (oral or written) of any



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judicial, legislative or other public or official proceedings or for any title or headnote to such a report which is a fair and true title or headnote thereto. An almost identical New York statute, protecting reporters, editors, publishers or proprietors of newspapers, has been on the books since 1930 (Laws 1930, c. 619, C.P.A. §337). Although no cases have as yet come up, it is safe to predict that, even in the absence of such protective legislation in other states, the same result would be reached under the common law.

## II. *Procedural Aspect*

### *Federal Communication Commission*

Pursuant to the interstate commerce clause of the federal Constitution, Congress has legislated over the field of radio communication. States cannot validly prescribe regulations covering interstate radio broadcasting. Regulations of this nature would be unconstitutional, and administrative activities thereunder enjoinable. Therefore, where the New Jersey Board of Public Utility directed a radio station, admittedly engaged in interstate commerce, to apply for a certificate of public convenience and necessity, pursuant to the New Jersey Radio Broadcasting Act, the federal District Court correctly issued a permanent injunction against the Board and declared the New Jersey Act unconstitutional in its interstate operation, refusing to decide its unconstitutionality as to its intrastate operation. *N.B.C.* v. *Board Public Utility Commissioners*, 25 F. Supp. 761 (D. N. J. 1939). It would seem that where intrastate stations, operating pursuant to state supervision, but lacking federal license, substantially interfered with the federally licensed interstate stations, even such state regulation could be enjoined. The legitimate scope of state control probably covers only intrastate stations unable to interfere with the federally licensed ones.

In the exercise of its power, Congress created the Federal Communications Commission. This agency determines the granting of licenses in accordance with the "public interest, convenience or necessity." This criterion does not announce a standard so indefinite as to confer unlimited power. The yardstick for measuring the "public interest, convenience or necessity," as established by the Commission, includes, among other things, — a showing of citizenship, a need of services at the place, the ability of community to support the station and to furnish talent, the ability of the applicant to finance the construction and operation of the station, absence of objectionable interference with some other operating station, and conformity of the equipment with the rules of the Commission.

The Commission also decides on the renewal of licenses, "governed and limited by the same considerations and practice which affect the granting of original applications," namely, in the "public interest, convenience or necessity." However, Section 308 of the Act (47 U.S.C.A. §308 (Supp. 1938) provides that applications for renewals shall set forth such facts as prescribed by the Commission, as to citizenship, character, financial qualification, etc. And Section 312 (a) (47 U.S.C.A. §312 (a) (Supp. 1938) provides for revocation, inter alia, for violation of the Act or of authorized rules of the Commission. These two sections, according to the Court in *Greater Kampeska Radio Corp.* v. *F. C. C.* (App. D. C. 1939) (not yet reported), suggest the nature of the considerations Congress intended to be weighed and practices it intended to be followed, in determining whether applications for renewal should be granted. Therefore, in considering an application for renewal, the past conduct of the applicant is an important consideration. The applicant's violations of the Act and the Commission's rules justify a denial of a renewal. Previous behavior indicates the char-



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acter and fitness of the licensee, and his qualifications to operate the station. Former renewals do not bar consideration of applicant's past record. The consideration of the need for service, efficiency of equipment and suitability of site must be weighed by the Commission along with those of the willingness and ability of the licensees to comply with the law and the rules of the Commission, as indicated in *Greater Kampeska Radio Corp.* v. *F.C.C.*, supra.

Scientific advances in the field of radio equipment may compel the Commission to change certain of its technical requirements. For instance, the development of the directive antenna, which concentrates the station's signal in the areas desired to be served and limits the signal in other areas as not to cause interference with other stations, formed the basis of the Commission's departure from its usual allocation practice by reducing the distance between two stations of the same frequency, from 640 miles to 545. This explanation for the lack of electrical interference, despite reduced mileage separation, was accepted by the Court in *Woodmen of the World Life Ins. Soc.* v. *F.C.C.*, 105 F. (2d) 75 (App. D.C. 1939). The implication of this invention may be widespread; it may increase the number of stations physically possible; thereby lead to the granting of more licenses; thus sharpen competition for advertisers and talent; decrease income of existing licensees; etc. The discovery of other new devices may also lead to a similar chain of events. Such interrelated, fluctuating factors affect the Commission's decision in the granting or denial or renewal of licenses.

## *The "Due Process" Requirement*

The history of procedural due process is associated with civil and criminal procedure at common law. It is in this connection that its content has been spelled out. Certain requisites drawn therefrom are equally applicable to the field of administrative procedure.

It has been usually maintained that neither Court nor administrative agency may consider evidentiary matter not received in evidence. The absence of such a requirement would leave a party without an opportunity to disprove or offset matters which are being weighed by the tribunal, but of which he has not been informed. This would certainly be unjust to the party and would seem to violate the "due process" clause of the federal constitution. This element of due process was recognized in *Sanders Bros. Radio Station* v. *F.C.C.*, 106 F. (2d) 321 (App. D.C. 1939), where the appellant alleged on information and belief that the Commission considered certain reports, not offered in evidence and not available to parties, in arriving at its decision. The Court forcefully proclaimed: "Even the necessity of administrative efficiency cannot excuse the use of star chamber proceedings to deprive a citizen of a fair hearing. Consequently, if the Commission based its decision upon matter not introduced in evidence at the hearing, as was done in *United States* v. *Abilene & Southern R. Co.* 265 U. S. 274, 288, 44 Sup. Ct. 565, (1924), the order would have been void, because such matter cannot be considered as evidence when it is not introduced as such, a finding without evidence is beyond the power of the Commission, and an order or decision unsupported by evidence is void."

However, the Court found that the assertion of improper action was entirely unsupported by the record and was contradicted by the Commission's positive denial in its reply, and decided that under the circumstances, the presumption of regularity of official conduct controlled.

This view reflects the ordinary judicial attitude toward administrative procedure in erecting the same safeguards that govern the Court's conduct of trials.

It has also been frequently stated, though not without contradiction, that due process requires an opportunity for oral or written argument. It might very well induce the tribunal to make



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one finding, when without such argument, it may have made a contrary finding. The right of argument (oral or written), as held in the well known decision of *Morgan* v. *U. S.*, 298 U. S. 468, 56 Sup. Ct. 906 (1936), is an indispensable step to a fair hearing. The failure to afford an opportunity to present oral argument was urged as a basis for invalidating an order of the Commission in *Tri-State Broadcasting Co.* v. *F.C.C.* (App. D.C. 1939) (not yet reported). Replying to this claim, the Court recognized the right of argument and pointed out that both the Communications Act and the Commission's rule pursuant thereto, provides for oral argument before the Commission in all cases heard by an examiner "on request of either party." However, an examination of the Act clearly shows that oral argument is not required to validate an order otherwise properly made. The clear words of the statute, the Court states, indicate the need of a request for oral argument. At no time did the appellant make such request. It failed to give the administrative body an opportunity to grant oral argument and cannot be heard to complain thereby for the first time in Court.

It seems that the appellant was sleeping on his rights. Oral argument, under the language of the statute, does not follow as a matter of course in all cases; its desirability in a particular instance is left to the parties. The Commission may, therefore, save a great deal of valuable time by not scheduling oral arguments unless requested. The denial of such a request, moreover, would primarily violate the statute, so that the Commission would be acting beyond its delegated authority. This action would raise no constitutional question since the statutory procedure conforms with the requirements of due process.

Findings of facts have also been deemed a requisite of due process of law. The function of such findings is lucidly described by the Court of Appeals in a footnote in *Sanders Bros. Radio Station* v. *F.C.C.*, 106 F. (2d) 321, 325 (App. D. C. 1939) in the following terms: ". . . the rule requiring courts and Commission to make basic findings of fact is designed to insure the decision of cases according to the evidence and the law rather than arbitrarily and in derogation of the facts and issues involved; and to apprise the parties and reviewing Court of the bases and validity of the decision thus rendered. In the absence of findings of basic facts the reviewing Court cannot determine whether the tribunal acted in accordance with the evidence presented. The requirement, therefore, is more than a mere technicality being a safeguard of the interests of all concerned."

The Court in the Sanders Bros. case, inter alia, correctly upheld appellant's contention that the Commission's decision could not be supported in view of the absence of a finding on one of the issues involved. The Commission argued that, since appellant, although given opportunity to do so, failed to furnish evidence to establish the issue, it was therefore not required to make a finding thereon. The Court, however, maintained that as the issue was clearly presented, the Commission was bound to decide it one way or the other, and to make appropriate findings of fact in support of its decision. Absence of findings, whatever the reason therefor, cannot take the place of adequate findings, and the Commission's decision cannot stand unless supported by such findings. Moreover, it is not the function of the Court to review the evidence to make findings or to justify their omission. It will not infer a proper finding on the issue from other related findings, as suggested by the Commission. Nor is it sufficient that there is much in the record or in the bill on appeal relating to the issue. The Commission must prepare the findings of fact on which its decision may be rested, otherwise the administrative process has not been completed and there is no proper basis for judicial review. Therefore, the Commission's decision is arbitrary and capricious and must be set aside.



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The Court is not unduly harsh, for the requirement is well established and well known to the Commission. It does not impose an excessive burden nor unnecessarily hamper its action; and it is desirable because it clarifies the question and simplifies review. In fact, as the Communications Act requires such findings, the Commission's omission contravenes the statute.

The findings of facts must be stated in clear, unambiguous language. They must not leave room for differing interpretations, else they are uninformative and do not adequately serve their function. However, the Court may overlook one ambiguous finding where there are clear and unequivocal statements in other findings which form a sufficient basis for the Commission's determination, as was done in *Yankee Network* v. *F.C.C.* (App. D.C. 1939) (unreported to date). Judicial leniency in such a case is commendable as it can in no way adversely affect the rights of the parties, saves time and money for all, and eliminates unnecessary delay, before the Commission's order becomes final. The Court's reprimand for ambiguity should be sufficient to prevent future recurrence.

Once the necessary findings have been made and then set out in unambiguous terms, they become final for purposes of judicial review, if based upon substantial evidence. In the exact language of the Act: -"findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious." (47 U.S. C.A. §402 (c) (Supp. 1938). The crux of the problem lies in the meaning of the terms "substantial evidence." Their signification has been determined by reference to the opinion of the Supreme Court in *N.L.R.B.* v. *Columbia Enameling & Stamping Co.*, 306 U.S. 292, 59 Sup. Ct. 501 (1939), which declared substantial evidence to be "more than a scintilla and must do more than create a suspicion of the existence of the fact to be established. It means such relevant evidence as a reasonable mind might accept as adequate to support a conclusion [*Consolidated Edison Co.* v. *N.L.R.B.* 305 U.S. 197, 59 Sup. Ct. 206 (1939) ] and it must be enough to justify, if the trial were by a jury, a refusal to direct a verdict when the conclusion sought to be drawn from it is one of fact for the jury." So said the Court of Appeals in *Courier Post Publ.* v. *F.C.C.*, 104 F. (2d) 213 (App. D.C. 1939) in reversing the Commission's order as based on a finding, not supported by substantial evidence and so arbitrary and capricious. Furthermore, it is not determinative that the evidence is susceptible of other conclusions than those drawn from it by the Commission, nor material that the Court might have arrived at other conclusions. *Yankee Network* v. *F.C.C.*, supra. The Court is concerned with the weight of the evidence. It will not substitute its judgment for that of the Commission. See *Evangelical Lutheran Synd* v. *F.C.C.*, 105 F. (2d) 793 (App. D.C. 1939).

The standard for determining "substantial evidence," above described, tends to assimilate the Commission to the position of the jury as the trier of facts. This may have been the congressional intention in view of its use of language having a well settled meaning at common law. Moreover, the same definition has been adopted by the Courts in interpreting an identical or similar provision in the Federal Trade Commission Act and in the National Labor Relations Act, respectively. In any event, the Court should avoid surrounding such an expert body as the Commission with rules imposed upon jury action because of its inexpertness.

## *Rule of Priority*

The main question of appeal in *Colonial Broadcasters* v. *F.C.C.*, 105 F. (2d) 781 (App. D. C. 1939) was whether the Commission acted unlawfully in failing to consider and decide appellant's application contemporaneously and on a comparative basis with an application which had been filed and set for hearing prior to the filing of



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appellant's application. The Commission's action was upheld. The Court referred the Commission's Rule 106-4 (now 12-21) which provides as follows:—

"In fixing dates for hearings the Commission will, so far as practicable, endeavor to fix the same date for hearings on all related matters which involve the same applicant, or arise out of the same complaint or cause; and for hearings on all applications which by reason of the privileges, terms or conditions requested present conflicting claims of the same nature, *excepting, however, applications filed after any such application has been designated for hearing.*" (Italics supplied.)

According to the Court, this rule merely means that "where two applications are filed for the same facilities and neither has been set for hearing, the applications will be consolidated and heard together; but where, by reason of previous filing, one of the applications has been designated for hearing, the applications will be heard in turn and not necessarily on a comparative basis." This rule seems logical, reasonable and fair, as well as to promote orderly procedure. It is not inconsistent to adhere to the rule and yet permit a later applicant to intervene in the proceedings to show proper cause, if he can, why the application should not be granted. The statutory requirement of granting a license only in the public interest does not necessitate overlooking the fact of priority, leaving the field open to all newcomers and weighing all their respective merits, before the actual grant. To put the prior applicant in hodge-podge with the later applicants whose records are not made at the time his application is heard would encourage "strike" applications and would replace a fixed and easily applied standard by one of unlimited individual discretion, which should be avoided. That an advantage of positions may occasionally be conferred on persons acting promptly and with prevision does not militate against its validity. The Court maintained that there was no abuse of discretion by the Commission.

The Commission rule on priorities is obviously one for the sake of administrative convenience. It also prevents excessive delay in accumulating too many applications, before considering their merits. The public interest is not sacrificed, since there must always be an affirmative showing, to the satisfaction of the Commission, of the usual considerations for the grant of a license.

The problem of priorities was also raised, but in a different manner, in two other cases: *Pottsville Broadcasting Co.* v. *F.C.C.*, 105 F. (2d) 36 (App. D.C. 1939) (mandamus action) and *McNinch* v. *Hectmeyer*, 105 F. (2d) 41 (App. D. C. 1939) (suit to enjoin). The issue posed in both was whether, when the Court reverses a decision of the Commission and remands the case for further proceedings, the Commission is required to reconsider the same record in the light of the Court's opinion, or may reopen the case and hear it on an entirely new and different record. And incidental to the latter alternative the priority of the applicant was to be disregarded, as the Commission intended to hear and consider the prior and subsequent applications on a "comparative basis." In both cases, the Court directed reconsideration by the Commission on the record originally considered, stating that the Commission may not disregard the priority of the applicant and consider its application on a comparative basis with subsequent applications on records made after the Commission original decision.

The reasoning of the Court in the Pottsville case was as follows:—the Act empowers the Court to determine appeals on the record, to affirm or reverse the decision of the Commission, and in the event of reversal, to remand the case to the Commission to carry out the Court's judgment, which shall be final, subject, however, to review on certiorari to the Supreme Court [47 U.S.C.A. §402 (e) (Supp.



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1938) ]. As far as practicable the Court's order on appeal from the Commission ought to have the same effect and be governed by the same rules as apply in appeals from a lower federal Court to an appellate federal Court in an equity proceeding.

The rule, briefly stated, is.—"when a case has been decided on appeal and remanded to the trial Court, the latter has no authority, without leave of the appellate court, to grant a new trial, a rehearing, or a review, or to permit new defenses on the merits to be introduced by amendment of the answer." Of course, the Commission may upon a showing of newly discovered evidence or upon a showing of supervening facts which go to the very right of the applicant to have a license, to remake the record in those respects without the necessity of a bill of review or other like technical methods of bringing into the record new and previously undiscovered facts, but there should be some control of the exercise of this right and control is of necessity lodged in the Court.

Furthermore, the Court points out, the petitioner ought not now be put in any worse position than it occupied at the original hearing and therefore should not now be put in hodge-podge with later applicants whose records were not made at the time of the previous hearing, thus destroying his priority under Rule 106.4 (now 12.21).

*McNinch* v. *Heitmeyer,* supra, accepted the rule announced in the Pottsville case. The only substantial difference (apart from the different procedures followed) is that in the Heitmeyer case, the Commission, instead of passing on all of the issues set down for hearing before the examiner, denied the application on the single ground of applicant's lack of financial qualification and made no findings as to the other matters in issue, as was done in the Pottsville case. This difference was not considered material, though it does indicate that the administrative process is nearer completion in the Pottsville case.

Thus the Court, by analogy to the judicial hierarchy, relegates the Commission to the position of a lower tribunal and at the same time arrogates to itself the discretion of reopening a record. It rejects absolute administrative authority to determine the rights of applicants for permits without regard to previous findings or decisions made by it or by the Court which, in fact, was the real bone of contention. The criterion of public interest, convenience or necessity, in accordance with which the Commission is required to act, does not, as the Court maintains, set up such an indefinite standard as to confer unlimited power. The rule of priority, established by the Commission for the sake of administrative convenience, has been turned into a limitation upon the Commission's action, thereby freezing administrative procedure into a pattern—the very evil sought to be avoided by use of administrative bodies. In fact, the language of the rule may well permit the construction that its application is for the convenience of the Commission and therefore discretionary. Again, if the rule of priority is considered, mandatory, thus precluding a consideration of later claims on a comparative basis, it would seem to contravene the public interest, convenience or necessity. On the other hand, the denial of the priority would be unfair to prior applicants and would cause excessive delay because of the new matters to be presented.

## *Exclusive Appellate Jurisdiction*

The Radio Act of 1927 authorized an election to appeal either to the Court of Appeals for the District of Columbia or to the appropriate District Court. The language of the Act of 1934 is materially different. In the latter Act, Congress has made the Court of Appeals for the District of Columbia the sole appellate body (with right to petition for certiorari to the Supreme Court) whereby the action of the Commission can be tested. The question then arises



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whether any other method for attacking the Commission's actions is available. Does a suit to enjoin, which contests the propriety of the Commission's action, violate the statutory provision, designating the appellate body? Is the appellate procedure such a plain, speedy, adequate remedy at law as to ground a denial of the equitable remedy? At what point in the administrative process can such attack be made, if at all? These issues were presented in *Black River Valley Broadcasts* v. *McNinch,* 101 F. (2d) 235 (App. D.C. 1939). The facts are as follows: The Commission, after hearings on certain applications, denied W's and granted plaintiff's. Thereupon, plaintiff, pursuant to a construction permit, began to erect its antenna, expending a considerable sum. Within the statutory period, W petitioned for a rehearing of its application and also that of the plaintiff. Plaintiff filed an opposition to this petition. Thereafter, the Commission granted W's petition, ordering a hearing de novo. And upon the Commission's denial of plaintiff's request for a reconsideration of its order granting the petition for rehearing, plaintiff filed a bill in equity for a decree declaring that its construction permit was a valid authorization and enjoining the Commission from conducting the rehearing. The Commission answered, alleging, inter alia, the absence of a final decision by the Commission on the plaintiff's application, the presence of a plain, speedy remedy at law by appeal under the statute, and lack of irreparable harm. The district court dismissed the bill and the Court of Appeals affirmed, stating that the bill does not set up a cause of action recognizable in equity.

As the exclusive remedy provided by the statute to test the Commission's action is vested in the Court of Appeals, it follows, according to the Court of Appeals, that other courts do not grant equitable relief in such cases. Furthermore, this statutory provision for appeal, made the exclusive remedy for an aggrieved party before the Commission, is a recognition and adoption by Congress of the well known rule that injunctive relief can not be granted where the complaining party has a plain, adequate and complete remedy at law. The establishing of the administrative tribunal together with the exclusive remedy of appeal from decisions of that tribunal to the Court, provides a plain, adequate and complete remedy. And no one is entitled to judicial relief for a supposed or threatened injury until the prescribed administrative remedy has been exhausted. Here, the plaintiff seeks to invoke injunctive relief at a point in the administrative proceedings where the rights of none of the parties have been finally determined by the Commission. Lastly, as there was no final grant of a permit or a license to the plaintiff, it went forward with the project of construction at its own risk.

The Court properly refused to allow a blockade of the duties of the agency, requiring complete exhaustion of the administrative process before the invoking of judicial remedies. Its underlying philosophy accords with the recent declaration of the Supreme Court in *Meyers* v. *Bethlehem Shipbuilding Corp.,* 303 U.S. 41, 58 Sup. Ct. 459 (1939), holding that all administrative remedies must be exhausted before judicial relief can be invoked. This view suggests that the Courts have created a self-imposed limitation in their review of administrative agencies.

The Court recognized the adoption of the old equitable rule of an adequate legal remedy in both the Judicial Code and the appellate provision of the Communications Act. For this same reason, an injunction was denied in *McNinch* v. *Heitmeyer,* supra. The Court pointed out that the legal remedy of mandamus or appeal after completion of the administrative process was available. In both the Black River and Heitmeyer cases, the Court practically assumes from the existence of the legal remedies, their completeness, plainness and adequacy, and does not trouble to explain how the available remedy



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meets the test applied. Even at common law, the application of this test caused much difficulty.

## *Appealable Interest*

The question of who has an appealable interest has proved both perplexing and highly controversial. It can better be understood after an examination of the statutory provision for appeal, which states: "An appeal may be taken to the United States Court of Appeals for the District of Columbia in any of the following cases: (1) By any applicant for a construction permit for a radio station, or for a radio station license or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused. (2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application. (3) By any radio operator whose license has been suspended." 47 U.S.C.A. §402 (b) 1, 2, 3 (Supp. 1938).

Subdivision (1) and (3) are plain on their face. The major dispute rages around the meaning of the catch-all subdivision (2). Some of the questions raised are:—Who is an "aggrieved" person? What is the scope of "interests adversely affected"? Does it mean anyone who might suffer as a result of the Commission's action because, for instance, he might generally dislike all broadcasting? Does it include one adversely economically affected as newspapers, magazines, other advertising media, etc.? Is one aggrieved because of the mere possibility of electrical interference? The language of the statute is literally broad enough to cover all the situations suggested, but obviously it was not the Congressional intention to produce such absurd results.

The content of "appealable interest" is being spelled out via litigation. Several recent cases have turned on whether the creation of "unfair," "destructive," and "ruinous" competition grounds an appeal under Section 402 (b) (2). A final determination of this question has been made in the affirmative. The first case so to hold was *Sanders Bros. Radio Station* v. *F.C.C.*, supra. In that case, the F.C.C. granted an application of X to construct a new radio broadcasting station at Dubuque, Iowa. At the same time, it granted an application of Sanders Bros. to move its station to Dubuque from across the river. Sanders Bros. petitioned for a rehearing of the decision granting X's application; its petition was denied, and this appeal was taken. On appeal, Sanders Bros. raised the question of economic injury, maintaining that there was not sufficient economic support for two stations, that the decrease in revenue would lead to impairment of service, and that greater losses than heretofore suffered by appellant would result.

The Court of Appeals held that an economic injury to an existing station through the establishment of an additional station furnishes proper grounds of contest on appeal. It added that "where the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied, unless there are overweening reasons of a public nature for granting it" and "it is obviously a stronger case where neither licensee will be financially able to render adequate service," this being the clear intent of §402 (b) (2).

The second case was *Yankee Network* v. *F.C.C.*, supra. A applied to the F.C.C. for permission to increase its power. B, another station in the same community, intervened, claiming that the change would cause such decrease in revenue as to impair its service. The Commission found that such results would not follow, and granted A's application. Thereupon, B appealed. The Commission challenged B's standing to protest. The Court dismissed the appeal on the facts and strongly reaffirmed the position taken in the Sanders Bros. case, that destructive competition constitutes a sufficient basis of appeal.



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In the course of its opinion, the Court explicitly rejected the Commission's contention that the appellant had to show injury to a legal right (existing apart from statute) and that there was no legal right to be free from competition. The Court pointed out that Congress had the power to provide safeguards against destructive economic injury to existing licensees and did so. While it is true that Congress intended to preserve competition in broadcasting as indicated in the statute, it does not follow therefrom that Congress intended the Commission to grant or deny an application in any case other than in the interest of the public. The test is not whether there is a monopoly, on the one hand or an overabundance of competition on the other, but whether the grant or denial of the application will best serve the interest of the public. The rapidly increasing number of stations and the resulting competition for advertising and program talent have dangerous possibilities. If destructive competition is permitted to develop, then the more effective use of radio in the "public interest" cannot be achieved.

Again, in *Tri-State Broadcasting Co. Inc.* v. *F.C.C.,* (App. D.C. 1939) (not yet reported), the Commission challenged the right of an existing licensee to appeal from its grant of a licensee to a newcomer on the basis of economic injury, as it was merely damnum absque injuria, even if suffered. The Court cited the Sanders Bros. and Yankee Network cases as adverse to the Commission's contention, but dismissed the appeal on the facts. The granting of the license would not, according to the Court, result in such a reduction in income as to require deterioration of appellant's service to the public nor create and foster "unfair, destructive and ruinous competition" as to bring appellant within the limits of §402 (b) (2). The mere showing that the income of an existing station might be reduced if another station entered its field was not considered sufficient.

The criterion of economic injury is designed to prevent the impairment of the financial ability required of a licensee and protect his revenue so as to permit him to render adequate service. It is admittedly undesirable to allow competition of such nature as will drive existing licensees out of business, especially in view of the considerable investment in equipment. However, a mere decrease in income resulting from additional competition does not afford a basis of appeal. It would seem that as the number of stations increases, the total revenue remaining approximately the same, there is greater probability that each new grant of a license will cause ruinous competition. In short, the industry can support only a limited number of stations which can properly serve the public interest. The test provides a guide to the Commission which must examine the basic economic facts in each situation.

A second criterion of grievance, namely, the creation of objectionable interference has been posited in two recent cases of *Ward* v. *F.C.C.,* supra, and *Woodmen of the World Life Ins. Soc.* v. *F.C.C.,* 105 F. (2d) 175 (App. D.C. 1939). In the former, a companion case to the *Yankee Network, Inc.* v. *F.C.C.,* the appellant, licensed on a kilocycle frequency of 1470, intervened in the hearing of X's application for a license to operate its station on the same frequency, and appealed from the Commission's decision granting X's application. During this time, the appellant had on file with the Commission, its own application for an increase in power and a construction permit, which application had not yet been acted on.

The Court stated that the same considerations upon which an injury to economic interests might be sufficient to bring licensee within the terms of §402 (b) (2) as an aggrieved person, were equally applicable in the case of objectionable electrical interference. And the pendency of appellant's own application for an increase in power and a construction permit, did not operate to cut of any right which might exist in his favor under §402 (b) (2), under which he asserted his rights to



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appeal. Furthermore, according to the Court, if the Commission's prior consideration of a previously filed and copending application where request had been made for a joint hearing, had "seriously" prejudiced an applicant, in such a case the later applicant would have an appealable interest as a person aggrieved. But there was no request for a joint hearing in this case.

Similarly, it was announced in the Woodmen case, supra, that objectionable interference to one licensee, resulting from the granting of an increase in power to another licensee grounded an appeal by the former as an aggrieved person. Here too the appeal was dismissed since the finding of no objectionable interference was supported by substantial evidence and hence not arbitrary.

The test of electrical interference is a clear recognition of the operation of natural phenomena. The quantity of such interference would seem to be measurable by experts, but its permissible extent is a question of fact and policy to be determined by the Commission in accordance with the public interest.

Electrical interference, as a purely scientific problem, may be reduced by the use of devices as directive antennae. Consequently, additional stations may become physically possible. As more are licensed, their cumulative interference, as well as the concomitant growth of competition, will provide their own check against an excessive increase in the number of stations.

## *Conclusion*

Statutory and administrative compliance with the essentials of due process in respect to non-reliance on confidential reports, oral or written argument, and findings of fact has virtually eliminated the bases of constitutional attack upon the functioning of the Federal Communications Commission. The narrower question of conformance to the legislative formula has been raised and administrative deviations rectified. However, "so long as the Commission complies with the mandate of the statute, it has and should have, wide discretion in determining questions of both public policy and of procedural policy, and in making and applying appropriate rules therefor. It is not the function of this Court [that is, Court of Appeals for the District of Columbia] to direct the Commission as to the routine of its administrative procedure so long as it conforms to the law." Therefore, it is the duty of the Court not to convert discretionary rules of procedure, established merely for the sake of administrative convenience into mandatory requirements strictly to be followed by the Commission in every case. Nor should the existence of a so-called analogous practice at common law, prove necessarily determinative, unless it indisputably accords with the Congressional intention and will not unduly constrict the action of the Commission. Nor should there be a religious application of the doctrine of stare decisis to decisions of the Commission, in view of the flexible standard of "public interest" to guide it and the fluctuating factors to be weighed.

It is, of course, highly desirable that the Commission be permitted to complete the administrative process without interference and interruption by auxiliary or collateral suits, to enjoin, begun by complaining parties. Thus, harassing suits, which may tie up administrative action and cause the loss of time and money, will be discouraged. The controversial subject of the nature of an "appealable interest" has been considered by the Court and two criteria, designed ultimately to protect the public interest, have been established, namely, destructive competition and objectionable interference.

Radio created problems in trademarks, unfair competition, copyright, patents and defamation. A necessary adjustment in the law has been and is being made through the process of litigation and legislation. Old principles have been applied to novel situations and new doctrines have been expounded when considered necessary.

Radio is finding its place both in science and in the law.



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**PECK, HERBERT M.**
500 North Broadway
Oklahoma City, Okla.

**PERRY, DAVID R.**
Altoona Trust Bldg.
Altoona, Pa.

**PEYCKE, TRACY J.**
Telephone Bldg.
Omaha, Nebr.

**PLOCK, RICHARD H.**
Burlington, Iowa

**PORTER, GEORGE B.**
F.C.C.
Washington, D. C.

**PORTER, PAUL A.**
Earle Bldg.
Washington, D. C.

**PORTER, WILLIAM A.**
Investment Bldg.
Washington, D. C.

**POWELL, GARLAND W.**
Radio Station WRUF
Gainesville, Fla.

**PRATT, ELMER W.**
Normandy Bldg.
Washington, D. C.

**PRICE, T. BROOKE**
195 Broadway
New York, N. Y.

**PRIME, E. GARDNER**
Normandy Bldg.
Washington, D. C.

**PROFFITT, JAMES L.**
1210 Massachusetts Ave.
Washington, D. C.

**PRYOR, J. C.**
Union Station
Burlington, Iowa

**QUIGLEY, FRANK**
195 Broadway
New York, N. Y.

**RAINEY, GARNET**
650 S. Grand Ave.
Los Angeles, Calif.

**RANDALL, C. P.**
Telephone Bldg.
Omaha, Nebr.

**RAY, JOHN H.**
195 Broadway
New York, N. Y.

**REAM, JOSEPH H.**
485 Madison Ave.
New York, N. Y.

**ROBERSON, FRANK**
Munsey Bldg.
Washington, D. C.

**ROBERTS, GLENN D.**
Madison, Wisc.

**ROBINSON, C. RAY**
Bank of America Bldg.
Merced, Calif.

**ROLLO, REED T.**
National Press Bldg.
Washington, D. C.

**RONON, GERALD**
Packard Bldg.
Philadelphia, Pa.

**ROSENTHAL, ISADOR S.**
50 Court St.
Brooklyn, N. Y.

**ROSENZWEIG, MANHEIM**
2 Columbus Circle
New York, N. Y.

**RUSSELL, CHARLES T.**
140 West St.
New York, N. Y.

**RUSSELL, PERCY H., JR.**
National Press Bldg.
Washington, D. C.

**RYAN, WILLIAM**
122 W. Washington Ave.
Madison, Wisc.

**SAMMOND, FREDERIC**
Wisc. Nat'l Bank Bldg.
Milwaukee, Wisc.

**SCHARFELD, ARTHUR W.**
National Press Bldg.
Washington, D. C.

**SCHROEDER, ARTHUR H.**
National Press Bldg.
Washington, D. C.

**SCOTT, FRANK D.**
Munsey Bldg.
Washington, D. C.

**SEEMAN, BERNARD J.**
1st Nat'l Bk. Bldg.
Denver, Colo.

**SEGAL, PAUL M.**
Woodward Bldg.
Washington, D. C.

**SENNEFF, JOHN A., JR.**
Mason City, Iowa

**SHEA, GEORGE F.**
Tower Bldg.
Washington, D. C.

**SHERLEY, SWAGAR**
American Security Bldg.
Washington, D. C.

**SMITH, MISS ELIZABETH C.**
F.C.C.
Washington, D. C.

**SMITH, GEORGE S.**
Woodward Bldg.
Washington, D. C.

**SMITH, KARL A.**
Colorado Bldg.
Washington, D. C.

**SMITH, MILTON**
931 14th St.
Denver, Colo.

**SMITH, WM. MONTGOMERY**
Shoreham Bldg.
Washington, D. C.

**SMITH, WILLIAM P.**
Metropolitan Bank Bldg.
Washington, D. C.

**SOCOLOW, A. WALTER**
608 Fifth Ave.
New York, N. Y.

**SOULE, O. P.**
Walker Bank Building
Salt Lake City, Utah

**SOVIK, LAURENCE, ESQ.**
University Building
Syracuse, N. Y.

**SPEARMAN, PAUL D. P.**
Munsey Bldg.
Washington, D. C.

**SPRAGUE, E. STUART**
117 Liberty St.
New York, N. Y.

**ST. CLAIR, ORLA**
311 California St.
San Francisco, Calif.

**STEPHENS, HUBERT D.**
Munsey Bldg.
Washington, D. C.

**STEVENS, RICHARD K.**
Packard Building
Philadelphia, Pa.

**STOLLENWERCK, FRANK**
National Press Bldg.
Washington, D. C.

**SULLIVAN, FRANCIS C.**
Alworth Building
Duluth, Minn.

**SUTTON, GEORGE O.**
National Press Bldg.
Washington, D. C.

**SWEZEY, ROBERT D.**
30 Rockefeller Plaza
New York, N. Y.

**SYKES, JUDGE EUGENE O.**
Munsey Bldg.
Washington, D. C.

**TEMIN, HENRY**
1420 Walnut St.
Philadelphia, Pa.

**TUCKER, JOHN H.**
Commercial Building
Shreveport, La.

**TUMULTY, JOSEPH P., JR.**
1317 F St., N. W.
Washington, D. C.

**TYLER, VARRO E.**
109 South Ninth St.
Nebraska City, Nebr.

**VAN ALLEN, JOHN W.**
Liberty Bank Bldg.
Buffalo, N. Y.

**VAN DEN BERG, GEORGE**
Evans Bldg.
Washington, D. C.

**VAN ORSDEL, RALPH**
725 13th St., N. W.
Washington, D. C.

**WADDELL, JAMES E.**
Bowen Bldg.
Washington, D. C.

**WALKER, HENRY B.**
Evansville, Ind.

**WALKER, RALPH L.**
F.C.C.
Washington, D. C.

**WALLACE, HOWARD E.**
Judge Building
Salt Lake City, Utah

**WARNER, HARRY P.**
Woodward Building
Washington, D. C.

**WATTAWA, JOHN**
1317 F St.
Washington, D. C.

**WAYLAND, CHARLES V.**
Earle Building
Washington, D. C.

**WEBSTER, BETHUEL M.**
15 Broad St.
New York, N. Y.

**WEEKES, JOHN WESLEY**
Decatur, Georgia

**WELCH, FRANCIS X.**
Munsey Bldg.
Washington, D. C.

**WHARTON, JOHN H.**
67 Broad St.
New York, N. Y.

**WHISSELL, GEORGE B.**
Telephone Bldg.
St. Louis, Mo.

**WIGGIN, CHESTER H.**
30 Rockefeller Plaza
New York, N. Y.

**WILLEBRANDT, MISS M. W.**
Shoreham Building
Washington, D. C.

**WILLIAMS, A. RAE**
Investment Bldg.
Washington, D. C.

**WING, JOHN E.**
72 West Adams St.
Chicago, Ill.



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# LEGISLATIVE DIGEST

Digest of Radio Legislation Introduced Into The Senate and House of Representatives During The Seventy-Sixth Congress—(First Session).

*(An asterisk (*) following a bill number indicates that the bill so marked has been reported or otherwise advanced.)*

## SENATE

S. 332. Mr. Vandenberg; January 5, 1939 (Post Offices and Post Roads).

Provides that "manuscripts of authors' works other than actual correspondence" may be carried in the mails as third- and fourth-class matter. [Under present law "proof sheets and manuscript copy accompanying same" are so classified U. S. C. 39: 325, 240.]

S. 517. Mr. Johnson of Colorado; January 10, 1939 (Interstate Commerce).

As reported in Senate April 28, 1939:

Amends the Communications Act of 1934 [U. S. C. 47: 316] to prohibit the advertising of alcoholic beverages by radio, subject to maximum fine of $1,000, 1 year imprisonment, or both, and revocation of basic permit by the Federal Alcoholic Administrator.

S. 550. Mr. Sheppard; January 12, 1939 (Interstate Commerce).

The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over, but the Commission may waive the age-limit in issuance of license to amateur operators [amending U. S. C. 47: 303 (l)].

S. 575. Mr. Capper; January 12, 1939 (Interstate Commerce).

Penalizes interstate transmission, by mail or otherwise, of advertisements for alcoholic beverages or of order solicitations in newspapers, periodicals, news reels, photographic films or records. Advertising by radio is also prohibited, or the sending of circular letters, etc., into states which bar liquor advertisements.

S. 594. Mr. Reynolds; January 12, 1939 (Commerce).

The provisions of the act [36 Stat. 1358] for establishing marine schools at certain designated ports are broadened to authorize the chairman of the U. S. Maritime Commission on the application of the governor of any State, Territory, or possession of the United States, or the chief executive of another nation on approval of the Secretary of State, to furnish suitable vessels, aircraft, radio apparatus, etc., for the use of any nautical school, college, or university conducting approved courses in seamanship, engineering, aviation, etc. To aid in constructing and equipping such schools and in operating them, appropriations are authorized on a matching basis with the States, etc. The coast line of the United States and its Territories is to be divided into maritime districts equal in number to the total of the States (including inland States), Territories, and possessions for the purpose of providing suitable sites for schools.

Provides for the erection and operation of radio stations in each district for intercommunication between the schools and as a coastal network if needed as a screen against foreign radio penetration and propaganda in times of war. Four of such stations (located on the Atlantic, Pacific, and Gulf coasts and on the Great Lakes) shall be capable of being received around the world and shall broadcast regular programs of hydrographic information, storm warnings, educational programs, code messages to American Embassies, etc.

Establishes a U. S. Maritime Corps consisting of maritime workers, students, instructors, and employees of nautical schools who apply for enlistment therein; members shall be permitted, if eligible, to transfer to the Naval Reserve without examination. They shall be required annually to perform 15 days active employment in a regular maritime occupation and shall receive a base pay therefor prescribed by the Chairman of the U. S. Maritime Commission. They may, with their consent, be order to active duty. The uniform of the Corps shall be of a special design or bear a special emblem or insignia.

Authorizes appropriation of $10,000,000 annually for the purposes of this act.



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S. 635. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

Each licensee of a radio broadcasting station shall set aside regular periods for uncensored discussion on a nonprofit basis of public, social, political, and economic problems, and for educational purposes. Equivalent facilities shall be afforded opposing viewpoints. The licensing authority and licensees shall have no power of censorship, and no license shall be revoked for broadcast of such material. (Present law [U. S. S. 47: 315] requires that equal facilities be afforded opposing candidates for public office.)

S. 636. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) Applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects. [Adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315.]

S. 637. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

The provision of the Communications Act (§ 326) forbidding interference with the right of free speech by means of radio communication shall not be construed to exempt a radio licensee from liability for defamatory, profane, or obscene language or action broadcast by its employees or representatives [in lieu of the provision forbidding any person to utter any obscene, indecent, or profane language by means of radio communication].

S. 1027. Mr. Capper; January 26, 1939 (Judiciary).

In proceedings before United States courts, the grand jury, either House of Congress or any committee thereof, newspaper reporters, editors, or publishers shall not be compelled to disclose the course of confidential information obtained for publication.

S. 1095. Mr. Shepard; January 28, 1939 (Interstate Commerce).

See Senate Bill No. 550.

S. 1268. Mr. Wheeler; February 9, 1939 (Interstate Commerce).

Establishes a Federal Communications and Radio Commission (to be administered by a board of three members appointed by the President for staggered 6-year terms) and transfers to it all the powers, etc., of the Federal Communications Commission. The board shall appoint necessary personnel including administrative assistants for broadcasting, communications carriers, and international radio and communications. Transfers to the Commission all personnel of the Federal Communications Commission, except those whose offices are abolished, for a period of 2 to 4 months. Such personnel shall have preference in appointment. Continues all orders, proceedings, etc., of the Federal Communications Commission.

S. 1520. Mr. White; February 21, 1939 (Interstate Commerce).

Increases the membership of the Federal Communications from 7 to 11 and abolishes the offices of the present members. Divides the Commission into two divisions (Public Communications and Private Communications) of 5 members each, the chairman to be ex officio (without a vote) member of both divisions.

The chairman shall be appointed for a 6-year term at $12,000, while the other members shall have staggered 6-year terms at $10,000.

Division of Public Communications shall determine all cases relating to wire and radio communications intended to be received by the public directly. The Division of Private Communications shall determine cases involving communications by common carriers. The whole Commission shall have jurisdiction over the assignment of bands of frequencies, the adoption of rules and regulations, emergency communications, the communications of amateur stations, their licensing, etc.

Extends the Commission's power to regulate consolidations, etc., of telephone companies to all carriers (i. e. carriers for hire in interstate or foreign communications by wire or radio except radio broadcasters).

Permits the Commission to grant licenses to standard broadcast stations for terms of from 1 to 3 years (other stations—from 1 to 5 years), while licenses for shorter periods may be granted for experimental stations, etc.

Repeals § 314, dealing with the preservation of competition in commerce, and § 315 dealing with equal facilities for candidates for public office. Persons discussing public or political questions by radio shall first deliver in writing to the station licensee, the name of the person or organization on whose behalf such broadcast is made. The name of the speaker and the other information shall be announced at the beginning and end of such broadcast. In the case of



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public officers, the following shall be announced: (1) name; (2) office; (3) whether such office is elective or appointive; and (4) by whom elected or appointed. Station licensees may not censor, alter, or control the political or partisan trend of material broadcast but if slanderous or libelous, such licensee may demand a copy thereof in advance in order to delete the slander or libel.

Suits to enforce, enjoin, set aside, annul, or suspend an order of the Commission (except those appealable to the Circuit Court of Appeals, District of Columbia) shall be prosecuted in the same manner as suits to enforce, etc., orders of the Interstate Commerce Commission. All such suits except suits to enforce such orders may also be brought in the District Court, District of Columbia. The following cases may be appealed to the Circuit Court of Appeals, District of Columbia: (1) denial of an application for an instrument of authorization for construction or operation of a radio station; (2) denial of an application for authority to transfer or assign any such instrument or control of a corporation holding such instument; (3) by other parties aggrieved by any decision of the Commission granting or denying such applications; and (4) by the holder of a revoked or suspended instrument of authority required by this act. In such appeals the review shall be limited to questions of law; findings of fact by the Commission if supported by substantial evidence shall be conclusive unless they clearly appear to be arbitrary and capricious. The court's decision shall be final except for review by the Supreme Court on certiorari [amending § 402].

S. 2058. Mr. Nye; April 4, 1939 (Post Offices and Post Roads).

Requires persons conducting contests by mail, by advertisement in newspapers, etc., in interstate commerce, or by any other facility of such commerce, to announce publicly the name of each winner and his entry.

S. 2251. Mr. Chavez; April 27, 1939 (Foreign Relations).

Directs the Secretary of the Navy to construct the United States Pan American Radio Station in or near Washington, D. C., with power sufficient to transmit programs throughout the Western Hemisphere upon high frequencies. Authorizes $3,000,000 for construction, $100,000 for maintenance in 1940, and necessary sums thereafter. The programs of the station, to be selected by the Secretary of State, shall be such as to promote friendly relations, and strengthen cultural, political, and commercial ties. An ex officio advisory council is provided for. Private commercial companies may use the station, without profit, and present programs approved by the Secretary of State.

S. 2466. Mr. Sheppard; May 22, 1939 (Interstate Commerce).

Directs the Federal Communications Commission to refuse licenses and renewals thereof to stations having an authorized power in excess of 50 kilowatts which broadcast network programs. Upon advance application to the Commission, network programs may be permitted in the public interest, but not to exceed 1 hour in any calendar month [adding U. S. C. 41: 307½].

S. 2611. Mr. Wheeler; June 15, 1939 (Interstate Commerce).

As passed by Senate July 18, 1939:

Authorizes the Federal Communications Commission to purchase land, etc., in Massachusetts and to erect thereon a radio-monitoring station.

### RESOLUTIONS

S. Res. 94. Mr. White; March 6, 1939 (Interstate Commerce).

Directs the Senate Committee on Interstate Commerce to investigate the Federal Communications Commission, censorship of communications, license fee system, network and newspaper control, effects of high power, information required from applicants for station licenses, and the competition between communication companies in domestic service and the competition between companies in communication between the United States and foreign countries.

## *HOUSE OF REPRESENTATIVES*

H. R. 36. Mr. Curley; January 3, 1939 (Judiciary).

Prohibits the holding in contempt by any United States court of any editor, news reporter, correspondent, journalist, or publisher who refuses to reveal the source of confidential communications or conversations obtained for publication in the press, and written in the interest of public welfare, provided such conversation, etc., does not constitute an act of treason (adding to U. S. C. 28: 385).



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H. R. 94. Mr. Maloney; January 3, 1939 (Interstate and Foreign Commerce).
Personal endorsements of articles by radio, if paid for, must be accompanied by statement to that effect.

H. R. 251. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).
Amends the Communications Act of 1934 (U. S. C. 41: 316) to prohibit the advertising of alcoholic beverages by radio.

H. R. 253. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 575.

H. R. 924. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 575.

H. R. 2721. Mr. Celler; January 18, 1939 (Naval Affairs).
Instructs the Secretary of the Navy to construct a radio broadcasting station with power sufficient to transmit programs throughout the United States and other countries of the Western Hemisphere upon high frequencies, said station to be located at Jacksonville, Fla., to be known as the Pan American Radio Station. Authorizes $700,000 for construction and $100,000 annually for operation and maintenance.

The United States Commissioner of Education shall be in charge of all programs for said station. He shall select programs which will render a distinct national or international service, which will promote a better understanding among Republics of the American Continent, and which will be of educational and cultural value. No commercial advertising shall be permitted on said programs. General policies shall be determined by an advisory council which shall include the Secretary of State, the Director General of the Pan American Union, the Chairman of the Federal Communications Commission, the Commissioner of Education, and such other Government officials as the President may select. The council may permit privately owned radio companies to use the facilities of the Pan American Radio Station during certain periods provided that their programs do not interfere with the general purposes of this act.

H. R. 2981. Mr. Celler, January 20, 1939 (Judiciary).
Amends the Judicial Code to provide that owners, lessees, licensees, and operators of radio stations shall not be liable for libelous, slanderous, and defamatory statements made during a broadcast by one other than owners, lessees, licenses, or operators or their agents and employees if due care was exercised to prevent their publication [U. S. C. 28: 400].

H. R. 3582. Mr. Flannery; February 1, 1939 (Interstate and Foreign Commerce).
Advertisements of imported articles shall contain in a conspicuous place, a definite statement of the country of their origin. Radio broadcasters shall state the country of origin at the beginning and end of the period.

H. R. 3752. Mr. Lea; February 6, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 550.

H. R. 4224. Mr. Lea; February 16, 1939 (Interstate and Foreign Commerce).
Establishes a Federal Communications and Radio Commission in place of the Federal Communications Commission—similar to S. 1268 as introduced.

H. R. 4684. Mr. McLeod; March 2, 1939 (Interstate and Foreign Commerce).
Broadcasting stations may be licensed for periods of 3 to 5 years (now not over 3 years); renewals are to be for not less than 3 years [amending U. S. C. 47: 307 (d)].

In acting upon applications for renewals, the commission shall not consider the political views expounded over the station, or held or expressed by the applicant. Where an applicant states under oath that he believes a refusal to renew is based upon such considerations, he may appeal to the "district court of appeals" for a mandamus, and pending such action the license shall remain in force [amending U. S. C. 47: 307 (e)].

H. R. 4798. Mr. O'Toole; March 6, 1939 (Judiciary).
Only members of the bar who are also admitted to practice (or at least not debarred from practice) before the particular department or agency of the Government may represent any person or corporation in connection with any claim or matter before it involving the construction or interpretation of the Constitution or a law of the United States.

Auhorizes the heads of departments and agencies to make rules of practice and procedure applicable to proceedings before their departments, etc.; existing rules and regulations are to be continued (not more than 90 days) until promulgation of the new rules.



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H. R. 5508. Mr. Peterson of Florida; April 3, 1939 (Interstate and Foreign Commerce). See Senate Bill No. 2466.

H. R. 5791. Mr. Schulte; April 17, 1939 (Interstate and Foreign Commerce). See House of Representatives Bill No. 6695.

H. R. 5985. Mr. Flannery; April 25, 1939 (Interstate and Foreign Commerce).

Advertisement of Imported Articles Act.--Makes it unlawful to advertise an imported article for sale by the United States mails or by any means in or affecting commerce, including radio broadcast, unless the advertisement clearly discloses the country of origin of such articles (if the article is assembled in the United States from parts, the major proportion of which, are imported, it shall show the origin of such parts only). Containers of imported articles, shipped in interstate commerce are also required to bear this information. Violation of this act shall constitute an unfair and deceptive act under section 5 of the Federal Trade Commission Act.

H. R. 6219. Mr. Doughton (by request); May 8, 1939 (Ways and Means).

Amends the Federal Alcohol Administration Act (1) to place officers and employees under the civil service laws and classification act; (2) to require annual renewal of basic permits and payments of a $10 fee (¼ of 1 cent per 12-hour-gallon-capacity in case of distillers); (3) to require basic permits for manufacture, sale, etc. of malt beverages; (4) to rewrite provisions on regulation of unfair competition and unlawful practices, and to add subsections which forbid radio advertising and the bringing of liquor into any State, Territory, or possession for use in violation of its laws.

H. R. 6695. Mr. McGranery; June 6, 1939 (Interstate and Foreign Commerce).

Makes it unlawful for any person, without the written consent of the performers, to record or mechanically reproduce for profit or gain any music or program material transmitted by wire or radio or to sell or to have in his possession for sale, etc., such record or reproduction, except a recording for private, personal, civic, or political use of addresses on subjects of a public nature [adding to U. S. C. 47: chap. 5, title V].

H. R. 6973. Mr. Lea; June 23, 1939 (Interstate and Foreign Commerce). See Senate Bill No. 2611.

H. R. 7188. Mr. Cochran; July 13, 1939 (Interstate and Foreign Commerce).

Nullifies § 12.03 of Federal Communications Commission Regulations, adopted May 23, 1939, relating to the character of international broadcasts, and forbids the Commission to make regulations limiting such broadcasts to service which will reflect the United States culture, promote international good will, etc. [Note:--The rule was suspended July 14, 1939, Fed. Reg. July 18, 1939, p. 3330.]

H. R. 7456. Mr. Michael J. Kennedy; August 1, 1939 (Patents).

Copyright infringement by radio broadcast- similar to S. 2846 as introduced.

## RESOLUTIONS

H. Res. 70. Mr. Connery; January 25, 1939 (Rules).

Authorizes the Speaker to appoint a committee of seven members of the House to investigate the charge that a monopoly or monopolies exist in radio broadcasting, and the effect of such on the character of programs, rates charged advertisers, etc. The committee shall also investigate the Federal Communications Commission, and all charges of neglect, inefficiency, misuse of power, corruption, etc. The committee is authorized to hold hearings, subpoena witnesses, etc. Report shall be made in whole or in part during the present Congress, together with legislative recommendations, or otherwise.

H. Res. 72. Mr. Wigglesworth; January 25, 1939 (Rules).

Authorizes the Speaker to appoint a committee of seven members of the House to make a thorough investigation of the broadcasting industry in the United States and of the policies of the Federal Communications Commission with respect to broadcasting. The committee is authorized to hold hearings, employ experts, subpoena witnesses, etc., and to report to the House its findings.

H. Res. 234. Mr. Larrabee; June 28, 1939 (Interstate and Foreign Commerce).

Directs the Federal Communications Commission to take steps to provide a method to secure data on the social and economic effects of high-power operation in the standard broadcast band (550-1600 kilocycles) in excess of 50 kilowatts. The Commission may license one or more stations for experimental purposes.



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# THE EDUCATIONAL AND CULTURAL SIDE

*National Association of Educational Broadcasters*

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*Non-Commercial Stations*

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*F.C.C. Regulations*

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*Colleges and Universities Offering Courses in Radio*

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*Your Radio Library*

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# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

*As of January 1, 1940*

| *Call Letters* | *Institutions* | *Address* | *Director* |
|---|---|---|---|
| KFDY | S. Dak. State College | Brookings, S. D. | S. W. Jones |
| KFJM | Univ. of N. Dakota | Grand Forks, N. D. | D. R. Jenkins |
| KFKU | Univ. of Kansas | Lawrence, Kansas | Harold G. Ingham |
| KOAC | Oregon State College | Corvallis, Oregon | Luke L. Roberts |
| KUSD | Univ. of S. Dakota | Vermillion, S. D. | R. E. Rawlins |
| KWSC | State College of Wash. | Pullman, Wash. | Kenneth E. Yeend |
| WBAA | Purdue University | Lafayette, Ind. | Gilbert D. Williams |
| WCAL | St. Olaf College | Northfield, Minn. | M. C. Jensen |
| WCAT | S. Dakota School of Mines | Rapid City, S. D. | C. M. Rowe |
| WESG | Cornell University | Ithaca, N. Y. | Wilmer S. Phillip |
| WHA | Univ. of Wisconsin | Madison, Wis. | H. B. McCarty |
| WHAZ | Rensselaer Poly. | Troy, New York | W. J. Williams |
| WILL | Univ. of Illinois | Urbana, Ill. | Jos. F. Wright |
| WNAD | Oklahoma University | Norman, Okla. | Homer Heck |
| WNYC | City of New York. Municipal Broadcasting System | New York, N. Y. | M. S. Novik |
| WOI | Iowa State College | Ames, Iowa | W. I. Griffith |
| WOSU | Ohio State University | Columbus, Ohio | R. C. Higgy |
| WRUF | Univ. of Florida | Gainesville, Fla. | Garland Powell |
| WSAJ | Grove City College | Grove City, Pa. | H. W. Harmon |
| WSUI | State Univ. of Iowa | Iowa City, Iowa | Carl Menzer |
| WRUL & WRUW | World Wide Broadcasting Foundation | Boston, Mass. | Walter S. Lemmon |
| | Cleveland College | Cleveland, Ohio | Gazella P. Shepherd (Mrs.) |
| | University of Kentucky | Lexington, Ky. | Elmer G. Sulzer |
| | University of Michigan | Ann Arbor, Mich. | Waldo Abbot |
| | Western State Teachers College | Kalamazoo, Mich. | W. G. Marburger |
| | Indiana University | Bloomington, Ind. | Robert Allen |
| | Chicago Radio Council | Chicago, Ill. | Harold W. Kent |
| | University Broadcasting Council | Chicago, Ill. | Allen Miller |



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# EDUCATIONAL BROADCASTING IN 1939

*By*
**THOMAS D. RISHWORTH**
*Educational Director, KSTP*

CORRELATION is the keynote in the development of educational broadcasting during the past year. The decade between 1929 and 1939 has seen educational radio pass through all the stages of growth from the colic of noisy infancy to the exuberance of adolescent youth. Ten years ago educators and broadcasters glared at each other as they walked the floor with their squalling child, educational radio. Today they meet at the family table to discuss their joint responsibilities toward this healthy, alert, and curious youth they have created and for whom they must choose the proper career.

## Growth

Educational broadcasting has not matured. It is adolescent in its physical characteristics and in its mental and spiritual capacities. But it is potentially an adult, and the past year has brought it many opportunities for attaining that goal.

Correlation has dominated the efforts of the commercial broadcasters, both network and local, in their educational activities during 1939. The Columbia Broadcasting System reports that one hundred ten of its stations have designated staff members as educational directors. Sterling Fisher of CBS has appointed five regional educational directors to correlate work in this field for the entire network.

The National Broadcasting Company, under the guidance of Dr. James Rowland Angell, educational counselor, has extended its operations in the educational field to provide programs for adult and student alike, listening in the home or the classroom, in nearly every phase of learning. Listeners' aids are supplied by the National Broadcasting Company and cooperating organizations for many NBC educational features. A series of four portfolios, containing full-color reproductions of the world's greatest paintings, both classic and modern, together with biographical notes and critical analysis of the artists, is available for the "Art For Your Sake" program, constituting a complete course in art for every listener. This is typical of the expanding interest in the use of visual aids and the written word as a means of correlating listening activity with the actual learning process.

## Conferences

Educational conferences sponsored by the networks for their own staff members and intended to afford a medium for the exchange of ideas and practices and for the development of further cooperation among affiliated stations have been held for the first time during the past year. Both CBS and NBC have called conferences of this type last year, and these meetings have attracted representatives from stations throughout the country, indicating the increased interest in educational broadcasting on the part of the commercial broadcasters.

Further correlation has been promoted by the action of the United States Office of Education and Commissioner John W. Studebaker in appointing Dr. Leonard Power as assistant in charge of Research for the Federal Radio Education Committee. During the closing months of 1939, Dr. Power has made a nationwide tour to study cooperation between broadcasters and the educational facilities of the community in every section of the country. The United States Office of Education has continued to use the facilities of all major networks in presenting programs that have created new standards for education by radio: "The World Is Yours" (NBC), "Americans All, Immigrants All" (CBS), "Democracy In Action" (CBS), and a unique experiment in the field of documentary radio presented once only on the NBC network



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in announcing the appearance of the new master map of the United States, "This, Our America."

School broadcasting has continued to expand. The NBC presented in 1939 its twelfth season of the Walter Damrosch "Music Appreciation" series. CBS presented "The American School of the Air" and announced that more than one hundred thousand teachers' manuals had been distributed for this series. The Mutual Broadcasting System again presented its "Nation's School of the Air" to the classrooms of America. Teachers and school executives are accepting radio listening as a supplement to classroom activity on an ever-increasing scale, although much has yet to be done in this field to achieve the necessary acceptance for these programs in schools of the nation.

## Utilization

Correlation in the educational broadcasting activities of 1939 has brought new emphasis to another phase of educational radio: implementation or utilization. Educators and broadcasters turned their attention more than ever last year to the study of educational broadcasting and its use in the home and school. The Ohio Institute for Education by Radio, which last year observed the tenth anniversary of its founding, has made significant contributions in this field. The Chicago School Broadcast Conference has also played an important part in the study of utilization. Radio educators are aware of the need for critical observation of their methods and for the proper classroom techniques to assure the effectiveness of a program. These techniques include preliminary discussion or reading by the student listener, further discussion and study following the broadcast, the provision of listener aids and correlative material, the scientific examination of results through observance and analysis of listener reactions at various age and social levels, and the proper publicity for educational broadcasts.

The literature of educational radio has been increased through the publication during the past year of many studies, manuals, radio drama anthologies, textbooks, and listeners guides. Radio journals and magazines have devoted more space than ever before to educational radio.

## High Frequencies

Cleveland and New York City have assumed leadership in the use of ultra-high frequencies for school broadcasting. In Chicago, Alameda (California), Rochester (New York), Detroit, Indianapolis, and other large cities, local school systems have made significant developments in presenting programs for the classroom, under the supervision of a school-financed staff of radio experts. Chicago alone has a staff of more than twenty persons engaged in presenting programs on all of the local commercial stations in that city.

The training of high school and college students and others in radio techniques has expanded in every section of the country. Some 346 colleges of the nation are now offering courses in radio. At the high school level, no estimate is available of the number of courses being offered but the movement is extending through all levels from the elementary grades through the high school. In this field, KSTP in St. Paul-Minneapolis has indicated the extent to which cooperation between broadcaster and teacher is possible. Radio workshops have been established in ten high schools, one teacher's college, and two colleges in Minnesota with the active supervision and guidance of KSTP.

## Courses

The University of Wisconsin, through its state-owned station, WHA, the University of Michigan, the State University of Iowa, Ohio State University, the University of Minnesota, the University of Illinois and others continue to lead in offering state-wide radio courses under their own sponsorship.

The social problems of modern life are receiving greater emphasis than ever before in educational broadcasting. As the people of the world continue to destroy each other, as the complexity of our national and international problems becomes more pressing, radio education is attempting to devote more and more of its time to the fundamental principles that must survive if we are to have a sane and balanced world with a life of equal opportunities and responsibilities for all. The new code of the National Association of Broadcasters has done much to interpret these fundamentals as a primary function of radio.

## Conclusion

Educational broadcasting must continue to stress cooperation if it is to grow. In so far as education is a reflection of life in terms of experience and an adjustment of the individual to that life with intelligence and sympathy and truth, educational broadcasting must bring within its fold all of the best elements of society, working together in 1940 and in all the years to come for the inspiration, motivation, and direction of listening as a learning process. Inspiration, motivation, coordination, implementation—these together with cooperation must be the keynote for the course of education by radio in the future.



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# EDUCATIONAL RADIO A PUBLIC SERVICE

*By*
**J. KENNETH JONES**
*Director of Information*
*Federal Radio Education Committee*

A SMALL coin—suppose we say a penny—held close enough to the eye, will obscure the noblest works of God and man.

Pennies need perspective.

Similarly, a considerable amount of perspective would seem to be necessary in the matter of achieving education through radio in the United States.

On all sides of this question we see exhibited the tendency to allow the trees to obscure the forest. Broadcasters here and there, making time available for what is euphemistically known as "educational programs," are likely to feel that, judged by entertainment values, designed to intrigue and hold listeners, the quality of the productions sponsored by educational groups is extremely low. Certainly under these circumstances, we can understand if the broadcaster concludes that the actual achievement of education through radio is a questionable quantity. His approach is purely pragmatic. He points out that he has made the time and the facilities of his station available for educational purposes, but he sincerely questions the actual achievement of any important degree of education because of the low quality of many programs from a show business angle. He is, basically, a showman, and his values are those of show business.

The educator, on the other hand, has an entirely different approach to this question. First, he points out, the broadcaster is not interested in education, and certainly the majority of the programs which he airs cannot be considered educational. For the life of him he cannot understand why the average radio listener should not be interested in the gems of enlightenment and culture which he is all too ready to impart. He does his best, he points out, to present listenable programs, but his resources are limited.

If the foregoing is the bird's eye view which we get when we look at radio in the United States today, then certainly we need perspective.

It is true that there is a certain superficial conflict of interests between broadcasters and educators, but this conflict is, let it be repeated, superficial. Under the surface there is a basic philosophy within which there can be no conflict between broadcasters and educators. As a matter of fact, these two groups will be working together through the year 1940 as never before in a cooperative effort through which, we dare to hope, there will be evolved the American system of education through radio.

Let us examine briefly the basic philosophy which underlies the American system of broadcasting. The American way is to encourage the individual toward the fullest self-expression, and one of the major responsibilities of American education is to guide that self-expression into constructive channels.

Broadcasters are members of that small group of our national community which has found self-expression through the administration of radio. Further, our national philosophy is dedicated to the principle that many natural resources need not and should not become Governmental monopolies, but that they may and should be administered privately and for legitimate profit, so long as that administration remains in the public interest, convenience, and necessity.

Broadcasters then, enjoy the privilege of administering the great natural resource of radio, but as an accompanying condition they are obliged to accept the responsibility of insuring that their administration remains at all times in the public interest.

Translated into more concrete terms this means that a certain number of their broadcast periods should be devoted to what may be designated as "public service" broadcasting. The need for these safeguards is intrinsic in radio in that it touches all of the people, and we hardly need explore the point further.

Now certainly programs which are designed to achieve or which do achieve public enlightenment along constructive and desirable lines may be considered as serving a public need, and hence, in airing them, the broadcasters are conducting



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their operations in the public interest, convenience and necessity.

Broadcasters sometimes overlook the fact, however, that educators are constantly rendering them a vital service. As U. S. Commissioner of Education John W. Studebaker has pointed out in a year's end report to the Federal Communications Commission:

"In the kindergarten, the elementary school, the secondary school, the college, the university—from the rostrum, the forum platform, and at the table around which a discussion group may gather, educators are today, and for years have been upholding and inculcating an appreciation of the American way of life and especially of the basic necessity of freedom to learn. In doing so they have increased the understanding of the need for a system of broadcasting free from the compulsion of censorship."

It is quite apparent therefore that broadcasters and educators have mutual and vital interests. Through his activity the educator is perpetuating the American system, within which the broadcasters enjoy the privilege of administering their property with a minimum of Governmental interference or control. On the other hand, the broadcaster offers the educator a powerful instrument for achieving the education which is designed to maintain and strengthen the entire American system—a fundamental aim of American education. That there is a mutual recognition of these facts is evident in the program of the Federal Radio Education Committee. This Committee, jointly composed of broadcasters and educators, and appointed by the Federal Communications Commission, is now in the midst of a program aimed at bringing about effective cooperation between broadcasters and educators.

It is carrying forward a series of thirteen exhaustive studies, upon the findings of which sound steps may be planned. Meanwhile, it is promoting the development of sound technics through a Service Division. Finally it seeks to interpret this evolution in American radio to the American people so that it may have their understanding and support.

The eventual result of this cooperative effort may be the emergence of the American plan for education through radio which will be an integral and an accepted part of the American system of broadcasting.

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# Non-Commercial Educational Broadcast Stations

*(As of January 1, 1940)*

*The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public. Such stations operate on not less than 100 watts and not greater than 1000 watts unless a definite need for greater power is shown and such stations must furnish a non-profit and non-commercial broadcast with no sponsored or commercial programs.*

| *Licensee and Location* | *Call Letters* | *Frequency (Kc)* | *Power* |
|---|---|---|---|
| Board of Education, City of New York, Brooklyn, N. Y. | WNYE | 41100 | 500 w |
| Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio | WBOE | 41500 | 500 w |
| ***Pending Application*** | | | |
| Board of Education of San Francisco Unified School District, Civic Auditorium Bldg., 22nd & Bartlett Sts., San Francisco, Calif. | not assigned | 41300 | 1000 w |
| Pacific States University, 1117 Venice Blvd., Los Angeles, Calif. | not assigned | 41300 | 1000 w |
| San Mateo Junior College District, San Mateo, Calif. | not assigned | 41060 | 100 w |
| University of Kentucky, Lexington, Ky. (Transmitter: High School Bldg., Beattyville, Ky.) | not assigned | 41900 | 100 w |



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# F. C. C. Regulations Regarding Non-Commercial Educational Broadcast Stations

*The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.*

## Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

## Power Requirements

The operating power of non-commercial education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

## Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

| | | | |
|---|---|---|---|
| 41,020 kc | 41,060 kc | 41,100 kc | 41,140 kc |
| 41,180 | 41,220 | 41,260 | 41,300 |
| 41,340 | 41,380 | 41,420 | 41,460 |
| 41,500 | 41,540 | 41,580 | 41,620 |
| 41,660 | 41,700 | 41,740 | 41,780 |
| 41,820 | 41,860 | 41,900 | 41,940 |
| 41,980 | | | |

Stations serving the same area will not be assigned frequencies separated less than 160 kilocycles.

Amplitude modulation shall be employed exclusively unless it can be shown that frequency modulation will better serve the purpose of the station in which case such modulation may be authorized provided sufficient frequencies can be grouped so as to obtain the required band width without causing interference to established stations or preventing the full expansion of the service.

Only one frequency will be assigned to a station.



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# COLLEGES AND UNIVERSITIES IN THE UNITED STATES OFFERING COURSES IN RADIO BROADCASTING

*As of January 1st, 1940*

*With Names of Instructors and Credit Hours*

*Compiled by the Director of Research, Federal Radio Education Committee, U. S. Office of Education, Federal Security Agency, Washington, D. C.*

*On September 30, 1938, the Educational Radio Script Exchange, of the Office of Education, mailed a questionnaire to the 1,686 colleges and universities in the United States asking for information regarding specialized courses in the field of radio. Replies were received from 916 institutions. A total of 310 institutions reported at least one regular course in radio. In August 1939, the 916 institutions which responded to the first questionaire were asked to re check and correct their previous information concerning radio courses. The list that follows is the result of the rechecking survey. The following code should be used to interpret the listings in this survey, the courses being indicated by letters as follows: (A) General Course in Radio, (B) Radio Program Planning and Production, (C) Education by Radio, (D) Radio Script Writing, (E) Radio Announcing (F) Radio Speech, (G) Radio Dramatics, (H) Radio Music, (I) Radio Station Management, (J) Radio Advertising, (K) Technical Courses in Radio, (L) Television, and (M) Radio Law*

*Whenever credit hours were reported for any course, the number of hours will be found bracketed with the identifying letter of that particular course. For example, (D-2) (E) indicates a course in Radio Script Writing for which 2 credit hours are given and a course in Radio Announcing for which no credit hours were reported. The symbol (F and G-4) signifies that a course involving both Radio Speech and Radio Dramatics is offered with 4 hours of credit given The symbol (K-varies) means that technical courses in radio are available for which credit hours vary. Included with each listing will be found the name of an instructor who is in charge of radio instruction. These persons should be consulted for further information. The asterisk before the name of the institution indicates that the school has its own broadcasting station and equipment.*

| *College* | *In Charge of Radio* |
|---|---|
| Abilene Christian College, Abilene, Tex. (D & F-3) | Mrs. A. B. Morris |
| Akron, University of, Akron, Ohio. (F-3) | O. A. Hitchcock |
| Alabama University of, University, Ala. (A) (D) (E) (F) (K) | Clyde B. Crawley |
| Alabama College, Montevallo, Ala. (A-2) | Nora Landmark |
| Alabama Polytechnic Institute, Auburn, Ala. (A-2) (K-varies) | Woodrow Darling |
| Alliance Technical Institute, Cambridge Springs, Pa. (A-3) | F. Kowalko |



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| College | In Charge of Radio |
|---|---|
| Antioch College, Yellow Springs, Ohio. (K-6) | C. D. Barbulesco |
| Arizona, University of, Tucson, Ariz. (K-3) | R. G. Picard |
| Arkansas, University of, Fayetteville, Ark. (K-3) | C. W. Janes |
| Armour Institute, 3300 Federal Street, Chicago, Ill. (K-4) (L-4) | A. W. Sear |
| Asheville Normal and Teachers College, Asheville, N. C. (A) | Hazel Gebbany |
| Augustana College, Rock Island, Ill. (A-3) (G) | Theodor Le Vander & Ruth Robinson |
| Augustana College, Sioux Falls, S. Dak. (F) (G) (E) (H) | Hugo A. Carlson |
| Aurora College, Aurora, Ill. (B-2) | J. Floyd Morris |
| Bard College, Annandale-on-Hudson, N. Y. (K & L-8) (A-8) | Harold Hughes |
| Baylor University, Waco, Tex. (A-3 1/3) | Sara Lowrey |
| Berry College, Mt. Berry, Ga. (K-2) | L. E. McAllister |
| Birmingham Southern College, Birmingham, Ala. (A-3) | Dr. M. F. Evans |
| Blue Ridge College, New Windsor, Md. (G) | Mme. Barry-Orlova |
| Bob Jones College, Cleveland, Tenn. (B-2) | Elizabeth Adams |
| Boston College, Chestnut Hill, Mass. (K-8) | Rev. John A. Tobin |
| Boston University College of Business Administration, Boston, Mass., (B-2) (D-2 (F-2) (G-2) (J-2) | Ralph L. Rogers |
| Bradley Polytechnic Institute, Peoria, Ill. (A-2) (F-2) (K-3) | F. E. Duce |
| Branch Agricultural College, Cedar City, Utah. (E-5) | R. L. Halverson |
| Brigham Young University, Provo, Utah. (A-2) (D-2) (G) (H) (I) (J) | Dr. T. Earl Pardoe |
| Bucknell University, Lewisburg, Pa. (K-3) | George A. Irland |
| Butler University, Indianapolis, Ind. (F-3) (K-6) | L. Gray Burdin |
| California, University of, Extension Division, Los Angeles, Calif. (B) (D) (G) | Margaret Wotten |
| California, Institute of Technology, Pasadena, Calif. (K-18) | S. S. Mackeown |
| California Polytechnic Junior College, San Luis Obispo, Calif. (A-3) (H-2) (K-6) | B. G. Eaton |
| Canisius College, Buffalo, N. Y. (A-2) (D-2) | Charles E. Brady |
| Capital University, Columbus, Ohio. (B-3) | Prof. W. C. Craig |
| Carnegie Institute of Technology, Pittsburgh, Pa. (K) | Charles Williamson |
| Carroll College, Waukesha, Wis. (F-2) (K) | V. P. Batha |
| Carson Newman College, Jefferson City, Tenn. (A-3) | Alex Chavis |
| Case School of Applied Science, Cleveland, Ohio. (K-12) | J. R. Martin |
| Catholic University, Washington, D. C. (D-2) (E-2) (G-2) | Rev. G. V. Hartke |
| C. C. N. Y. School of Technology, New York, N. Y. (A-3) (K-3) | Alexander H. Wing, Jr. |
| Centenary Junior College, Hackettstown, N. J. (A-1) | Ellen C. Crouch |
| Chicago, University of, Chicago, Ill. (A-3 1/3) (D-7) (F-3 1/3) | Charles Newton |
| Chicago Musical College, Chicago, Ill. (A) (B) (C) (D) (E) (G) (H) | Belle Forbes Cutter |
| Chicago School of Expression and Dramatic Art, Chicago, Ill. (A) (B) (D) (E) (G) | Helen C. Espie |
| Chicago Teachers College, Chicago, Ill. (C-2) (D-3) | Luella Hoskins |
| Cincinnati, University of Cincinnati, Ohio (D-4) (J-2) (K-varies) (L) (M-4) | W. C. Osterbrock |
| Cincinnati College of Music, Cincinnati, Ohio. (B-4) | Uberto Neely |
| Cincinnati Conservatory of Music, Cincinnati, Ohio. (A) (D) (G) | Hubert Kockritz |
| Citadel, The, Charleston, S. C. (A-6) | N. F. Smith |
| Clarkston College, Potsdam, N. Y. (K-varies) | J. L. Stiles |
| Clemson College, Clemson, S. C. (K-2) | Prof. A. B. Credle |
| Coe College, Cedar Rapids, Iowa. (A-2) (F) | J. Dale Welsch |
| College of St. Scholastica, Duluth, Minn. (A-1) | Sister Bernard |
| College of St. Teresa, Winona, Minn. (B) (C) (H) | Sister M. Marceline |
| College of Wooster, Wooster, Ohio. (A-4) | Earl W. Ford |
| Colorado College, Colorado Springs, Colo. (K-8) | Howard Olson |
| Colorado School of Mines, Golden, Colo. (K-6) | Myron G. Pawley, Raymond Dickinson |
| Colorado State College, Fort Collins, Colo. (A-3) | Frank P. Goeder, Ph.D. |
| Colorado State College of Education, Greeley, Colo. (A-4) | F. L. Herman |
| Columbia College of Drama and Radio, Chicago, Ill. (A) (B-2) (C) (D-2) (E-2) (F-2) (G-4) | Norman Alexandroff |
| Columbia University, New York, N. Y. (A-2) (D-3) | James C. Egbert |
| Compton Junior College, Compton, Calif. (K-5) | Jesse E. Hathaway |
| Connecticut State College, Storrs, Conn. | Dr. R. B. Corbett |
| Cornell College, Mount Vernon, Iowa. (A-3) (B-3) | Albert Johnson |
| Cornell University, Ithaca, N. Y. (A-2) (K-4) | Chas. A. Taylor |



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| College | In Charge of Radio |
|---|---|
| Cornish School, The, Seattle, Wash., (A-3) (B--2) (D-2) (E-2) (F-2) (G-3) (I) (J-3) (M) | Donald MacLean |
| Creighton University, Omaha, Nebr. (B-3) (D-3) | Edwin Puls |
| Cummock Junior College, Los Angeles, Calif. (F) | Josephine Dillon |
| Davidson College, Davidson, N. C. (K-4) | F. L. Jackson |
| Dayton, University of, Dayton, Ohio. (G) (K-3) | Prof. Louis Rose |
| Denison University, Granville, Ohio. (A-3) | Richard H. Howe |
| Denver, University of (School of Commerce), Denver, Colo. (B-2½) (D-2½) (F-2½) | Roscoe K. Stockton |
| Detroit, University of, Detroit, Mich. (A-2) (F) | E. A. McFaul |
| Doane College, Crete, Nebr. (A-4) (B) (G) | Dr. E. Russell Wightman |
| Dodd College, Shreveport, La. (A-3) | (not known) |
| Drake University, Des Moines, Iowa, (A-2) (B-2) (D-4) (E) (G-2) (I-3) (J-2) | Edwin G. Barrett |
| Note: Drake offers a major in radio. | |
| Drexel Institute of Technology, Philadelphia, Pa. (K) | R. T. Zern |
| Dubuque, University of, Dubuque, Iowa. (A-4) (K-4) | R. G. Wilson |
| Duke University, Durham, N. C. (K-3) | W. J. Seeley |
| Duquesne University, Duquesne, Pa. (A-3) | Madeleine S. Foust |
| East Central Teachers College, Ada, Okla. (A-2) | D. J. Nabors |
| Eastern Washington College of Education, Cheney, Wash. (K-2) | James S. Lane |
| Elmira College, Elmira, N. Y. (F) | Geraldine Quinlon |
| Emerson College, Boston, Mass. (A-3) (D-2) (E-2) (G-2) | Arthur F. Edes |
| Emory University, Emory University, Ga. (A-5) (K) | J. B. Peebles |
| Emporia, College of, Emporia, Kans. (A-4) | R. F. Miller |
| Florida, University of, Gainesville, Fla. (F-3) (K-varies) | Garland Powell |
| Florida Agricultural and Mechanical, Tallahassee, Fla. (A-2) (K-4) | H. R. Orr |
| Florida Southern College, Lakeland, Fla. (A-1) | Miss Alma Johnson |
| Fort Hays Kansas State College, Hays, Kans. (A-3) | Harvey A. Zinszer |
| Frances Shimer College, Mount Carroll, Ill. (D-2) (G-3) | George E. Hoffman |
| Franklin University, YMCA, Columbus, Ohio. (A) (K) | E. E. Dysart |
| Friends University, Wichita, Kans. (B-2) (E-1) (G) (K-5) | Irene Vickers Baker |
| George Peabody Teachers College, Nashville, Tenn. (E-2) | A. L. Crabb |
| George Washington University, Washington, D. C. (A-3) (K) | Prof. W. Hayes Yeafer |
| Georgetown University, Washington, D. C. (A) (M-2) | P. J. Donovan |
| Georgia, University of, Athens, Ga. (D & E-5) | Prof. Edward C. Crouse |
| Georgia School of Technology, Atlanta, Ga. (A-3) (D & F-3) (K-3) | Irving H. Gerks |
| Gila Junior College, Thatcher, Ariz. (A-3) (G-2) (H-2) | William G. Kauffman |
| Glendale Junior College, Glendale, Calif. (A-3) (F-2) | B. L. Griffing |
| Gonzaga University, Spokane, Wash. (K-5) | Richard A. Brown |
| Grays Harbor Junior College. (A) | Not Known |
| Grove City College, Grove City, Pa. (A-4) (G) (H) (K-4) | Not Known |
| Harding College, Searcy, Ark. (A-5) (H-3) | Leonard Kirk |
| Hardin-Simmons University, Abilene, Tex. (F-3) | Katherine Boyd |
| Harvard University, Cambridge, Mass. (K) | Dr. R. W. Hickman |
| Hastings College, Hastings, Nebr. (A-2) (F) | Charles J. Thurmond |
| Haverford College, Haverford, Pa. (A-3) (K-3) | J. D. Elder |
| Houston, University of, Houston, Tex. (K-3½) | Harvey W. Harris |
| Howard College, Birmingham, Ala. (K-2) | Paul D. Bales |
| Idaho, University of, Moscow, Idaho. (A-2) (K-varies) | Prof. R. H. Hull |
| Illinois College, Jacksonville, Ill. (K-varies) | F Ψ Cooke |
| Illinois, University of, Urbana, Ill. (K) | Josef F. Wright |
| Illinois State Normal University, Normal, Ill. (F-2) | Harvey F. Admire |
| Illinois Wesleyan University, Bloomington, Ill. (A-4) | Wilson B. Paul |
| Indiana State Teachers College, Terre Haute, Ind. (A-4) (B-4) (C-4) (D-4) (E-4) | Dr. Clarence M. Morgan |
| Indiana University, Bloomington, Ind. (A-3) (B-3) (C-3) (D-3) | Dr. Lee Norvelle |
| Iowa, State University of, Iowa City, Iowa. (A-3) (B-2) (D-3) (F-3) (G-3) (J-3) (K-2) | Bruce E. Mahan |
| Iowa State College, Ames, Iowa. (D-3) (F-3) (K-4) (L-4) | W. L. Griffith |
| Iowa Wesleyan College, Mount Pleasant, Iowa. (A-3) | Roger M. Morrow |
| Ithaca College, Ithaca, N. Y. (D) (E-4) (G-4) | Dr. Winn F. Zeller |
| John B. Stetson University, DeLand, Fla. (G-6) (H-6) (K-6) | Dr. Robert I. Allen |
| John Brown University, Siloam Springs, Ark. (A-3) (B-3) (I-3) (K-varies) (M-2) | Harold Fristoe |



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| College | In Charge of Radio |
|---|---|
| John Carroll University, Cleveland, Ohio. (B-3) (D-3) (E-3) (G-3) | Wm. A. D. Millson |
| Johns Hopkins University, Homewood, Baltimore, Md. (K-3) | Ferdinand Hamburger, Jr. |
| Juilliard School of Music, 130 Claremont Avenue, New York, N. Y. (A) | Robert A. Simon |
| Kanawha College, Charleston, W. Va. (A-2) | Ann Ferguson |
| Kansas, University of, Lawrence, Kans. (G-2) | Harold G. Ingham |
| Kansas State College, Manhattan, Kans. (A-3) (B-2) (D-2) (F-2) (H-2) (J-3) (K-4) | H. B. Summers |
| Kansas State Teachers College, Emporia, Kans. (A-2) (D) (E) (F) (G) | S. Winston Cram |
| Kent State University, Kent, Ohio. (A-3) | G. Harry Wright |
| Kentucky, University of, Lexington, Ky. (C-3) (K-3) | Elmer G. Sulzer |
| Lafayette College, Easton, Pa. (A-3) (K & L-6) | C. H. Page |
| La Grange College, La Grange, Ga. (B-2) (G-3) | Mae Kirkland |
| Lamont School of Music, Denver, Colo. (A-2) (B-2) (E) (G-2) | James Lehman |
| Lehigh University, Bethlehem, Pa. (K-varies) | Assoc. Prof. H. C. Knutson |
| Lenoir Rhyne College, Hickory, N. C. (A-3) | Karl Z. Morgan |
| Lincoln University, Jefferson City, Mo. (A) | Albert A. Kildare |
| Little Rock Junior College, Little Rock, Ark. (G) (H-1) | Dell Park McDermott |
| Long Beach Junior College, Long Beach, Calif. (F-6) | Miss Edith Hitchcock |
| Louisiana Polytechnic Institute, Ruston, La. (C) (K) | D. R. Armstrong |
| Louisiana State University, University, La. (A-3) (D-3) (F-3) (I-3) (K-3) | Ralph W. Steetle |
| Louisville Municipal College, Louisville, Ky. (K-4) | Donald A. Edward |
| Loyola University, Los Angeles, Calif. (A-2) (D-2) (G-1) (J-1) | Martin H. Work |
| McMurray College, Abilene, Tex. (B-3) | Harold G. Burman |
| Mac Phail School of Music, Minneapolis, Minn. (A-4) (H-4) | Don Tuttle |
| Macalester College, St. Paul, Minn. (K-4) | R. B. Hastings |
| Madison College, Madison College, Tenn. (A-4) (K-4) | Bayard D. Goodge |
| Maine, University of, Orono, Me. (A-2) (B-2) (K-3) | W. J. Creamer |
| Manhattan College, New York, N. Y. (K-6) | J. Francis Reintjes |
| Marin Junior College, Kentfield, Calif. (K-2) | C. E. Cherry |
| Marjorie Webster School, The, Rock Creek Park, Washington, D. C. (B-3) (D-3) (G-3) | Miss Florence McCracken |
| Marquette University, Milwaukee, Wis. (A-2) (F-2) (K-3) | Wm. R. Duffey |
| Marshall College, Huntington, W. Va. (A-3) | Dr. Frank A. Gilbert |
| Maryland, University of, College Park, Md. (A-2) | Dr. Ray Ehrensberger |
| Massachusetts Institute of Technology, Cambridge, Mass. (K-varies) | Prof. Edward L. Bowles |
| Massachusetts State College, Amherst, Mass. (K) | Francis C. Pray |
| Miami University, Oxford, Ohio. (D-3) (F) (G) | A. Loren Gates |
| Michigan, University of, Ann Arbor, Mich. (A-2) (C-2) (D-2) (E) (G-2) (J-4) (K-12) (L-2) | Prof. Waldo Abbott |
| Michigan College of Mining and Technology, Houghton, Mich. (K-6) (I-3) (L) | G. W. Swenson |
| Michigan State College, East Lansing, Mich. (D-2) (E-3) (F-5) (G-3) (K-2) | Robert J. Coleman |
| Milton College, Milton, Wis. (K-4) | C. F. Oakley |
| Minnesota, University of, Minneapolis, Minn. (F-3) (K-3) | E. W. Ziebarth |
| Mississippi College, Clinton, Miss. (A-3) | Prof. Henry A. Carlock |
| Mississippi State College, State College, Miss. (A-3) (M-3) (K-6) | Horace M. Trent |
| Missouri, University of, Columbia, Mo. (A-4) (K-8) | Prof. C. M. Wallis |
| Missouri Valley College, Marshall, Mo. (K-3) | Dwight M. Pasek |
| Modesto Junior College, Modesto, Calif. (A-2) | Leonard I. Bartlett |
| Montana State College, Bozeman, Mont. (K-6) | Prof. C. F. Bowman |
| Moore School of Electrical Engineering, Philadelphia, Pa. (B-2) (D & F-4) (K-3) | Knox McIlwain |
| Moravian College, Bethlehem, Pa. (A-3) | Cyril N. Hoyler |
| Morehead State Teachers College, Morehead, Ky. (K-3) | J. G. Black |
| Morehouse College, Atlanta, Ga. (A-3) | H. V. Eagleson |
| Mt. Holyoke College, South Hadley, Mass. (K & L-3) | Rogers D. Rusk |
| Mount Mary College, Milwaukee, Wis. (A-1) (B-2) (F) | S. M. Louis Downey |
| Mount Mercy College, Pittsburgh, Pa. (A-3) | Anna Marie McConnell |
| Muhlenburg College, Allentown, Pa. (A-4) (K) | Dr. Carl W. Boyer |
| Mundelein College, Chicago, Ill. (D-2) | Miss Louise Litten |
| Murray State Teachers College, Murray, Ky. (K-4) | Charles Hire |
| Muskingum College, New Concord, Ohio. (A-2) | W. H. Ewing |
| National University, Washington, D. C. (M-4) | Howard S. LeRoy |
| Nebraska, University of, Lincoln, Nebr. (K-4) | Ferris W. Norris |
| Nebraska State Teachers College, Wayne, Nebr. (A-4) | Prof. J. E. Brock |
| Nebraska Wesleyan University, Lincoln, Nebr. (A-3) (B-3) (D-2) | J. C. Jensen |
| Nevada, University of, Reno, Nev. (K-3) | Assoc. Prof. I. J. Sandorf |
| New Mexico, University of, Albuquerque, N. Mex. (B-3) (D) (K-8) | Dr. Herbert L. Jones |



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| New River State College, Montgomery, W. Va. (A-3 (L-3) (M-3) | Ritter F. Maxwell |
| New Rochelle, College of, New Rochelle, N. Y. (D-4) | Margaret C. Richard |
| N. Y. State School of Agriculture, Alfred, N. Y. (K-6) | G. F. Craig |
| New York University, New York, N. Y. (A-3) (B-2) (D-2) (J) | Paul A. McGhee |
| North Dakota State School of Science, Wahpeton, N. Dak. (K) | Wm. J. Duvall |
| Northeastern University, Boston, Mass. (K) | Wm. C. White |
| Northern Illinois State Teachers College, DeKalb, Ill. (A-4) | H. W. Gould |
| North Texas State Teachers College, Denton, Tex. (A-3) | Mrs. Olive M. Johnson |
| Northwestern University, Evanston, Ill. (A-2) (B & G-2) (D & E-2) (F-2) (J-2) | Albert R. Crews |
| Norwich University, Northfield, Vt. (K-3) | D. E. Howes |
| Notre Dame, University of, Notre Dame, Ind. (B) (C) (D-3) (E) (G) (H) (I) (K-3) | Rev. Eugene Burke |
| Oglethorpe University, Oglethorpe, Ga. (A-4) | J. W. Comer |
| Ohio, University of, Athens, Ohio. (A-3) (B-3) (D-3) (G) (F-2) (K-4) | Vincent Jukes, D. B. Green |
| Ohio State University, Columbus, Ohio. (B-3) (C-3) (D-3) (F-3) (H-3) (I-2) (J-3) (K-4) | W L Everitt, H. W. Bibber |
| Ohio Wesleyan University, Delaware, Ohio. (A-2) | R. C. Hunter |
| Oklahoma, University of, Norman, Okla. (B-2) (D-2) (F) (G-3) (J-2) (K-varies) | H. H. Leake |
| Oklahoma College for Women, Chickasha, Okla. (F) | B. H. Mayall |
| Oklahoma Agricultural and Mechanical College, Stillwater, Okla. (K-varies) | Benj. A. Fisher |
| Omaha, University of, Omaha, Nebr. (E-1) (J-1) | Lucile Ruby |
| Oregon, University of, Eugene, Ore. (B-2) | Mr. Luke Roberts |
| Oregon Inst. of Technology, Portland, Ore. (A) (E-2) (K varies) (M) | C. D. Newman |
| Oregon State Agricultural College, Corvallis, Ore. (F) (E-3) (G-3) | C. B. Mitchell |
| Pacific, College of the, Stockton, Calif. (A-1) (B-2) (F-2) | John C. Crabbe |
| Pacific Union College, Angwin, Calif. (B-2) | Charles E. Weniger |
| Pasadena Junior College, Pasadena, Calif. (A-3) (B 3) | N. Vincent Parsons |
| Paterson, The College of, Paterson, N. J. (D-3) | Carl N. Walton |
| Phoenix Junior College, Phoenix, Ariz. (A-4) (B-2) (K-2) | Donald F. Stone |
| Pittsburgh, University of, Pittsburgh, Pa. (K-3) | Prof. H. E. Dyche |
| Polytechnic Institute of Brooklyn, 99 Livingston Street, Brooklyn, N Y (K-varies) | Frank E. Canavaciol |
| Presbyterian College, Clinton, S. C. (B-8 (D-3) (F-3) | Prof. John H. Thatcher |
| Purdue University, Lafayette, Ind. (A-3) (K-3) (L) | Dr. C. F. Harding |
| Redlands, University of, Redlands, Calif. (A-2) (K-4) | Prof. Lynn W. Jones |
| Reed College, Portland, Ore. (A) (D) (E) (G) | Laurence C. Rodgers |
| Rensselaer Polytechnic Institute, Troy, N. Y (K-3) | Wynant J. Williams |
| Rhode Island State College, Kingston, R. I. (K-3) | Wesley B. Hall |
| Rice, Institute, Houston, Tex. (K-8) | S. H. Van Wambeck |
| Robert E. Lee Institute, Goose Creek, Tex. (K) | E. L. Langston |
| Rockhurst College, Kansas City, Mo. (A-3) | William C. Doyle |
| Rollins College, Winter Park, Fla. (E) (G) | Prof. Harry H. Pierce |
| Rosary College, River Forest, Ill. (A-2) (D-2) (E-1) (G-1) | Sister Mary Peter |
| Rutgers University, New Brunswick, N. J. (A-3) (K-6) | P L. Hoover |
| St. Catherine, College of, St. Paul, Minn. (B-1) (C-1) (D-1) | Thomas Rishworth |
| St. Joseph College, Adrian, Mich. (F & G-2) | Sister M. Leonilla |
| St. Lawrence University, Canton, N. Y. (A-3) | Ruth F. Williard |
| St. Mary's College, South Bend, Ind. (B) (F) | M. Winifred Hanley |
| St. Mary's University of San Antonio, San Antonio, Tex (A-6) | Louis P. Thein |
| Sacramento Junior College, Sacramento, Calif. (B-2) (D-2) | Vernon Mickelson |
| San Francisco Junior College, San Francisco, Calif. (A-10) | L. Hollingsworth |
| San Francisco State College, San Francisco, Calif. (K-2) (F-3) | Carlos S. Mundt |
| San Jose State College, San Jose, Calif. (K-4) | Harry Engwight |
| Santa Monica Junior College, Santa Monica, Calif. (E) (G) | S. M. Hayden |
| San Mateo Junior College, San Mateo, Calif. (A & 1-3) (E) (G) | Harry E. Redeker |
| Santa Barbara State College, Santa Barbara, Calif. (G) (K-3) | Frederick Hile |
| Scranton, University of (Formerly St. Thomas College), Scranton, Pa. (A-1) (D-1) (F-1) | Dr. Austin J. App |
| Seventh-day Adventist Theological Seminary, Washington, D. C (F-1) | Prof. C. E. Weniger |
| Sherwood Music School, 410 So. Michigan Ave., Chicago, Ill. (D) (G) (H) | Walter A. Erley |
| Shorter College, North Little Rock, Ark. (B) (E) (H) | G. A. Gregg |
| Simpson College, Indianola, Iowa. (K-2) | Lester Spring |
| Smith College, Northampton, Mass. (K-3) | James F. Koehler |
| South Carolina, University of, Columbia, S. C. (A-6) (K) | A. C. Carlson |
| South Dakota State School of Mines, Rapid City, S. Dak. (A-2) (K-3) | E. E. Clark |
| Southeastern University, Washington, D. C. (M-2) | Joseph E. Keller |
| Southern California Junior College, Arlington, Calif. (A-2) (K-2) | L. H. Cushman, M. S. |



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| Southern California, University of, Los Angeles, Calif. (A-2) (B-2) (I-2) (K-2) | Richard E. Huddleston |
| Southern Junior College, Collegedale, Tenn. (K-4) | R. W. Woods |
| Spokane Junior College, Spokane, Wash. (A-2) (K-2) (M-2) | Robert D. Oliver, Raymond F. Crisp |
| Spring Hill College, Spring Hill, Ala. (K) | Frank E. Benedetto |
| State College of Washington, Pullman, Wash. (B-1) (C-1) (D-3) (E-1) (H-1) (J-3) (K-varies) | Kenneth Yeend |
| State Teachers College, Bloomsburg, Pa. (B) (C) (E) (F) (G) (H) | John C. Koch |
| State Teacher's College, Buffalo, N. Y. (C-3) | Ben H. Darrow |
| State Teachers College, Indiana, Pa. (A-2) | Lee Sprowls |
| State Teachers College, Kearney, Nebr. (C-3) | C. G. Ryan |
| State Teachers College, La Cross, Wis. (A-4) | Ross D. Spangler |
| State Teachers College, Paterson, N. J. (A-3) (K-3) | Dr. Lawrence E. Loveridge |
| State Teachers College, Peru, Nebr. (A-2) (E) | C. R. Lindstrom |
| State Teachers College, Superior, Wis. (A-3) | E. H. Schrieber |
| State Teachers College, Warrenburg, Mo. (K-2½) | W. C. Morris |
| Stephens College, Columbia, Mo. (A-4) (B-3) (D-3) | E. Gordon Hubbel |
| Sterling College, Sterling, Kans. (A-3) | Martin S. Maier |
| Syracuse University, Syracuse, N. Y. (A-3) (B-3) (C-3) (D-3) | Kenneth Bartlett |
| Temple University, Philadelphia, Pa. (K-3½) | J. Lloyd Bohn |
| Texas, University of, Austin, Tex. (A-3) | Thos. A. Rausse |
| Texas Christian University, Fort Worth, Tex. (B-3) (F & G-3) (K-3) | Dr. Newton Gaines |
| Texas Dental College, Houston, Tex. (G) | McKinley Rhodes |
| Texas Technological College, Lubbock, Tex. (A-2) | Richard Flowers |
| Thiel College, Greenvile, Pa. (K-4) | G. R. Bradshaw |
| Toledo, University of, Toledo, Ohio. (K-4) | C. G. Brennecke |
| Trinity College, Hartford, Conn. (A-3) | H. D. Doolittle |
| Trinity University, Waxahachie, Tex. (A-3) | Miss Yetta Mitchell |
| Tri-State College, Angola, Ind. (A-5) (K-5) (L-2½) (M-1½) | Wm. A. Pfeifer |
| Tufts College of Engineering, Medford, Mass. (K) | Edwin B. Rollins |
| Tulsa, University of, Tulsa, Okla. (A-2) (D) (F-2) | Ben G. Henneke |
| Tuskegee Institute, Tuskegee Institute, Ala. (A-5) (K-5) | W. C. Curtis |
| U. S. Coast Guard Academy, New London, Conn. (K-4) | Lt. J. D. Harrington |
| U. S. Naval Academy, Annapolis, Md. (K) | Lt. Com. E. T. Woolridge |
| Upper Iowa University, Fayette, Iowa. (K-3) | C. J. Black |
| Utah, University of, Salt Lake City, Utah. (A-3) (B-3) (D-3) (G-3) (K-6) | Dr. I. O. Horsfall |
| Utah State Agricultural College, Logan, Utah. (A-5) (B-3) (D-3) (E-3) (K-16) | Prof. S. R. Stock |
| Vassar College, Poughkeepsie, N. Y. (F-1) | Christine F. Ramsey |
| Ventura Junior College, Ventura, Calif. (A-6) | Burt Richardson |
| Vermont University of, Burlington, Vt. (K-3) | E. R. Mckee |
| Villanova College, Villanova, Pa. (A-4) | H. S. Bueche |
| Virginia Junior College, Virginia, Minn. (C) (D) (G) | Mary E. Asseltyne |
| Virginia Polytechnic Institute, Blackburg, Va. (K-3) | R. D. Michael, Webster Richardson |
| Wake Forest College, Wake Forest, N. C. (K-4) | Dr. Sherwood Githens, Jr. |
| Walla Walla College, College Place, Wash. (E-2) (F-2) (G-2) (K-3) | M. L. Neff |
| Wartburg College, Waverly, Iowa. (K-3) | A. A. Aardal |
| Wartburg Seminary, Dubuque, Iowa. (E) (H) | E. H. Schalkhauser |
| West Virginia University, Morgantown, W. Va. (A-3) (F-1) (G-3) (K-3) | A. W. Friend |
| Western Illinois State Teachers College, Macomb, Ill. (A-4) | W. H. Eller |
| Western Reserve University, Cleveland, Ohio. (C-2) (E-2) | Grazella P. Sherherd |
| Western State Teachers College, Kalamazoo, Mich. (K-4) | W. G. Marburger |
| Westminster College, Fulton, Mo. (K-4) | Albert C. Kreuger |
| Westminster College, New Wilmington, Pa. (D-1) | Wallace R. Biggs |
| Whitman College, Walla Walla, Wash. (A-2) | John W. Ackley |
| Whittier College, Whittier, Calif. (A-2) (B-2) (D-2) | W. Theron Ashby |
| Wichita, University of, Wichita, Kans. (A-2) | K. V. Manning |
| Willamette University, Salem, Ore. (B) (H) | Cameron Marshall |
| William & Mary College, Williamsburg, Va. (G & E-3) | Althea Hunt |
| Williams College, Williamstown, Mass. (K-3) | H. P. Stabler |
| Winona State Teachers College, Winona, Minn. (B) (G) (H) | Dr. Ella Murphy |
| Wisconsin, University of, Madison, Wis. (A-2) (C-2) (E-4) (H-2) | H. B. McCarty |
| Woman's College of University of N. C., Greensboro, N. C. (K-3) | Calvin N. Warfield |
| Worcester Polytechnic Institute, Worcester, Mass. (K-2) | Prof. H. H. Newell |
| Wyoming, University of, Laramie, Wyo. (C-3) (D-3) (F-2) (K-3) | Louis A. Mallory |
| Xavier Downtown College, Cincinnati, Ohio. (F-2) | James P. Glenn |
| Y. M. C. A. College, Dayton, Ohio (A) (B) (G) (J) (D-4) (E-2) (K-varies) | Wm. Y. Conrad |



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Exact Measurement of the Spoken Word 1902-1936.
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Listening Area Books (4th Series).
Making Microphone Friends.
Markets In Radio Homes.
Measuring the Radio Audience
Network News.
New Policies
". . . not soon forgotten."
Pebeco Booklet.
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Track Fast, Reception Clear, CBS Up.
Truth About the Harvard Findings.
Twelve Months.
Understanding Opera.
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Very Rich
We Write a P. S. To a Postcard.
When the Advertising Dollar Goes To Work In Newspapers, Magazines and Radio.

## *Publications of the Mutual Broadcasting System*

All Three of Us Can't Be Wrong.
Along Different Lines.
Award Folder.
Coverage: Maps and Market Data of the Mutual Broadcasting System.
A Day In the Life of Ray D. O'Dollar
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Some Think Them Sacred.
Study In Ups and Downs.
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## *Publications of the National Broadcasting Company*

INSTITUTIONAL

History in the Making.
Partnership of Religion & Radio.
Broadcasting in the Public Interest.
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RCA Television.
An Interpretation of NBC Program Policies as Affected by War.
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NBC Presents (Monthly publication)
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Music for Education.
Human Nature in Action.
Anna Kitchell's Briefcase.

NBC SALES PROMOTION

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Birds Eye View of U. S. Families.
Dialogue Over Pittsburgh
Estimated Number of Families.
Joint Committee Rural Survey Books 1-2-3.
Joint Committee Rural Survey Book 4.
Let's Look at Radio Together.
NBC Program Policies.
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Radio Families in the U. S.
Sales Through the Air.
So They Never Came Back.
Stubble, Stubble, Sales are Double.
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Time Zone Cards.
What is a Radio Program Rating?
M & O Station Circulation Maps.

NBC RADIO-RECORDING DIVISION

NBC Thesaurus Portfolio of Recorded Programs.
NBC Thesaurus Program Service Bulletin.
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Radio City Broadcasting & Television Tours Booklet.
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LISTENER AIDS

NBC Music Appreciation Hour.
Ideas That Came True.
America's Town Meetings of the Air.
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To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

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## American Association of Advertising Agencies

420 Lexington Ave., New York, N. Y.
MOhawk 4-7982

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FUNCTIONS

The purpose of this organization is to foster more uniform play-by-play pictures of league baseball games.

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Office of the Chairman: 920 Southern Bldg., Washington, D. C.

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FUNCTIONS

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FUNCTIONS

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## American Federation of Musicians

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## American Federation of Radio Artists (AFRA)

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VAnderbilt 6-1810

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576 Fifth Ave., New York, N. Y.
LOngacre 3-6223

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FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of solo musical artists in the protection of their common interests. It is not directly engaged in the radio industry and is affiliate of the American Federation of Radio Artists which has direct jurisdiction over broadcasting artists.

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## American Guild of Radio Announcers and Producers

13-26 142nd St., Melba, Long Island
INdependence 3-2633

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FUNCTIONS

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1621 Millard St., Bethlehem, Pa.

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Vice-President . . . . . Theodore N. Beckman
Treasurer . . . . . John J. Karol
Editor of Journal of Marketing . . . . . Roland S. Vaile

DIRECTORS

Fred E. Clarke, Paul D. Converse, Howard T. Hovde, William A. Sturm, Malcolm D. Taylor, Harry R. Tosdal, Wilford L. White.

•

## American Newspaper Publishers Association

370 Lexington Ave., New York, N. Y
CAledonia 5-2000

OFFICERS

President . . . . . John S. McCarrens
Vice-President . . . . . Walter M. Dear
Secretary . . . . . John S. Parks
Treasurer . . . . . W. G. Chandler
General Manager . . . . . Cranston Williams

FUNCTIONS

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

## The American Radio Relay League, Inc.

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

OFFICERS

President . . . . . Dr. Eugene C. Woodruff
Vice-President . . . . . George W. Bailey
Managing Secretary . . . . . Keneth B. Warner
Treasurer . . . . . A. A. Herbert
Communications Manager . . . . . F. E. Handy

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

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## American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.
COlumbus 5-7464

OFFICERS

President . . . . . Gene Buck
Vice-President . . . . . Louis Bernstein
Vice-President . . . . . Otto A. Harbach
Secretary . . . . . George W. Meyer
Treasurer . . . . . Gustave Schirmer
Assistant Secretary . . . . . J. J. Bregman
Assistant Treasurer . . . . . Irving Caesar
General Manager . . . . . John G. Paine
Assistant General Manager . . . . . Herman Greenberg

ADMINISTRATIVE COMMITTEE

E. C. Mills, Chairman; Gene Buck, Louis Bernstein, Irving Caesar, Walter Fischer.

BOARD OF DIRECTORS

Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, J. J. Robbins, John O'Connor, Max Dreyfus, George Fischer, Walter Fischer, Oscar Hammerstein II, Otto A. Harbach, Raymond Hubbell, Jerome Kern, Edgar Leslie Geo. W. Meyer, Jack Mills, Gustave Schirmer, Oley Speaks, Herman Starr, Deems Taylor, Will Von Tilzer.

FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

BRANCH OFFICES AND REPRESENTATVIES

ALABAMA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

ALASKA: Herman D. Kenin, 911 Public Service Bldg., Portland, Ore.

ARIZONA: Frank E. Hickey, 812-19 Security Bldg., Denver, Colo.

ARKANSAS: Milsten and Milsten, 807 Tulsa Loan Bldg., Tulsa, Okla.

CALIFORNIA: (Southern Part) Philip Cohen, 1217 Foreman Bldg., 707 S. Hill St., Los Angeles, Calif.; (Northern Part) Samuel M. Roeder, 1302 Humboldt Bk. Bldg., San Francisco, Calif.

COLORADO: H. O. Bergcamp, Security Bldg., Denver, Colo.

CONNECTICUT: R. W. Rome, 44 School Street, Boston, Mass.

DELAWARE: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.



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DISTRICT OF COLUMBIA: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.

FLORIDA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

GEORGIA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

IDAHO: (Southern Part) Hugo B. Anderson, 623 Continental Bank Bldg., Salt Lake City, Utah; (Northern Part) Herman Kenin, 911 Public Service Bldg., Portland, Ore.

ILLINOIS: E. S. Hartman, 7 So. Dearborn St., Chicago, Ill.

INDIANA: Snethen & Summers, 1214 Circle Tower, Indianapolis, Ind.

IOWA: John C. Wooden, 601 Des Moines Bldg., Des Moines, Iowa.

KANSAS: American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y.

KENTUCKY: William F. Clarke, Jr., Louisville Trust Bldg., Louisville, Ky.

LOUISIANA: J. Studebaker Lucas, 1015 Carondelet Bldg., New Orleans, La.

MARYLAND: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.

MASSACHUSETTS: R. W. Rome, 44 School Street, Boston, Mass.

MICHIGAN: Grosner & Burak, 782-784 Penobscot Bldg., Detroit, Mich.

MINNESOTA: Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.

MISSISSIPPI: J. Studebaker Lucas, 1015 Carondelet Bldg., New Orleans, La.

MISSOURI: (Address Nearest Office) Maurice J. O'Sullivan, 700 Gloyd Bldg., Kansas City, Mo.
Karl P. Spencer, 950 Telephone Bldg., 1010 Pine St., St. Louis, Mo.

NEBRASKA: E. N. Blazer, 801 Electric Bldg., Omaha, Nebr.

NEVADA: Hugo B. Anderson, 623 Continental Bank Bldg., Salt Lake City, Utah.

NEW HAMPSHIRE: Demond, Woodworth, Solloway, Piper & Jones, New Hampshire Savings Bank Bldg., Concord, New Hampshire.

NEW JERSEY: Samuel M. Hollander, Military Park Bldg., 60 Park Place, Newark, N. J.

NEW MEXICO: H. O. Bergcamp, Security Bldg., Denver, Colo.

NEW YORK: (Address Nearest Office) American Society of Composers, Authors and Publishers, 30 Rockefeller Plaza, New York, N. Y.
Lawrence Schlums, 1140 Lincoln-Alliance Bank Bldg., Rochester, N. Y.

NORTH CAROLINA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

NORTH DAKOTA: Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.

OHIO: (Address Nearest Office) Samuel Feldman, 3910-11 Carew Towers, Cincinnati, Ohio.
Frankel & Frankel, 1520 NBC Bldg., Cleveland, Ohio.

OKLAHOMA: Milsten and Milsten, 807 Tulsa Loan Bldg., Tulsa, Okla.

OREGON: Herman Kenin, 911 Public Service Bldg., Portland, Oregon.

PENNSYLVANIA: (Address Nearest Office) (Western Part) William J. O'Brien, 509 Grant Bldg., Pittsburgh, Pa.
(Eastern Part) H. A. Brown, 163B Lincoln Liberty Bldg., Philadelphia, Pa.

RHODE ISLAND: R. W. Rome, 44 School Street, Boston, Mass.

SOUTH CAROLINA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

SOUTH DAKOTA: Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.

TENNESSEE: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

TEXAS: Frank H. Hemby, 412 Tower Petroleum Bldg., 1905 Elm Street, Dallas, Texas.

UTAH: H. O. Bergcamp, Security Bldg., Denver, Colo.

VERMONT: R. W. Rome, 44 School Street, Boston, Mass.

VIRGINIA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

WASHINGTON: American Society of Composers, Authors and Publishers, 30 Rockefeller Plaza, New York, N. Y.

WEST VIRGINIA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

WISCONSIN: Robert A. Hess, Plankinton Bldg., Milwaukee, Wis.

WYOMING: H. O. Bergcamp, Security Bldg., Denver, Colo.

EUROPEAN REPRESENTATIVE: Hugo Bryk, 27-33 Champs-Elysees, Paris (8e), France.

JAPAN: Dr. W. Plage, 29 Mikawadaimachi, Azabu-Ku, Tokyo, Japan.

ARGENTINA: G. Giacompol, Sante Fe 1548, Buenos Aires, Argentina.

HAWAII: Samuel M. Roeder, 1302 Humboldt Bank Bldg., San Francisco, Calif.

PUERTO RICO: Stanley Shepard, Camino Del Acueducto de Guaynabo, Box 3667, Santurce, Puerto Rico.

CUBA: Dr. Ricardo E. Viurrun, 7 O'Reilly Street, Havana, Cuba.

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## American Society of Music Arrangers

1438 Ridgley Drive, Los Angeles, Calif.

OFFICERS

President.....Robert Russell Bennett
First Vice-President.....Adolph Deutsch
Second Vice-President.....John M. Leipold
Secretary-Treasurer.....Vernon Leftwich
Counsel.....William Jennings Bryan, Jr.
Business Manager.....Richard S. Hartman

DIRECTORS

Robert Russell Bennett, Adolph Deutsch, John M. Leipold, Vernon Leftwich, John Raab, Edmund Ross, Leigh Harline, Charles Wolcott, Arthur Lange, Felix Mills, Leo Arnaud.

FUNCTIONS

The American Society of Music Arrangers is a national organization founded in 1937 and is composed of the leading music arrangers of the country. Its function is to gain greater recognition for its members, to establish a closer bond among its members, to promote a mutual understanding with contemporaries, and to secure the fulfillment of the coordinate needs and protection of all members.

•

## Associated Actors and Artistes of America

25 West 45th Street—Room 1604, New York City, N. Y.
Phone: BRyant 9-9237.

OFFICERS

President-Executive Director.....Frank Gillmore
Executive Secretary.....Paul Dullzell
1st Vice-President.....Jean Greenfield
2nd Vice-President.....Kenneth Thomson
Treasurer.....Leo Fischer
Counsel.....Paul M. Turner

FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.



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## Associated Broadcast Technicians, Unit of the International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington, D. C.

OFFICERS

President . . . Lyman G. Swendson (WCCO, Minneapolis)
Recording Secretary . . . . . Robert J. Mayberry (WABC, New York City)
Financial Secretary . . . . . Edward L. Philbrick (WEEI, Boston)
Treasurer . . . . . Ted Denton, Jr. (KNX, Los Angeles)
National Business Manager and International Representative . . . . . D. J. Dunlop
International Representative . . . . Russ Rennaker

REGIONAL OFFICERS

1st Region . . . . . Edward L. Philbrick (WEEI, Boston)
2nd Region . . . . . Robert J. Mayberry (WABC, New York City)
3rd Region . . . . . Edwin F. Laker (WJSV, Washington, D. C.)
4th Region . . . . . Ralph F. Painter (WBT, Charlotte, N. C.)
5th Region . . . . . Howard Stephen (WKRC, Cincinnati)
6th Region . . . . . Harry Harvey (WBBM, Chicago)
7th Region . . . . . Percy Zeigler (KOWH, Omaha)
8th Region . . . . . Ted Denton, Jr. (KNX, Los Angeles)

FUNCTIONS

This association is a labor union representing broadcast technicians only.

•

## Association of National Advertisers, Inc.

330 West 42nd St., New York, N. Y
BRyant 9-6330

OFFICERS

Chairman of Board . . . . . A. O. Buckingham (Cluett, Peabody & Co.)
Vice-Chairman . . . . . Leo Nejelski (The Pepsodent Co.)
Vice-Chairman . . . . . H. W. Roden (Harold H. Clapp, Inc.)
Vice-Chairman . . . . . D. P. Smelser (The Procter & Gamble Co.)
President . . . . . Paul B. West
Treasurer . . . . . M. H. Leister (Sun Oil Co.)
Secretary . . . . . C. S. McMillan
Counsel . . . . . I. W. Digges

DIRECTORS

Northrop Clarey, Standard Oil Co. of N. J.; Gordon E. Cole, Cannon Mills, Inc.; Keith J. Evans, Inland Steel Co.; P. C. Handerson, The B. F. Goodrich Co.; W. A. Hart, E. I. du Pont de Nemours & Co.; Carleton Healy, Hiram Walker, Inc.; Charles G. Mortimer, Jr., General Foods Corp.; A. T. Preyer, Vick Chemical Co.; H. M. Shackelford, Johns-Manville Corp.; H. B. Thomas, The Centaur Co.; H. M. Warren, National Carbon Co.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

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## Association of Radio News Editors & Writers

c/o Ken McClure, San Antonio, Texas

OFFICERS

President . . . . . Ken McClure
Secretary-Treasurer . . . . . Al Hollender (WJJD-WIND, Chicago, Ill.)

FUNCTIONS

This association has for its object to bring together radio and television news editors and writers in accordance with the principles, procedure and ethics of good newscasting and journalism.

•

## Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif
HOllywood 3545

OFFICERS

Vice-President . . . . . Gerald King
Secretary . . . . . C. P. MacGregor
Treasurer . . . . . J. Messer
General Counsel . . . . . John J. Wilson

DIRECTORS

Gerald King, C. P. MacGregor, A. Schrade.

FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; American Record Co.; Ray Morgan & Co.; Standard Radio, Inc.; Recordings, Inc.

•

## Australian Federation of Commercial Broadcasting Stations

Commonwealth bank B.dg., 371 Collins St.,
Melbourne, C.1., Australia
Phone M 5440 M 5532

OFFICERS

President . . . . . C. F. Marden (2UW, Sydney)
Vice-President . . . . . T. Holt (3XY, Melbourne)
Vice-President . . . . . J. Ridley (2GZ, Sydney)
Vice-President . . . . . A. C. Kinnear (5AD, Adelaide)
Vice-President . . . . . A. Robertson (4BK, Brisbane)
Vice-President . . . . . B. Samuel (W. A. Broadcasters Ltd.)
Vice-President . . . . . A. P. Findlay (7LA, Launceston)
Secretary . . . . . R. Dooley
New South Wales Secretary . . . . . A. F. O. Brown
Trustee . . . . . A. N. Kemsley (3UZ, Melbourne)
Trustee . . . . . C. V. Stevenson (2UE, Sydney)

EXECUTIVE COMMITTEE

The committee comprises the president, vice-presidents, representatives of Sydney and Melbourne stations and two representatives of country stations in both New South Wales and Victoria.

COUNCIL

The council comprises representatives of metropolitan stations in each capital city, with the addition of the country stations' representatives on the executive committee.

BRANCH OFFICE

1 Jamieson Street, Sydney, New South Wales.

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## Authors' Guild

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

OFFICERS

President . . . . . Hendrik Willem van Loon
Vice-President . . . . . Henry F. Pringle
Secretary . . . . . Margaret Widdemer



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## Authors' League

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

OFFICERS

President ..... Elmer Davis
Vice-President ..... Kenyon Nicholson
Secretary ..... Homer Croy
Treasurer ..... Luise Sillcox

FUNCTIONS

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

•

## Canadian Association of Broadcasters

Suite 1014, Metropolitan Bldg., Toronto, Ont., Canada
Elgin 5623

OFFICERS

President ..... Harry Sedgwick
Vice-President ..... H. Gordon Love
Secretary-Treasurer ..... T. Arthur Evans

DIRECTORS

Harry Sedgwick, CFRB, Toronto; Henry S. Gooderham, CKCL, Toronto; J. Stewart Neill, CFWB, Fredericton; Marcel Lefebvre, CHLP, Montreal; A. A. Murphy, CFQC, Saskatoon; H. R. Carson, CFAC, Calgary; H. Gordon Love, CFCN, Calgary.

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 57 privately owned radio stations.

•

## Canadian Performing Right Society, Ltd.

1003 Royal Bank Bldg., Toronto, Canada

OFFICERS

President-Managing Director ... H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Gene Buck, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

•

## Catholic Actors Guild of America, Inc.

Hotel Astor, New York, N. Y.
CIrcle 6-5566

OFFICERS

President ..... George M. Cohan
First Vice-President ..... Gene Buck
Second Vice-President ..... Hugh O'Connell
Honorary Vice-Presidents:
Walter Connolly, Bing Crosby, Dan Healy, Pat O'Brien
Chaplain ..... Very Rev. Edward F. Leonard
Treasurer ..... Rev. John F. White
Recording Secretary ..... Brandon Peters
Counsel ..... Hon. Alfred J. Talley
Historian ..... Jane Hoy
Executive Secretary ..... George Buck
Chairman of Executive Board ..... William David
Social Secretary (Theatrical) ..... Allyn Gillyn
Social Secretary (Non-Theatrical)
Mrs. Cornelius J. Gallagher

FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, non-sectarian in scope.

•

## Catholic Writers Guild of America, Inc.

128 W. 71st St., New York, N. Y.
ENdicott 2-0411

OFFICERS

President ..... Eugene A. Colligan
1st Vice-President ..... Joseph A. Durkin
2nd Vice-President ..... Daniel D. Halpin
3rd Vice-President ..... Joseph M. Branigan
Treasurer ..... Hugh A. O'Donnell
Financial Secretary ..... Edwin P. Kolroe
Recording Secretary ..... Clarence E. Heller
Corresponding Secretary ..... Gertrude D. Healy
Counsel ..... J. Hilary Bouillon
Spiritual Director ..... Rev. John B. Kelly
President Emeritus ..... James J. Walsh

BOARD OF DIRECTORS

Thomas F. Woodlock, Very Rev. Fulton J. Sheen, Joseph A. Durkin, Victor Ridder, Rev. Joseph A. Daly, Hugh A. O'Donnell, Mrs. Philip A. Brennan, Rev. Eckhard Koehle, Kenton Kilmer, Richard Reid, Nicholas Farley, Katherine Edgerly, Charles H. Moran, Alex J Morrison.

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## Direct Mail Advertising Association, Inc.

17 East 42nd St., New York, N. Y.
VAnderbilt 6-1479

OFFICERS

President ..... L. Rohe Walter
(The Flintkote Co.)
Vice-President ..... Richard Messner
(E. E. Brogle & Co.)
Secretary-Treasurer ..... George E. Loder
(The National Process Co.
Managing Secretary ..... Jane L. Bell

•

## The Dramatists' Guild

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

OFFICERS

President ..... Elmer Rice
Vice-President ..... George S. Kaufman
Chairman of the Board ..... Edward Childs Carpenter
Secretary ..... Richard Rodgers
Executive Secretary ..... Luise Sillcox

Annual meeting and election: November; Membership: 2500.

FUNCTIONS

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

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## Educational Radio Division

United States Office of Education,
Washington, D. C.

OFFICERS

U. S. Commissioner of Education ... J. W. Studebaker
Director ..... William Dow Boutwell
Business Manager ..... Richard Philip Herget
Production Director ..... Philip H. Cohen
Musical Director ..... Rudolf Schramm
Script Editor ..... Morris Jones
Audience Participation Director ... Benjamin Brodinsky
Research Director ..... Philip Leonard Green

FUNCTIONS

The Educational Radio Division is attempting to make educational programs interesting to a larger majority of radio listeners. In doing this it conducts experimental demonstrations in the use of radio in the service of education.



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## Federal Communications Bar Association

National Press Bldg., Washington, D. C

OFFICERS

President . . . Philip J. Hennessey, Jr.
First Vice-President . . . Horace Lohnes
Second Vice-President . . . Philip C. Loucks
Third Vice-President . . . . Paul A. Porter
Secretary . . . . . John Little Page

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners.

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## Federal Radio Education Committee (FREC)

Room 3355 South Interior Bldg., Washington, D. C.
REpublic 1820 Extension 2280

OFFICERS

Chairman . . . J. W. Studebaker
Vice-Chairman . . C. F. Klinefelter
Secretary . . . Gertrude G. Broderick
Assistant to the Chairman
In Charge of Service . . W. D. Boutwell
Assistant to the Chairman
In Charge of Research . . Leonard Power
Director of Information-Editor . J. Kenneth Jones

COMMITTEE

John Elmer, WCBM, Baltimore; Willard Givens, National Education Association; Reverend George Johnson, Catholic University of America; Neville Miller, National Association of Broadcasters; A. D. Ring, Federal Communications Commission; John F. Royal, National Broadcasting Co.; Levering Tyson, Muhlenberg College; Frederic A. Willis, Columbia Broadcasting System; John W. Studebaker, United States Commissioner of Education.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educations, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Glossary of Radio Terms, "Americans All—Immigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and Forums on the Air.

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## First Advertising Agency Group

524 Union Commerce Bldg., Cleveland, Ohio

OFFICERS

President . . Lee Donnelley
Vice-President . . . C. P. Clark
Secretary-Treasurer . Charlton Keen

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

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## Independent Radio Network Affiliates, Inc. (IRNA)

Chairman's Office: 200 Bankers Securities Bldg., Philadelphia, Pa.

OFFICERS

Chairman . . . . . Samuel R. Rosenbaum (WFIL, Philadelphia)
Vice-Chairman & Acting Treasurer . Paul W. Morency (WTIC, Hartford)

EXECUTIVE COMMITTEE

Mark Ethridge, WHAS, Louisville; Walter J. Damm, WTMJ, Milwaukee; L. B. Wilson, WCKY, Cincinnati; John Shepard 3rd, WAAB, Boston.

DIRECTORS

Edgar L. Bill, WMBD, Peoria; H. K. Carpenter, WHK, Cleveland; Edwin W. Craig, WSM, Nashville; E. B. Craney, KGIR, Butte; Walter J. Damm, WTMJ, Milwaukee; Mark Ethridge, WHAS, Louisville; John A. Kennedy, WCHS, Charleston; I. R. Lounsberry, WGR, Buffalo; Paul W. Morency, WTIC, Hartford; Charles W. Myers, KOIN, Portland, Ore.; George W. Norton, Jr., WAVE, Louisville; Eugene P. O'Fallon, KFEL, Denver; Samuel R. Rosenbaum, WFIL, Philadelphia; John Shepard, 3rd, WAAB, Boston; L. B. Wilson, WCKY, Cincinnati.

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## Institute of Radio Engineers, Inc.

330 West 42nd St., New York, N. Y.
MEdallion 3-5661

OFFICERS

President . . . . . L. C. F. Horle
Secretary . . . Harold P. Westman

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## Institution of Electrical Engineers

Savoy Place, London W.C.2, England
Temple Bar 7676

OFFICERS

President . . . Johnstone Wright
Secretary . . . . . W. K. Brasher

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## Interdepartmental Radio Advisory Committee (IRAC)

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

OFFICRS

Chairman . . . . . E. K. Jett
Vice-Chairman . . . . J. H. Dellinger
Secretary . . . . . Gerald C. Gross
Assistant Secretary . . P. F. Silling

MEMBERS

Department of Agriculture . E. W. Loveridge
Department of Commerce . Dr. John H. Dellinger
Civil Aeronautics Authority . W. E. Jackson
Federal Communications Commision . E. K. Jett
Department of Interior . . C. D. Monteith
Department of Justice . . T. D. Quinn
Department of Labor . . Albert Reitzel
Maritime Commission . . D. S. Brierly
Department of Navy . . Admiral S. C. Hooper
Post Office Department . C. P. Graddick
Department of State . . Thomas Burke
Department of Treasury . Commander J. F. Farley
Department of War . Major General J. O. Mauborgne

ALTERNATE MEMBERS

Department of Agriculture . Wallace L. Kadderly
Department of Commerce . Dr H. G. Dorsey
Civil Aeronautics Authority . L. H. Simson
Federal Communications Commission . Gerald C Gross
Department of Interior . John S. Cross
Department of Justice . . none
Department of Labor . . . H. J. Walls
Maritime Commission . . J. T. Welsh
Department of Navy . . . . Commander John R. Redman
Post Office Department . . none
Department of State . . . . . Francis C. de Wolf
Department of Treasury . . . Lieutenant D E. McKay, Lieutenant G. Van A. Graves
Department of War . . Captain Wesley T Guest

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government stations or classes of stations. Funds are con-



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tributed from the budgets of the member agencies and records and minutes of meetings are on deposit with the FCC committeemen. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is more or less confidential.

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## International Broadcasting Union

(Union Internationale de Radiodiffusion)
Palais Wilson, 52, rue des Paquis, Geneva Switzerland
Telephone: 29.055

OFFICERS

Secretary General.....A. R. Burrows
Director of Technical Observation Station..R. Braillard
Assistant Director of Technical Observation Station .....Prof. E. Divoire

TECHNICAL OBSERVATION STATION

32, Avenue Lancaster, Uccle 3 Brussels, Belgium. Phone: 44.17.97.

FUNCTIONS

The International Broadcasting Union has been founded to establish relations between the various European and non-European organizations operating broadcasting services, to centralize the study of all questions of general interest arising from the development of broadcasting, and to promote the interest of the latter in every domain. On the technical side, the Union acts as expert for the European administrations in all questions relating to the application of the European Broadcasting Convention, which determines the distribution of wavelengths among the different European broadcasting stations. Its Brussels office checks the frequencies of broadcasting stations daily. In connection with its work the Union publishes monthly bulletins for its members as well as other information in the form of booklets and books on the subject of broadcasting service.

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## International Short Wave Club

923 Vine Street, East Liverpool, Ohio
1685-R Main

OFFICERS

President & Editor .....Arthur J. Green
Board of Advisors .....Joseph B. Sessions
Board of Advisors .....Jacob N. Kleimans
Board of Advisors .....Charles H. Schroeder
European Representative .....Arthur E. Bear

BRANCH OFFICES

New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter; Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. LaPavoux, Sec.
(Note: The English Chapters have temporarily suspended operations.)

FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

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## The Lambs

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

OFFICERS

Shepherd .....Fred Waring
Boy .....Raymond Peck
Corresponding Secretary.....Jack Whiting
Recording Secretary.....Bobby Clark
Treasurer .....J. C. Cuppia
Librarian.....Harold G. Hoffman

MEMBERS OF THE COUNCIL

Arthur Hurley, Kenneth Webb, J. W. Powell, Martin Gillen, James E. Meighan, Earl Benham, John Hayden, Edward C. Lilley, John McManus, Percy Moore, Edwin Burke, Dr. M. Sayle Taylor, M. D. Stauffer, William P. Adams.

LIFE DIRECTORS: R. H. Burnside, A. O. Brown, Frank Crummit, William Gaxton.

## Market Research Council

444 Madison Ave., New York.
ELdorado 5-6400

OFFICERS

President .....Arthur Hirose
(McCall Corp.)
Vice President.....Arno H. Johnson
(J. Walter Thompson Co.)
Secretary-Treasurer.....Will S. Johnson
(Vick Chemical Co.)

EXECUTIVE COMMITTEE

Arthur Hirose, Arno H. Johnson, Will S. Johnson, D. E. Robinson (McCall Corp.), L. D. Weld (McCann-Erickson, Inc.).

•

## The Masquers

1765 N. Sycamore Ave., Hollywood, Calif.
HOllywood 2164

OFFICERS

Harlequin.....William B. Davidson
Pierrot .....Jean Hersholt
Ponchinello .....Stanley Taylor
Croesus .....Howard B. Henshey
Pantaloon .....Lloyd Corrigan
Reader .....Frank Campeau

JESTERATE

Charles Chase, Berton Churchill, Benjamin W. Shipman, Jed Prouty, Ernest Hilliard, Frank M. Flynn, Robert Armstrong, David H. Thompson, Ned A. Sparks, Raymond Walburn, Syd Saylor, William H. Dunn, Dell Henderson, James W. Horne, Charles Vanda.

•

## Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
CIrcle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President.....E. H. Morris
Vice-President.....Lester Santly
Treasurer.....J. J. Bregman
Secretary .....Jack Mills
General Manager.....Harry Fox

•

## National Advisory Council on Radio in Education

60 E. 42nd St,. New York, N. Y.
MUrray Hill 2-3420

OFFICERS

President .....Dr. Robert A. Millikan
Vice-President .....Dr. Livingston Farrand
Vice-President .....Miss Meta Glass
Vice-President .....Dr. Robert M. Hutchins
Vice-President .....Dr. Robert G. Sproul
Vice-President .....Dr. Walter Dill Scott
Chairman of the Board .....Dr. Harry W. Chase
Vice-Chairman of the Board..Dean James E. Russell
Treasurer .....Col. William J. Donovan
Secretary .....Dr. Levering Tyson

FUNCTIONS

The National Advisory Council on Radio in Education was organized to promote the more effective utilization of the art of broadcasting in the general field of American education. Its membership includes representatives in the field of education, government and industry as well as the general public.

•

## National Association of Broadcasters

Normandy Bldg., 1627 "K" Street, N. W.,
Washington, D. C.
National 2080

OFFICERS

President .....Neville Miller
Secretary-Treasurer.....Edwin M. Spence
General Counsel.....Russell P. Place
Special Copyright Counsel.....Andrew W. Bennett
Director of Public Relations.....Edward M. Kirby



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Director of Labor Relations..... ...Joseph L. Miller
Director of Research. . . . . .Paul F. Peter
Director of Engineering .....Lynne C. Smeby
Auditor..... . ..... .....Everett E. Revercomb

BOARD OF DIRECTORS

District
1—Paul Morency, WTIC, Hartford, Conn.
2—Harry C. Wilder, WSYR, Syracuse, N. Y.
3—Clifford M. Chafey, WEEU, Reading, Pa.
4—John A. Kennedy, WBLK, Clarksburg, W. Va.
Frank M. Russell, WRC, Washington, D. C. (director-at-large)
John Elmer, WCBM, Baltimore, Md. (director-at-large)
Don S. Elias, WWNC, ASHEVILLE, N. C.
5—W. Walter Tison, WFLA, Tampa, Fla.
Lambdin Kay, WSB, Atlanta, Ga. (director-at large)
6—Edwin W. Craig, WSM, Nashville, Tenn.
7—J. H. Ryan, WSPD, Toledo, Ohio
George Norton, Jr. (director-at-large)
8—John E Fetzer, WKZO, Kalamazoo, Mich.
9—William E. West, WTMV, East St. Louis, Ill.
10—John J. Gillin, Jr., WOW, Omaha, Nebr.
11—Earl H. Gammons, WCCO, Minneapolis, Minn.
12—Herbert Hollister, KANS Wichita, Kans.
13—O. L. Taylor, KGNC, Amarillo, Tex.
Harold Hough, WBAP, Fort Worth, Tex. (director-at-large)
Elliott Roosevelt, Hearst Radio, Inc. (director-at-large)
14—Eugene P. O'Fallon, KFEL, Denver, Colo.
15—Howard Lane, KFBK, Sacramento, Calif.
16—Donald W. Thornburgh, KNX, Los Angeles, Calif
17—C. W Myers, KOIN, Portland, Ore.
Harry R. Spence, KXRO, Aberdeen, Wash (director-at-large)

EXECUTIVE COMMITTEE

Neville Miller, Paul W. Morency, Harry C. Wilder, John A. Kennedy, Edwin W. Craig, Herbert Hollister, John Elmer.

•

## National Association of Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ of Illinois, Urbana, Illinois

OFFICERS

President. ... .....Harold G. Ingham
(KFKU, Lawrence, Kans.)
Vice-President ..... M. Reid White
(KWSC, Pullman, Wash.)
Treasurer ..... W I Griffith
(WOI, Ames, Iowa)
Executive Secretary ..... .Frank Schooley
(WILL, Urbana, Illinois)

FUNCTIONS

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

•

## National Association of Performing Artists

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

OFFICERS

President . . ..... .....James J. Walker
First Vice-President .. ..... . . ....Fred Waring
Vice-President..... ..... Meyer Davis
Vice-President..... .....Paul Whiteman
Vice-President . ... ..... .... .. Al Jolson
Secretary ..... .....Frank Crumit
Treasurer ... ... ..... .. ... . Don Voorhees
General Counsel . . ..... ...Maurice J Speiser

BOARD OF DIRECTORS

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

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

•

## National Association of Regional Broadcast Stations

Munsey Bldg., Washington, D. C.
MEtropolitan 0023

OFFICERS

President . . . ..... .....John Shepard 3rd
(The Yankee Network, Boston)
Secretary-Treasurer. ..... Grace C. Ingels

DIRECTORS

Campbell Arnoux, WTAR, Norfolk, Va.; Edgar L. Bill, WMBD, Peoria, Ill.; Edward Craney, KGIR, Butte, Mont.; Edgar H. Twamley, WBEN, Buffalo, N. Y.; Hoyt Wooten, WREC, Memphis, Tenn.; Lewis A'len Weiss, Don Lee Broadcasting System, Los Angeles, Calif.

FUNCTIONS

The objects of this association are to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members to any greater degree or in any different manner than licensees of broadcast stations who are ineligible for membership.

•

## National Committee on Education by Radio

Room 308, One Madison Ave., New York, N. Y.
CAledonia 5-6965

OFFICERS

Chairman .. ..... .. ... ..... .Arthur G. Crane
(Pres., University of Wyoming)
Vice-Chairman .. . . ... .. H. J. Umberger
(Dir., Division of Extension, Kansas State College)
Secretary . .... . ... ... S. Howard Evans

FUNCTIONS

Acts as spokesman in radio matters for organized education. Publishes a bulletin titled "Education By Radio." Aids and encourages non-commercial radio stations. Promotes cooperation between educators and commercial broadcasters. Acts as clearing house for information about education by radio

•

## National Independent Broadcasters, Inc. (NIB)

President's Office: 630 Fifth Ave., New York, N. Y.

OFFICERS

President..... .... Harold A. Lafount
Vice-President.. .. . ..... . .Edward A. Allen
Secretary-Treasurer..... .... .. Lloyd C. Thomas

DIRECTORS

District
1—Stanley N. Schultz, WLAW, Lawrence, Mass.
2—Harold A. Lafount, WOV, New York, N. Y.
3—Frank R. Smith, Jr., WWSW, Pittsburgh, Pa.
4—Edward A. Allen, WLVA, Lynchburg, Va.
5—Maurice C. Coleman, WATL, Atlanta, Ga.
6—Jack M. Draughon, WSIX, Nashville, Tenn.
7—Steve A. Cisler, WGRC, Louisville, Ky.
8—James F. Hopkins, WJBK, Detroit, Mich.
9—Ralph L. Atlass, WJJD, Chicago, Ill.
10—Edgar P. Shutz, WIL, St. Louis, Mo.
11—Gregory Gentling, KROC, Rochester, Minn.
12—W B. Greenwald, KWBG, Hutchinson, Kans.
13—James R. Curtis, KFRO, Longview, Texas



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14—Frank Hurt, KFXD, Nampa, Idaho
15—Arthur Westlund, KRE, Berkeley, Calif.
16—Calvin J. Smith, KFAC, Los Angeles, Calif.
17—T. W. Symons, Jr., KXL, Portland, Ore.

FUNCTIONS

This association was organized by independent and local broadcasting stations to meet the need of special representation for such stations in handling the problems and activities peculiar to them as a group.

## National Industrial Advertisers Association, Inc.

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

OFFICERS

President .....Charles McDonough
(Combustion Engineering Co.)
Vice-President.....Richard P. Dodds
(Truscon Steel Co.)
Vice-President.....E. J. Goes
(Koehring Co.)
Vice-President.....Herbert V. Mercready
(Magnus Chemical Co.)
Vice-President .....Terry Mitchell
(Frick Co.)
Vice-President.....William D. Murphy
(Sloan Valve Co.)
Vice-President.....H. S. Van Scoyoc
(Canada Cement Co.)
Secretary-Treasurer.....R. Louis Towne
(Surface Combustion Corp. )
Past President.....Stanley A. Knisely
(Associated Business Papers,, Inc.)
Headquarters Secretary.....M. R. Webster

DIRECTORS

A. R. Keene, Pneumatic Scale Corp.; Fred C. Noyes, Horton-Noyes Co.; H. H. Simmons, Crane Co.; Harry Neal Baum, Fairbanks, Morse & Co.; W. D. Shannon, Allis-Chalmers Mfg. Co.; Herman L. Klein, Cincinati Milling Machine Co.; Paul, Teas, Paul Teas, Inc.; J. L. Bletz, Thew Shovel Co.; H. G. Doering, Truscon Laboratories; Lloyd H. Vivian, Ditzler Co.; James G. Kuester, Read Machinery Co.; Frank W. Pensinger, Landis Tool Co.; M. W. Dalls, E. C. Atkins & Co.; M. R. Klitten, The McCarty Co.; Richard F. O'Mara, Western Precipitations Corp.; E. J. Goes, Koehring Co.; P. C. Ritchie, Waukesha Motor Co.; H. S. Van Scoyoc, Canada Cement Co.; F. A. McLean, Canadian Ingersoll-Rand Co.; Kenneth W. Bailey, Primary Battery Division of Thomas A. Edison, Inc.; Richard S. Hayes, The Okonite Co.; Edward A. Phoenix, Johns-Manville Corp.; Robert J. Barbour, The Bakelite Corp.; R. E. Loveking, R. E. Loveking Corp.; Douglas C. Miner, E. F. Houghton & Co.; D. Clinton Grove, Blaw-Knox Co.; David A. Wolff, Edwin L. Wiegand Co.; R. T. Reinhardt, California Corrugated Culvert Co.; E. L. Mathy, Victor Equipment Co.; Carl B. Dietrich, Wagner Electric Corp.; Clifford F. Boyer, Kwick-Kut Mfg. Co.; Carl U. Fauster, United States Advertising Corp.; Allen P. Colby, The National Supply Co.; W. H. Evans, Minneapolis-Honeywell Regulator Co.; T. S. Glover, Russell T. Kelley, Ltd.; George Lonergan, The Bristol Co.; E. V. Creagh, American Chain & Cable Co.; A. J. Brady, The Timken Roller Bearing Co.; C. C. Davenport, Union Steel Products Co.

FUNCTIONS

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

## National Research Council of Japan

Imperial Academy House, Ueno Park, Tokyo, Japan
Phone: Shitaya No. 43

OFFICERS

President .....A. Tanakadata
Vice-President .....H. Nagaoka
Secretary .....H. Honda

## National Variety Artists, Inc.

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

OFFICERS

President .....Louis Handin
First Vice-President.....Billy Blason
Second Vice-President.....Leon E. Bendon
Treasurer .....William Marble

DIRECTORS

Al Edwards, Harry Brooks, Nick Elliott, Wilbur Held, Charles Johnson, Charles H. Preston, Lester Rose, Joe Verdi.

## Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.
Phone: 432

OFFICERS

President .....Randall Ryan
(KMMJ, Grand Island)
Vice-President.....W. I. LeBarron
(KGNF, North Platte)
Secretary-Treasurer .....Art Thomas
(WJAG, Norfolk)

DIRECTORS

John Gillin, Jr., WOW, Omaha; L. L. Hiliard, KGKY, Scottsbluff.

MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KGFW, Kearney; KGKY, Scottsbluff; KGNF, North Platte; KMMJ, Clay Center; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

## North Carolina Association of Broadcasters

President's Office: c/o WPTF, Raleigh, N. C.

OFFICERS

President.....Richard H. Mason
(WPTF, Raleigh)
Vice-President .....George Walker
(WAIR, Winston-Salem)
Secretary .....Fred Fletcher
(WRAL, Raleigh)
Treasurer .....Earl Gluck
(WSOC, Charlotte)

FUNCTIONS

This association coordinates the activities of all member stations in connection with problems in which they have a mutual interest.

## Pacific Advertising Clubs Association

1629 Telegraph Ave., Oakland, Calif.
TWinoaks 2778

OFFICERS

President.....Norton W. Mogge
(J. Walter Thompson Co.)
Senior Vice-President.....Douglas G. McPhee
(Safeway Stores, Inc.)
Secretary-Treasurer.....W. J. Borrie
(Pemberton & Son)
Acting Eexcutive Secretary.....Lela M. Huey
(Advertising Mail)
V-P District 1.....Earl C. Green
(Advertising Novelties)
V-P District 2.....A. A. Campbell
(Salt Lake City Tribune-Telegram)
V-P District 3.....E. E. Thomas
(Salem Statesman)
V-P District 4 .....Jack Leatherman
(Blake, Moffitt & Towne)
V-P District 5 .....Frank McKellar
(Los Angeles Downtown Shopping News)
Vice-President-At-Large .....Hazel Evans
(Anderson Printing Co.)
Director.....Harold R. Deal
(Tidewater Associated Oil Co.)
Chairman Junior Division.....George A. Hampe, Jr.
(Dictophone Co.)

FUNCTIONS

This Association is composed of advertising and sales clubs in the states of California, Washington, Oregon, Utah, Nevada, Arizon aand Idaho and Vancouver, B. C. Convention is held annually.



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## Pennsylvania Broadcasters Association

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President . . . Clair R McCollough (WGAL, Lancaster)
Vice-President . . . . . Clifford Chafey (WEEU, Reading)
Secretary . . . . . C. G. Moss (WKBO, Harrisburg)
Treasurer . . . . . Dr. Leon Levy (WCAU, Philadelphia)

DIRECTORS

H. Kenneth Brennen, WJAS, Pittsburgh; George E. Joy, WRAK, Williamsport; Arthur Simon, WPEN, Philadelphia

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state

•

## The Proprietary Association

701 Otis Bldg., 810 Eighteenth St., N. W., Washington, D. C.

OFFICERS

President . . . . . George H. Miller (The Musterole Co.)
Honorary Vice-President . . . . . Dr. V. Mott Pierce
First Vice-President . . . . Charles S. Beardsley (Miles Laboratories, Inc.)
Second Vice-President . . . . . Robert L. Lund (Lambert Pharmacal Co.)
Third Vice-President . . . . . Alvin G. Brush (American Home Products Corp.)
Secretary-Treasurer . . . . . Charles P Tyrrell (Syracuse Medicine Co.)
Executive Vice-President . . . . . Dr. F. J. Cullen
Counsel . . . . . Rogers, Ramsay & Hoge

FUNCTIONS

This organization is a trade association devoting its efforts to the mutual cooperation and advancement of its members who are manufacturers of packaged medicines, cosmetics and proprietary articles. Its Advisory Committee on Advertising reviews copy (including radio scripts) in the association's campaign of self-regulation of the industry in an effort to improve advertising standards and practices and to assist members of the industry in the preparation of copy that will be in compliance with the requirements of the law and to further assist wherever possible with other advertising problems. Members are furnished with digests of FTC Cease and Desist orders or Stipulations issued against advertising in the proprietary field

•

## Radio Broadcast Engineers and Technicians, I.B.E.W. L.U. 913

Room 1611-12, 265 W. 14th St., New York, N. Y
WAtkins 9-6709

OFFICERS

President . . . . . Louis J Kleinklaus
Vice-President . . . . . Bernard J. Fuld
Business Manager . . . . . Morris Werner

FUNCTIONS

An American Federation of Labor organization to bargain collectively for Radio Broadcast Engineers & Technicians covered by a charter from the I.B.E.W. with full autonomy in the Broadcast field for Greater New York and Vicinity. Known as—RADIO BROADCAST ENGINEERS & TECHNICIANS I.B.E.W. LOCAL 913.

## The Radio Club of America, Inc.

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

OFFICERS

President . . . . . Paul F. Godley
Vice-President . . . . . J. K. Henney
Corresponding Secretary . . . . . J. L. Callahan
Recording Secretary . . . . . C. E. Dean
Treasurer . . . . . Joseph Stantley

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication.

•

## Radio Correspondents' Association

United States Capitol, Washington, D. C.
NAtional 3120, Extension 1410

OFFICERS

President . . . . . Fulton Lewis, Jr
Vice-President . . . . . Albert L. Warner
Secretary . . . . . William McAndrew
Treasurer . . . . . Frederick Morrison

FUNCTIONS

This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House or government departments.

•

## Radio Manufacturers Association

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

OFFICERS

President . . . . . A. S. Wells (Wells-Gardner & Co.)
Executive Vice-President-General Manager Bond Geddes
Vice-President . . . . . James S. Knowlson (Stewart-Warner Corp.)
Vice-President . . . . . B. G. Erskine (Hygrade Sylvania Corp.)
Vice-President . . . . . H. E. Osmun (Centralab)
Vice-President . . . . . J. McWilliams Stone (Operadio Manufacturing Co.)
Treasurer . . . . . Leslie Muter (The Muter Co.)
General Counsel . . . . . John W. Van Allen (Buffalo, N. Y.)

DIRECTORS

Ben Abrams, Emerson Radio & Phonograph Corp.; Powel Crosley, Jr., The Crosley Radio Corp.; Octave Blake, Cornell-Dubilier Electric Co.; James C. Daley, Jefferson Electric Co.; B. G. Erskine, Hygrade Sylvania Corp.; Jerome J. Kahn, Standard Transformer Corp.; James S. Knowlson, Stewart-Warner Corp.; Philip C. Lenz, Lenz Electric Manufacturing Co.; E. F. McDonald, Jr., Zenith Radio Corp.; Ernest Searing, International Resistance Co.; H. E. Osmun, Centralab; J. McWilliams Stone, Operadio Manufacturing Co.; G. W. Thompson, Noblitt-Sparks Industries, Inc.; P. S. Billings, Belmont Radio Corp.; P. V. Galvin, Galvin Manufacturing Corp.; David Sarnoff, RCA Manufacturing Co.; David T. Schultz, Rayethon Production Corp.; James T. Buckley, Philadelphia Storage Battery Co.; Harry G. Sparks, The Sparks-Withington Co.; Ernest Alschuler, Electric Research Laboratories, Inc.; W. R. G. Baker, General Electric Co.; Roy Burlew, Ken-Rad Tube & Lamp Corp.; A. H. Gardner, Colonial Radio Corp.; George A. Scoville, Stromberg-Carlson Tel. Mfg. Co.; A. S. Wells, Wells-Gardner & Co.

Honorary Directors: Hebert H. Frost, A. Atwater Kent, Paul B. Klugh.

FUNCTIONS

RMA, non-profit and cooperative, was organized in 1924 to promote all interests of the radio industry.



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The organization is divided as to interests into four groups: (1) the Set; (2) Tube; (3) Parts, Cabinet, and Accessory; (4) Amplifier and Sound Equipment.

RMA promotes sales, both domestic and export; opposes legislation detrimental to the interests of its members; directs industry standardization; informs members of new patents issued through a weekly bulletin; aids in improving merchandising practices; distributes credit information to members and assists members in collecting, investigation of fraud, etc.

## Radio Manufacturers Association of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

President.....A. L. Brown
(Northern Electric Co.)
Vice-President.....G. A. Holmes
(Sparton of Canada, Ltd.)
Executive Secretary.....K. H. Smith
Chairman of Engineering Committee....Allan B. Oxley
(RCA-Victor Company)

FUNCTIONS

This association is a non-profit and cooperative organization founded in 1926 to promote all interests of radio industry.

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

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

OFFICERS

National President.....Kenneth Webb
Vice-President .....Knowles Entrikin
Vice-President .....Courtenay Savage
Vice-President .....Forrest Barnes
Secretary .....Lilian Lauferty
Executive Secretary.....Luise Sillcox
Assistant Secretary.....Margaret Scheuerman

FUNCTIONS

The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

## Society of European Stage Authors and Composers, Inc. (SESAC)

113 W. 42nd St., New York, N. Y.
BRyant 9-3223

OFFICERS

President .....Paul Heinecke

FUNCTIONS

Licensing use of copyrighted music.

## Society of Jewish Composers, Publishers and Song Writers

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

OFFICERS

President .....Sholom Secunda
Vice-President .....Rev. Pinchus Jassinowsky
Treasurer .....Alexander Olshanetsky
Secretary .....Henry Lefkowich

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

## Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.
PEnnsylvania 6-0620

OFFICERS

President.....E. A. Williford
Past President.....S. K. Wolf
Executive Vice-President.....N. Levinson
Engineering Vice-President.....Don Hyndman
Editorial Vice-President.....J. I. Crabtree
Financial Vice-President.....A. S. Dickinson
Convention Vice-President.....W. C. Kunzmann
Secretary.....J. Frank, Jr.
Treasurer.....R. O. Strock

GOVERNORS

M. C. Batsel, H. Griffin, A. C. Hardy, A. N. Goldsmith, H. G. Tasker.

BRANCH OFFICE

226 Equitable Bldg., Los Angeles, Calif.
Executive In Charge.....Walter R. Greene

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

## Television Engineers' Institute of America

763 Gower St., Hollywood, Calif.
GLadstone 3558

OFFICERS

President.....Gecrge H. Seward
Secretary pro-tem.....Arthur A. Stern

FUNCTIONS

The objects of this Institute are the advancement of the theory and practice of television engineering and its allied arts and sciences, including facsimile and other branches of electronics; experimentation and research; the transmission, projection and reception of television images; the transmission and reception of aural television frequencies; the standardization of equipment, mechanisms and the practices employed therein; the maintenance of a high professional standing among its members. Among the means to this end the association holds meetings for the reading and discussion of papers, and the publication and dissemination of knowledge by publication and such other methods as are helpful in the fulfillment of its objectives.

## University Broadcasting Council

230 N. Michigan Ave., Chicago, Illinois
CEntral 2015

OFFICERS

Director .....Allen Miller

FUNCTIONS

The purpose of the Council is to promote education by radio. It is made of an affiliation of two universities in Chicago area; Northwestern University and DePaul University; Field Museum of Natural History and the Art Institute of Chicago; Chicago radio stations; and three major networks cooperating.

## Woman's National Radio Committee

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

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
Vice-Chairman.....Mrs. Marion M. Miller
Second Vice-Chairman.....Miss Edith Lowry
Secretary.....Miss Helen Havener
Treasurer.....Mrs. D. Leigh Colvin
Executive Secretary.....Miss Ruth Rich
Chairman, Publications Committee..Mrs. M. D. Jackson
Members-at-Large.....Mrs. Benjamin Graham, Mrs. E. C. Lewis, Mrs. Samuel Kubie, Mrs. Sidonie Gluenberg

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.



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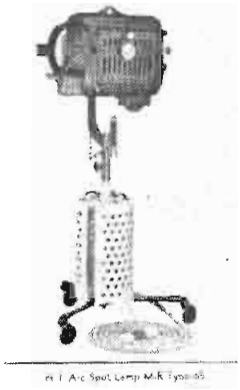

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244-250 West 49th Street

New York City

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# THE TECHNICAL SIDE

1939 ——— 1940

www.americanradiohistory.com

# TECHNICAL PROGRESS IN RADIO DURING 1939

*By ALVIN VON AUW*
*Western Electric Company*

**Overlong has the emphasis in reference to radio's development been on its youthfulness. As in the case of every invention of comparable importance in man's daily life, radio has inevitably reached the point where its technical progress can no longer be measured in leaps and bounds and has entered a period of maturity in which its chief concern is the consolidation of past accomplishments and the refinement of already existing developments.**

## 1939

With the notable exceptions of frequency modulation, television and facsimile, it can be fairly said that the year 1939 saw no world-shaking innovations in broadcasting, but did see extremely important progress in design. Progress in studio and transmitter construction, the conservation of power previously wasted in medium power transmitters, the design of microphones for more efficient pick-up and of more efficient control devices for directive broadcasting have within the past year reached the stage where by the accurate prediction and control of results, they have become important factors in a marked advance in service to the listener. In this regard the ever-increasing emphasis by radio technical journals on devices for measuring the output of already existing equipment, rather than on startling new developments, is indicative of this advance of broadcasting technique from the hazy realm of surmise to the kingdom of exact knowledge.

It is well-nigh impossible to touch in due proportion upon all the elements in the advancing front of broadcasting during the past year. In so short a space the best we can do is to pick out certain developments that seem particularly notable or which seem to be typical of progress made during 1939.

With seafaring men the phrase is "from stem to stern"; with broadcasters it's "from microphone to antenna." Having developed microphones to the point of extreme sensitivity and antennas to the point of reaching the greatest possible area with a given amount of power, broadcasting research has concerned itself during the past year with the focusing of the microphone to pick up only acoustically relevant sounds and of antennas in order to reach most effectively areas with the greatest density of population at the expense of uninhabited or sparsely peopled land, sea or swamp. Neither directional microphones nor directional antennas are new with 1939. However, an intensive study of acoustical effects and angles of sound reflection by Bell Telephone Laboratories resulted in the introduction in 1939 of Western Electric's now famous cardioid microphone, the directional characteristics of which reduce the old necessity of separating the aural wheat from the chaff by elaborate and expensive acoustic treatment to minimize irrelevant studio sounds.

## Focusing

In actual practice directional broadcasting is at least a half-decade old, but 1939 saw three different elements contributing to its adoption by alert broadcasters faced with the problem of an unequal distribution of listeners in the area served by their transmitters. In the first place, the value of focusing on the most productive area has been amply demonstrated from the commercial point of view by stations which already employ it, WOR, and WOL for instance. Secondly, the FCC has endorsed directional broadcasting because it cuts down on interference between neighbors in the broadcast band. Thirdly, 1939 saw the introduction of a newly perfected "antenna control" (line branching network) which provides means for conveniently and accurately adjusting the directional array so that transmitter energy may be distributed over the surrounding area in a pattern consistent with the needs of the listeners. Further a new "phase monitor" gives the engineer a direct indication of the phase and amplitude relations of the currents in the individual radiators in a directive array, thus expediting the original adjustment of the array, permitting frequent and convenient checks on the maintenance of the adjustment and eliminating the necessity for elaborate and expensive field-strength



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surveys. Thus has another broadcast device of fairly recent development finally come within the sphere of exact measurement and control.

## Transmitters

The past year saw incorporated in transmitters of medium power many research features which had previously found their place only in high-powered equipment. The new features of Western Electric's recently announced 1 KW illustrate in this and many other respects the progress in transmitter design made in 1939. The new 1 KW possesses such features as the famous Doherty High Efficiency Circuit (which came out of Bell Telephone Laboratories a few years ago) to cut down appreciably the power required for operation, giving to this single unit transmitter the efficiency features of a 50 KW; stabilized feedback, enabling the 1 KW to preserve in the final radio signal all the clarity of the original audio; grid bias modulation and its attendant circuit simplicity and power economy.

But among the most outstanding of 1939's advances are the design features of the new 1 KW. Completely over and beyond the fact that one of the most distinguished of modern industrial designers was called in to make the cabinet with its smart blue and gray finish and satin chrome trim worthy of front-office presentation, Bell Laboratories engineers placed the greatest emphasis on convenience and ease of operation, quick accessibility of all parts with the highest degree of safety for personnel. All the electrical equipment is mounted on one central structure and the whole apparatus is made as fool-proof as possible, the exterior being electrically dead and all dangerous interior voltages automatically grounded when the doors are opened. To insure unerring operation all operating switches are divided by shape into three groups according to function.

Air-cooling of transmitter tubes, introduced a couple of years ago, advanced materially in 1939 as Bell Labs engineers undertook an intensive study of aerodynamics and thermal engineering to produce the tube used in Western Electric's new air-cooled 5 KW transmitter. The new tube marks the successful culmination of long research.

## Television

To announce to radio engineers that television has made giant strides forward during 1939 would be as anticlimactic as hurling a ball into a blanket. 1939 was, after all, television's year. First and foremost, RCA-NBC began regular transmission from the Empire State Building on April 30 and since that time a regular, though small, viewing audience has been built up. It would be impossible to review the technical progress of television within the bounds of the past year, because television today is at the same stage of youthful exuberance that radio was some 15 years ago. Today the FCC is besieged with requests for transmitter building permits, for permits to sell time. Television images have been sent successfully from New York to Philadelphia over the Bell System coaxial cable and remote pick-ups over telephone wires. General Electric has announced that preparations are being made to re-transmit RCA's programs from up-state New York, perhaps laying the basis for a future network. CBS readies for regular transmission. Applicants crowd the patent office with their ideas. Suffice it to say that it was television's year!

But in the field of broadcast radio, wherever chief engineers are gathered together, the topic of conversation inevitably turns to frequency modulation, so-called "static-free" radio.

## Static-Free Radio

Major Armstrong at Alpine, N. J., chief proponent of f-m, the Yankee Network and Station WQXR have all been operating on experimental licenses during the year. Spring promises to show 13 f-m stations in regular operation. Amateurs compare notes and build their own f-m receivers, while proponents of traditional amplitude modulation claim that f-m has no monopoly on freedom from static, point out the disadvantages of f-m's quasi-optical horizon and that its acceptance would involve the scrapping of two billion dollars' worth of equipment. F-m'ers counter with the argument that a large number of transmitters, spaced 300 miles apart, can operate on the same frequency without any interference whatever.

Should f-m finally gain universal acceptance, radio research would not be completely revolutionized and have to start from scratch, for whether frequency or amplitude modulation rules the airwaves of the future, the refinements which traditional broadcasting research has developed will find their place. For the present suffice it to say that by the law of diminishing returns each innovation which comes out of the laboratories at this stage of the game implies that future research will be in terms of refinements rather than radical advances. Thus radio research will steadily reduce the distance to the goal line of perfection that is the ultimate and, fortunately for the questing human spirit, unattainable object of science.



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# Institute of
# RADIO ENGINEERS

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### History

On May, 13, 1912, the Institute of Radio Engineers was formed through the merging of two organizations active in the technical radio field. One of these was the Wireless Institute, the headquarters of which was in New York City and the other which was located in Boston was known as the Society of Wireless Telegraph Engineers. The former organization had a membership of fourteen at the start of 1909 and twenty-seven on January 1, 1912. The Society of Wireless Telegraph Engineers had eleven members on the first day of 1907 and forty-three on January 1, 1912. At the time of its foundation, the Institute of Radio Engineers had fewer than fifty members.

Prominent in the early work of the Society of Wireless Telegraph Engineers were John Stone Stone, Lee de Forest, and Fritz Lowenstein. Those identified with the initial work of the Wireless Institute included John S. Murphy, R. A. Somerville, Joseph D. Fountain, R. B. Respress, R. A. Cleva, John Gregg, E. Barnwell, Philip Farnsworth, Sidney L. Williams, R. H. Marriott, G. W. Pickard, Harry Shoemaker, and Eugene Thurston. The consolidation of these two societies and the initial work of organizing the Institute of Radio Engineers were done by Alfred N. Goldsmith, J. V. L. Hogan, and R. H. Marriott.

### General

The Institute of Radio Engineers functions solely to advance the art and science of radio communication. It includes among its members those who have played prominent parts in the development of radio in the United States as well as many noted radio engineers and scientists in other countries.

Membership in the Institute is strictly personal and several grades have been established. The requirements for admission to these grades is contained in the Institute's Constitution and the eligibility of the applicant is passed on by the Board of Directors.



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# Radio Manufacturers Ass'n

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**Tube Stabilization Committee**
(To be selected)
**Walsh-Healey Minimum Wage Committee**
Octave Blake, Chairman, Cornell-Dubilier Electric Corporation

# RMA Constitution

## Preamble

### ARTICLE I

**Name**

The name of this Association shall be the Radio Manufacturers Association.

### ARTICLE II

**Membership**

The membership of this Association shall consist of all persons, firms and corporations of the United States, eligible therefor and duly admitted, pursuant to the By-Laws now existing or hereafter adopted.

### ARTICLE III

**Objects**

The objects of the Association shall be:

To promote an enlarged acquaintance and a more friendly intercourse among its members, and in all reasonable, lawful and proper ways to promote the best interest of the radio industry;

To foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry;

To reform abuses relative thereto, and to secure freedom of its members from unjust or unlawful exactions;

To diffuse accurate and reliable information as to the standing of merchants and others dealing with members; as to all inventions, patents, processes or devices designed or intended for use in, upon, or in connection with radio products and the manufacture thereof; as to the state of the art relative thereto; and as to the condition and development of the trade in which the members are engaged, in the United States and foreign countries;

To procure uniformity and certainty in the customs and usages of such trade; to settle differences between members, and to provide for the arbitration of such differences;

To acquire by grant, gift, purchase, device or bequest; to hold and to dispose of such property as the purposes of the Association shall require, including inventions, letters patent, and processes, or rights thereunder, for the benefit of its members and not for pecuniary profit, subject to such limitations as may be prescribed by law.

# MEMBERSHIP

**Aerovox Corporation**

740 Belleville Ave., New Bedford, Mass.

Products — Capacitors — dry and wet Electrolytics for radio and industrial purposes; Auto Radio Condensers; Paper, Wax, and Oil Impregnated Units for industrial and radio uses; Standard Mica Condensers and Silver Plate Mica Condensers of Close Tolerances; Exact Duplicate Replacement Capacitors for radio and refrigeration; Transmitting Capacitors; Resistors—Insulated Molded and Lacquer Coated Carbon Resistors, Fixed and Adjustable Vitreous Enamel Resistors; Interference Filters; Noise Analyzer; Condenser Bridge for testing Power Factor, Resistance and Capacity.

**Allen-Bradley Company**

1326 South Second St., Milwaukee.

Products — Bradleyometers, Bradleyunits, Bradleystats, Radioleaks.



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**The American Steel Package Company**
Squire Ave., Defiance, Ohio.
Products—Variable Gang Condensers.

**Amperite Corporation**
561 Broadway, New York, N. Y.
Products—Amperite Ballast Tubes, Velocity Microphones, Musical Instrument Kontak Microphones, Microphone Stands, and Microphone Transformers.

**Arcturus Radio Tube Company**
720 Frelinghuysen Ave., Newark, N. J.
Products—Radio Tubes.

**Automatic Radio Mfg. Co., Inc.**
122 Brookline Ave., Boston, Mass.
Products—Radio Sets—Console, Table, Midget, Battery, Portable, and Automobile.

**The Bead Chain Manufacturing Company**
110 Mountain Grove St., Bridgeport, Conn.
Products—Radio Tube Contact Pins.

**Belmont Radio Corporation**
1257 Fullerton Ave., Chicago, Ill.
Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile. Television Sets—Consoles.

**Bentley, Harris Mfg. Company**
Hector and Lime Sts., Conshohocken, Pa.
Products—Varnished Tubing and Sleeving.

**Birnbach Radio Co., Inc.**
145 Hudson St., New York, N. Y.
Products—Aerial Wire, Hook-up Wire, Lead-in Wire, Aerial Accessories, Stand-off Insulators, Aerial Kits, Double Antenna Systems, Automotive Radio Accessories, Short-Wave Parts, Rubber-covered Colored Wire, Transmitting Parts, and Colored Top Transmitting Parts.

**Bliley Electric Company**
Union Station Bldg., Erie, Pa.
Products — Quartz Crystals, Holders, Ovens, and associated equipment.

**William Brand & Co.**
276 Fourth Ave., New York, N. Y.
Products — Varnished Tubing, Saturated Sleeving, Mica Condenser Films and Fabricated Parts, Mica Plate in Sheets and punched to dimensions, Varnished Cambric and Paper in rolls, tape, etc., Sheet and Fabricated Bakelite, Fibre, etc.

**Walter C. Braun, Inc.**
601 W. Randolph St., Chicago, Ill.
Products—Amplifiers.

**C. F. Cannon Co.**
Main St., Springwater, N. Y.
Products—Radio Headsets.

**Centralab**
(Division of Globe-Union Inc.)
900 East Keefe Ave., Milwaukee, Wis.
Products—Variable Resistors, Volume and Tone Controls, Fixed Resistors, Ceramic Capacitors, and Switches.

**Champion Radio Works**
88 Holten St., Danvers, Mass.
Products — Radio Tubes, Resistance Tubes.

**Chicago Telephone Supply Co.**
1142-1228 W. Beardsley Ave., Elkhart, Ind.
Products—Volume Controls, Tone Controls, Switches, Fixed Resistances, Head Phones, etc.

**Chicago Transformer Corporation**
3501 Addison St., Chicago, Ill.
Products—Small Transformers and Reactors.

**Cinaudagraph Corporation**
2 Selleck St., Stamford, Conn.
Products—Loud Speakers.

**Cinch Manufacturing Corporation**
2335 W. Van Buren St., Chicago, Ill.
Products — Tube Sockets, Soldering Lugs, Terminal Strips, Binding Posts, Connector Plugs.

**Clarostat Mfg. Co., Inc.**
285 North Sixth St., Brooklyn, N. Y.
Products — Fixed Resistors, Variable Resistors, Wire and Carbon.

**Colonial Radio Corporation**
254 Rano St., Buffalo, N. Y.
Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile.

**Continental Carbon Inc.**
13900 Lorain Ave., Cleveland, Ohio.
Products—Resistors, both Carbon and Wire Wound; Suppressors, Carbon Granules for Transmitters, Paper Dielectric Condensers, Filternoys to eliminate radio interference.

**Continental Radio & Television Corp.**
3800 Cortland St., Chicago, Ill.
Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, and Automobile.

**Cornell-Dubilier Electric Corporation**
1000 Hamilton Blvd., South Plainfield, New Jersey.
Products—Capacitors.

**Corning Glass Works**
Corning, New York.
Products—Bulbs, Tubing, Insulators.

**Cornish Wire Co., Inc.**
30 Church St., New York, N. Y.
Products—Radio Hook-up Wires, Antenna Accessories, Antenna Kits, Shielded Auto Radio Wires, P-A Wires, Electric Cords.

**Crescent Tool & Die Company**
4140 W. Belmont Ave., Chicago, Ill.
Products—"Crescent" Speakers, Tools and Dies, Miscellaneous Metal and Fibre Stampings, Transformer Channel Frames, Sub Panels, Chassis, Pulleys and Brackets.

**The Crosley Corporation**
1329 Arlington St., Cincinnati, Ohio.
Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile. Facsimile Receivers.



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**Crowe Name Plate & Manufacturing Co**
3701 Ravenswood Ave., Chicago, Ill.
Products—Tuning units for household and automobile radios; dials, scales on glass, metal, pyralin and bakelite; embossed, etched or lithographed escutcheons and nameplates; controls and decorated panels for sound equipment and analyzers, metal grilles and cabinets; standard components for radio service men and amateurs.

**DeJur-Amsco Corporation**
6 Bridge St., Shelton, Conn.
Products—Radio, Electrical and Photographic Products.

**DeWald Radio Mfg. Corp.**
440 Lafayette St., New York, N. Y.
Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Automobile.

**James W. Doyle, Inc.**
311 N. Desplaines St., Chicago, Ill.
Products—Transformers and Coils.

**Wilbur B. Driver Company**
150 Riverside Ave., Newark, N. J.
Products—Carbonized Nickel Ribbon, Nickel Support Wire, Grid Wire, Filament Wire, Resistance Wire.

**Hugh H. Eby, Inc.**
4700 Stenton Ave., Philadelphia, Pa.
Products — Binding Posts, Battery Plugs, Speaker Plugs, Chassi Plugs, Vibrator Plugs, Molded Sockets, Cable Connectors, Cable Couplers, Rubber Capped Plugs, Molded Tip Jacks, Laminated Tip Jacks, Adaptors, Battery Adaptor Cables, Cable Assemblies, Strain Reliefs, Terminal Strips, Tie Points, Metal Punchings, Bakelite Punchings, Molded Parts, Electric Eye, Electric Eye Kits, AC and DC Relays, Radio and Electric Specialties.

**Electrical Research Laboratories, Inc.**
2020 Ridge Ave., Evanston, Ill.
Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery and Portable.

**The Electro Motive Manufacturing Co., Inc.**
South Park & John Sts., Willimantic, Conn.
Products — Carbon Resistors, Molded Mica Condensers, Trimmer Condensers, Padder Condensers, Suppressors.

**Emerson Radio & Phonograph Corp.**
111 Eighth Ave., New York, N. Y.
Products—Radio Sets, Television Sets —Console.

**Erie Resistor Corporation**
644 West 12th St., Erie, Pa.
Products—Resistors, Silver Mica Condensers, Compensating Condensers, Iron Cores, and Plastic Parts.

**Essex Wire Corporation**
14310 Woodward Ave., Detroit, Mich.
Products—Radio Wires, Magnet Wire and Cord Sets.

**Farnsworth Television & Radio Corp.**
3700 East Pontiac St., Fort Wayne, Ind.
Products—Radio Sets, Television Sets —Console. Also Television Transmitters, Sound Transmitters, and other special apparatus.

**John E. Fast & Co.**
3123 N. Crawford Ave., Chicago, Ill.
Products—Fixed Electrical Condensers.

**Galvin Manufacturing Corporation**
4545 Augusta Blvd., Chicago, Ill.
Products—Radio Sets—Console, Table, Midget, Automobile, Battery.

**General Electric Company**
1285 Boston Ave., Bridgeport, Conn.
Products — Broadcast and Television Receivers. Also Handy Phone and Radio Receiving Tubes. Broadcast and Television Transmitters and Transmitting and Television Tubes.

**General Instrument Corporation**
829 Newark Ave., Elizabeth, N. J.
Products—Multiple Variable Condensers.

**General Radio Company**
30 State St., Cambridge A, Mass.
Products—Laboratory and Production Test Equipment and Apparatus. Radio Parts for General Experimental Purposes.

**Gits Molding Corporation**
4600 West Huron St., Chicago, Ill.
Products—Knobs, Push Buttons, Escutcheons, Trade Marks and Medallions, Concentric Cable, Drum Dials, Pointers, Remote Control Cases, Housings, Insulators.

**Edwin I. Guthman & Co.**
400 S. Peoria St., Chicago, Ill.
Products—R. F. Coils, Chokes, Oscillators, I. F. Transformers, Padder and Trimmer Condensers, Textile Covered and Litzendraht Wire. Radio Cabinets Coil Winding Machinery.

**Hammarlund Mfg. Co., Inc.**
424-438 West 33d St., New York, N. Y.
Products—Radio Sets. Also Variable Condensers, Trimmers, Short Wave Parts.

**Hawley Products Company**
201 No. First Ave., St. Charles, Ill.
Products — Speaker Diaphragms and Spiders, Automobile Speaker Housings, Loop Antenna Covers and other Moulded Fibre Specialties.

***Hazeltine Corporation**
*Associate member.
15 Exchange Pl., Jersey City, N. J.
Products — Patents and Engineering Service to Manufacturers.

**Hygrade Sylvania Corporation**
Emporium, Pa.
Products—Radio Receiving Tubes.

**Hytron Corporation**
76 Lafayette St., Salem, Mass.
Products—Radio Tubes.

**The Indiana Steel Products Company**
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Products—Permanent Magnets for all purposes.

**International Resistance Company**
401 N. Broad St., Philadelphia, Pa.
Products—Resistors—Fixed and Variable, Metallized, Precision, Power Wire Wound, Voltage Dividers, Volume Controls, Tone Controls, Rheostats, Attenuators.

**Irvington Varnish & Insulator Co.**
6 Argyle Terrace, Irvington, N. J.
Products—Insulating Materials used in the Manufacture of Radio Parts.

**Jefferson Electric Company**
25th Ave. & Madison St., Bellwood, Ill.
Products—Radio Power Transformers, Chokes and Audio Input and Output Transformers, Television Deflecting Yokes, Horizontal and Vertical Scanning Transformers, and Centering and Focusing Coils.

**Jensen Radio Manufacturing Company**
6601 South Laramie Ave., Chicago, Ill.
Products—Loud Speakers.

**Ken-Rad Tube and Lamp Corporation**
Owensboro, Kentucky.
Products—Radio Tubes and Incandescent Electric Lamps.

**Kester Solder Company**
4201 Wrightwood Ave., Chicago, Ill.
Products—Solders: Plastic Rosin Filler Solder, Radio Solder, Special Flux Filled Solders and Special Fluxes for Electrical and Radio Work.

**King Laboratories, Inc.**
205 Oneida St., Syracuse, N. Y.
Products—Barex Embedded Getters, a part for radio tubes. Special alloys, chemicals and metals.

**Kolorama Laboratories, Inc.**
168 Coit St., Irvington, N. J.
Products—Television and Radio Research.

**Lenz Electric Manufacturing Co.**
1751 N. Western Ave., Chicago, Ill.
Products—Wires, Cables, Cords—for radio.

**The Magnavox Company, Inc.**
2131 Bueter Rd., Fort Wayne, Ind.
Products—Radio Loud Speakers, Molanode "FP" Dry Type Electrolytic Filter and By-Pass Capacitors.

**P. R. Mallory & Co., Inc.**
3029 East Washington St., Indianapolis, Ind.
Products—Dry Electrolytic Condensers for AC and DC, Auto-Radio Vibrators, All-Wave Switches, Volume Controls, Power Rheostats, Heavy Duty and Flexible Resistors, Dial Light Assemblies, Grid Bias Cells, Jacks, Jack Switches, Push Button Switches, Plugs, Cable Connectors, Radio Convenience Outlets, Dry Disc Rectifiers, Battery Chargers, Resistance Welding Electrodes, Electrical Contacts.

**Micamold Radio Corporation**
1087 Flushing Ave., Brooklyn, N. Y.
Products — Mica Condensers, Paper Condensers, Electrolytic Condensers, Resistors, Ballast Tubes, and Television Condensers.

**The Muter Company**
1255 South Michigan Ave., Chicago, Ill.
Products—Candohm Resistors, Aerial Accessories, Voltage Regulators, Switches, Hygrometers, Relays, Condensers, etc.

**National Carbon Company, Inc.**
30 East 42nd St., New York, N. Y.
Products—Radio "A," "B" and "C" Batteries.

**National Company, Inc.**
61 Sherman St., Malden, Mass.
Products—Amateur, Experimental and Communication type Receivers and Transmitting Equipment, Dials, Eliminators, Choke Coils, Transformers, Condensers, Couplings, Amplifiers, Grid Clips, Ceramic Insulators and Sockets.

**National Union Radio Corporation**
57 State St., Newark, N. J.
Products—Radio Tubes.

**Noblitt-Sparks Industries, Inc.**
East 13th St., Columbus, Ind.
Products—Radio Sets—Console, Table, Combination Radio-Phonograph, Battery, Automobile.

**Oak Manufacturing Company**
711 W. Lake St., Chicago, Ill.
Products — Switches, Range, Rotor, Tap, Push Button; Vibrators, Synchronous and Non-Synchronous; Mechanical Tuners.

**The Ohio Carbon Co.**
1258 Berea Rd., Lakewood, Ohio
Products—Carbon Resistors and Suppressors for Autos.

**Operadio Manufacturing Company**
St. Charles, Ill.
Products—Loud Speakers, Amplifiers, Public Address Equipment, Intercommunicating Equipment.

**Philadelphia Storage Battery Company**
Tioga and C Sts., Philadelphia, Pa.
Products—Receiving Sets, Tubes, Amplifiers and Distribution Equipment.

**Philmore Manufacturing Co., Inc.**
113-115 University Pl., New York, N.Y.
Products — Radio Sets — Microphones, Amplifiers, Aerial Eliminators, Headphones, Fixed Crystals and Crystal Sets.

**Phonovision Corporation**
850 Blackhawk St., Chicago, Ill.
Products—Radio Sets.

**Pilot Radio Corporation**
3706—36th St., Long Island City, N. Y.
Products—Radio Sets, Television Sets —Console and Table.

**Quality Hardware & Machine Corporation**
5831-51 Ravenswood Ave., Chicago, Ill.
Products—Stamping and Light Manufacturing.



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**Quam-Nichols Company**
33d Place & Cottage Grove Ave., Chicago, Ill.
Products--Quam Permanic, Dynamic, Permanent Magnet Dynamic Speakers, Quam Aerial Kits and Private Brand Kits, Marvel Toy Telephones.

**The Radiart Corporation**
13229 Shaw Ave., Cleveland, Ohio
Products---Auto Radio Vibrators, Auto Radio Aerials; Power Supply Units.

**Radio Condenser Company**
Davis & Copewood Sts., Camden, N. J.
Products Variable Air Condensers.

**Radio Speakers, Inc.**
221 East Cullerton St., Chicago, Ill.
Products—Radio Loud Speakers.

**Raytheon Production Corporation**
55 Chapel St., Newton, Mass.
Products—Radio Tubes.

**RCA Manufacturing Company, Inc.**
201 North Front St., Camden, N. J.
Products—Radio Sets, Victrolas, Battery, Portable, Automobile, and Police. Television Sets—Console, Table, Separate Video, and Kits. Broadcasting and Transmitting Equipment; Television Transmitting and Receiving Equipment; Photophone Equipment; Vacuum Tubes, including Radio Receiving Tubes, Transmitting Tubes, and parts therefor.

**Readrite Meter Works**
136 E. College Ave., Bluffton, Ohio
Products—Radio Test Instruments and Vane Type Meters.

**Rea Magnet Wire Company, Inc.**
E. Pontiac St., Extended, Fort Wayne, Ind.
Products—Magnet Wire, All Insulations.

**Reliance Die & Stamping Company**
1260 Claybourn Ave., Chicago, Ill.
Products- Variable Condensers, Gear Drives, Stamped Gears.

**Remler Company, Ltd.**
2101 Bryant St., San Francisco, Calif.
Products—Radio Sets Console and Battery.

**The Rola Company, Inc.**
2530-70 Superior Ave., Cleveland, Ohio
Products Loud Speakers.

**Runzel Cord and Wire Co.**
4727-31 Montrose Ave., Chicago, Ill.
Products -- Diversified line of cords, both telephone and electrical.

**The F. W. Sickles Company**
300 Main St., Springfield, Mass.
Products— R.F. and I.F. Coils; Units; Padders, Trimmers, Silver Mica Condensers.

**Solar Manufacturing Corporation**
Bayonne, N. J.
Products Dry and Wet Electrolytics, Paper Bypass Condensers, Trimmer, Molded Mica Condensers, Elim-O-Stats, Capacitor Analysers.

**The Sparks-Withington Company**
2400 E. Ganson St., Jackson, Mich.
Products -Radio Sets.

**Speer Resistor Corporation**
Saint Marys, Pa.
Products—Speer Insulated and Non-Insulated Resistors. Speer Carbon Suppressors.

**Stackpole Carbon Company**
Tannery St., St. Marys, Pa.
Products — Variable Resistors, Fixed Carbon Resistors, Switches, Contacts, Graphite Anodes for Tubes, Iron Cores.

**Standard Transformer Corporation**
1500 North Halsted St., Chicago, Ill.
Products—Transformers.

**Stewart-Warner Corporation**
1826 Diversey Parkway, Chicago, Ill.
Products Radio Sets- Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile. Television Sets Console.

**Stromberg-Carlson Telephone Mfg. Co.**
100 Carlsen Rd., Rochester, N. Y.
Products -Radio Sets, Television Sets. Also Program Service Systems, and Antenna Kits.

**Supreme Instruments Corporation**
Howard St., Greenwood, Miss.
Products--Radio Testing Instruments.

**Synthane Corporation**
Oaks, Pa.
Products--Various specialties.

**Transformer Corporation of America**
69 Wooster St., New York, N. Y.
Products -Sound Equipment and Accessories, Electronic Control Devices.

**Tung-Sol Lamp Works, Inc.**
95 Eighth Ave., Newark, N. J.
Products—Radio Tubes and Radio Panel Bulbs.

**Utah Radio Products Company**
820 Orleans St., Chicago, Ill.
Products -Loud Speakers, Transformers, Chokes, Vibrators, Resistors, Jacks, Controls, Switches, Plugs, and Midget Motors.

**The Webster Company**
5622 Bloomingdale Ave., Chicago, Ill.
Products Automatic Record Changers, Amplifiers, Phonograph Motors and Turntables, Laminations and Stampings, Microphones, Pickups.

**Wells-Gardner & Company**
2701 N. Kildare Ave., Chicago, Ill.
Products—Radio Sets.

**Weston Electrical Instrument Corporation**
614 Frelinghuysen Ave., Newark, N. J.
Products—Electrical Measuring Instruments, Sensitive Relays and Associated Devices, Radio Servicing and Tube Testing Equipment, Electrical Speed Measuring Equipment, Photoelectric Devices and Photographic Exposure Meters, West-o-therm Bi-metallic Thermometers.

**Zenith Radio Corporation**
6001 Dickens Ave., Chicago, Ill.
Products Radio Sets.



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# RADIO BUYING GUIDE

## WHAT TO BUY AND WHERE TO BUY IT

www.oldradiomanuals.com

## ACOUSTICAL PRODUCTS AND SERVICE

American Communications Corp., 1650 Broadway, New York, N. Y.
Armstrong Cork Products Co., Lancaster, Pa.
Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.
Color-Tone, Acoustical Devices, Inc., 322 E. Colfax Ave., South Bend, Ind.
Celotex Corp., 919 No. Michigan Ave., Chicago
Chicago Sound Systems Co., 200 E. Illinois St., Chicago, Ill.
Electrical Research Products, Inc., 195 Broadway, New York, N. Y.
General Insulating & Mfg. Co., Alexandria, Ind.
General Insulating Products Co., 8821 15th Ave., Brooklyn, N. Y.
Insulite Co., 1100 Builders Exch., Minneapolis, Minn.
Johns Manville Co., 22 E. 40th St., New York, N. Y.
Knasbey & Mattison Co., Amhler, Pa.
Miles Reproducer Co., Inc., 812 Broadway, New York, N. Y.
National Rug Mills, Inc., 2494 S. 5th St. Milwaukee, Wis.
RCA Manufacturing Co., Inc., Camden, N. J.
Shure Bros., 225 W. Huron St., Chicago, Ill.
Shugart, Harold E. Co., 911 Sycamore Ave., Los Angeles, Calif.
Slater Co., The, Inc., 300 W. Austin Ave., Chicago, Ill.
U S Gypsum Co., 300 W. Adams St., Chicago
Webster Electric Co., Racine, Wis.
Western Electric Co., 195 Broadway, N. Y. C.
Western Felt Works, 4115 Ogden Ave., Chicago
Wood Conversion Co., First Nat'l Bank Bldg., St Paul, Minn.

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## AERONAUTICAL RADIO EQUIPMENT

Aeronautical Radio Co., Mineola, N. Y.
Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.
General Electric Co., Schenectady, N. Y.
Lear Developments, Inc., 24 State St., New York, N. Y.
Marine Radio Corp., 91 Third Ave., New York, N. Y.
Radio Frequency Labs., Inc., Boonton, N. J.
Wilcox Electric Co., 1014 W. 37th St., Kansas City, Mo.
Western Electric Co., 195 Broadway N. Y. C.

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## AMPLIFIERS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago Ill.
American Transformer Co., 178 Emmett St., Newark, N. J.
Amplifier Co. of America, 37 W. 20th St., N. Y. C.
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.
Bell Sound Systems, Columbus, Ohio.
Canady Sound Appliance Co., 19570 S. Sagamore Rd., Rocky River P. O. Cleveland, O.
Chicago Sound Systems, 200 E. Illinois St., Chicago, Ill.
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.
Collins Radio Co., 2920 First Ave., Cedar Rapids, Ia.
Daniel Electrical Labs., N. Y. C.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
Electrical Research Products, Inc., 195 Broadway, N. Y. C.
Electro-Acoustic Product Co., 55 E. Wacker Drive, Chicago, Ill.
Gates Radio & Supply Co., Quincy, Ill.
General Electric Co., Schnectady, N. Y.
Good-All Electric Mfg. Co., Ogallala, Neb.
Lincroohone Co., Inc., 1661 Howard Ave., Utica N. Y.
Mellaphone Corp., 65 Atlantic Ave., Rochester, N. Y.
Miles Reproducer Co., Inc., 812 Broadway, New York, N. Y.
Morlen Electric Co., Inc., 60 W. 15th St., New York, N. Y.
Motiograph, Inc., 4431 W. Lake St., Chicago.
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Calif.
Operadio Mfg. Co., St. Charles, Ill.
Pacent Engineering Corp., 79 Madison Avenue, N. Y. C.
Picture-Fone Co., 806 Main St., Lima, O.
Piezoelectric Laboratories, 612 Rockland Ave., New Dorp S. I. N. Y.
Presto Recording Corp., 139 W. 19th St., N. Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
Radio Receptor Co., 251 W. 19th St., N. Y. C.
Radio Wire Television, Inc., 100 Sixth Ave., New York, N. Y.
Radolek Co., 601 W. Randolph St., Chicago, Ill.
Rauland Corp., 3341 Belmont Ave., Chicago.
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Sound Systems, Inc., 6545 Carnegie Ave., Cleveland, Ohio.
Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.
Thordarson Electric Mfg. Co., 500 W. Hudson St., Chicago, Ill.
United Transformer Corp., 150 Varick St., N. Y. C.
Weber Machine Corp., 59 Rutter St., Rochester, N.Y.
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill
Webster Electric Co., Racine, Wisc.
Wenzel Co., 2059 S. State St., Chicago, Ill.
Western Electric Co., 195 Broadway, N. Y. C.

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## ANTENNAS

Aeronautical Radio Co., Mineola, N. Y.
Andrew, Victor J., 6492 S. Lavergne Ave., Chicago, Ill.
Birnbach Radio Co., 145 Hudson St., N. Y. C.
Blaw-Knox Co. P. O. Box 1198, Pittsburgh, Pa.
Collins Radio Co., Cedar Rapids, Ia.
Haigis Laboratories, Inc., Maple Shade, N. J.
Harrell, D. H., 7731 Essex Ave., Chicago
Hoke Vertical Radiator Co., 135 S. Market St., Petersburg, Va.
International Derrick & Equipment Co., 875 Michigan Ave. Columbus, Ohio.
Johnson, E. F. Co., Waseco, Minn.
Radiart Corp., Shaw Ave., and E. 133rd St., Cleveland, Ohio
Radio Receptor Co., 251 W. 19th St., New York, N. Y.
Technical Appliance Corp., 17 E. 16th St., N. Y. C.
Transducer Corp., 30 Rockefeller Plaza, N. Y. C.

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## ANTENNA EQUIPMENT

Acorn Insulated Wire Co., 225 King St., Brooklyn, N. Y.
Alden Products Co., 715 Center St., Brockton, Mass.
Alpha Wire Corp. 50 Howard St., New York, N. Y.
Anaconda Wire & Cable Co., 25 Broadway, New York, N. Y.
Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.
Bendix Radio Corp., Washington, D. C.
Birnbach Radio Co., 145 Hudson St., N. Y. C.
L. S. Brach Mfg. Corp., 55 Dickerson St., Newark, N. J.
Consolidated Wire & Associated Corp., Peoria & Harrison Sts., Chicago, Ill.
Continental Wire Co., 110 Lafayette St., N. Y. C.
Corning Glass Works, Corning, N. Y.
General Electric Corp., Schenectady, N. Y.
Hoke Vertical Radiators, 135 S. Market St., Petersburg, Va.
Insuline Corp. of America, 25 Park Place, New York, N. Y.
Isolantite, Inc., 233 Broadway, N. Y. C.
Jacobs Charles F., 270 Lafayette St., N. Y. C.
Johnson Co., E. F., Waseca, Minn.
Lapp Insulator Co., Gilbert St., Leroy, N. Y.
Locke Insulator Corp., South Charles and Cromwell, Baltimore, Md.
Muter Co., 1255 S. Michigan Ave., Chicago, Ill.
Phelps Dodge Copper Products Corp., 40 Wall St., New York, N. Y.
Phoenix Radio Products Laboratory, 2040 N. Holly Ave. Chicago, Ill.



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Quam-Nichols Co., 33rd Place and Cottage Grove Ave., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Triangle Conduit & Cable Co., Elmhurst, N. Y.

## ANTENNA MASTS

American Bridge Co., Pittsburgh, Pa.
Beasley Construction Co., John F., P. O. Box 1547, Muskogee, Okla.
Blaw-Knox Co., P. O. Box 1198, Pittsburgh, Pa.
Hartenstine-Zane Co., Inc., 225 Broadway, N. Y. C.
Lehigh Structural Steel Co., 17 Battery Place, N. Y. C.
Lingo Mfg. Co., Camden, N. J.
New Jersey Erectors, 346 Broadway, Newark, N. J.

## ANTENNA SURVEYS

Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.
Burnett Radio Laboratory, 4814 Idaho St., San Diego, Calif.
Premier Crystal Labs., 55 Park Row, New York, N. Y.
RCA Mfg. Co., Inc., Camden, N. J.
Skifter, Hector R., St. Paul, Minn.
Washington Institute of Technology, Washington, D. C.

## ATTENUATORS

Audio Products Co., Los Angeles, Calif.
Centralab Division, Globe Union Mfg. Co., 900 E. Keete Ave., Milwaukee, Wis.
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.
Clarostat Mfg. Co., 285 North Sixth St., Brooklyn, N. Y.
Collins Radio Co., 2921 First Ave., Cedar Rapids, Ia.
Daven Co., The, 158 Summit St., Newark, N. J.
General Radio Co., 30 State St., Cambridge, Mass.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
Leeds & Northrup, 4970 Stenton Ave., Philadelphia, Pa.
P. R. Mallory & Co., 3029 E. Washington St., Indianapolis, Ind.
Ohmite Mfg. Co., 4835 W. Flourney St., Chicago, Ill.
Precision Resistor Co., 334 Badger Ave., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.
Shallcross Mfg. Co., Collingdale, Pa.
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.
United Transformer Corp., 150 Varick St., New York, N. Y.
Utah Radio Products Co., 820 Orleans St., Chicago, Ill.

## AUDIO-FREQUENCY AMPLIFIERS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
Gates Radio & Supply Co., Quincy, Ill.
General Radio Co., 30 State St., Cambridge, Mass.
General Transformer Corp., 1250 W. Van Buren St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Radio Engineering & Mfg. Co., 26 Journal Square, Jersey City, N. J.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Radolek Co., Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Webster Electric Co., Racine, Wis.
Western Electric Co., 195 Broadway, N. Y. C.

## BATTERIES

Bond Electric Corp., 146 Munson St., New Haven, Conn.
Bright Star Battery Co., Clifton, N. J.
Burgess Battery Co., Freeport, Ill.
Edison, Thomas A., Inc., Edison Storage Battery Division, West Orange, N. J.
Electric Storage Battery Co., 19th and Allegheny Aves, Philadelphia.
Eveready Baottery Co. (See National Carbon Co.)
Exide (See Electric Storage Battery Co.)
General Dry Batteries, Inc., Cleveland, Ohio.
Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee, Wisc.
National Carbon Co., 30 E. 42nd St., N. Y. C.
Ray-O-Vac Co., 2317 Winnebago St., Madison, Wis.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Universal Battery Co., 3410 La Salle St., Chicago, Ill.
U-S-L Battery Corp., Niagara Falls, N. Y.
Willard Storage Battery Co., 246 E. 131st St., Cleveland, Ohio.

## BELLS—CHIMES, MUSICAL AND ELECTRICAL

Acme Electric Construction Co., 37 W. VanBuren St., Chicago, Ill.
Deagan, J. C., Inc., 1770 Berteau Ave., Chicago.
Kohler-Liebich Co., 3553 Lincoln Ave., Chicago.
Maas Organ Co., 3015 Casitas Ave., Los Angeles, Calif.
Rangertone, Inc., 201 Verona Ave., Newark, N. J.
RCA Manufacturing Co., Inc., Camden, N. J.
Ross, Charles, Inc., 244 W. 49th St., N. Y. C.
Rybeck, Frances J. Co., New York, N. Y.
Sound Projects Co., 3140 W. Walton St., Chicago, Ill.
Transformer Corp. of America, 69 Wooster St., New York, N. Y.

## BIAS CELLS

Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.

## BINDING POSTS

(See HARDWARE, RADIO)
Eby, Hugh H. Co., 2066 Hunting Park Ave., Philadelphia, Pa.

## BROADCAST EQUIPMENT

American Communications Corp., 1560 Broadway, New York, N. Y.
American Sales Co., 44 W. 19th St., N. Y. C.
Bassett Research Corp., South Bend, Ind.
Collins Radio Co., 2920 First Ave., N. E., Cedar Rapids, Iowa.
Doolittle & Falknor, 7421 S. Loomis Blvd., Chicago, Ill.
Ferranti Electric, Inc., 30 Rockefeller Plaza, New York, N. Y.
Gates American Corp., Quincy, Ill.
General Communication Products, Inc., Hollywood, Calif.
General Engineers, Upper Darby, Pa.
Graybar Electric Co. (Distributors for Western Elec.), 420 Lexington Ave., N. Y. C.
Hygrade Sylvania Corp., Clifton, N. J.
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.
Kluge Radio Co., 1041 N. Bonnie Brae, Los Angeles, Cal.
Lear Developments, Inc., 24 State St., New York, N. Y.
Miles Reproducer Co., 812 Broadway,. New York, N. Y.
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Calif.
Northern Electric Co., Ltd., 1261 Shearer St.. Montreal, Canada.
Peerless Radio Mfg. Co., Albany, N. Y.
Piezoelectric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.
RCA Mfg. Co., Camden, N. J.



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Radio Engineering Labs., 35-54—36th St., Long Island City, N. Y.
Radio Engineering & Mfg. Co., 26 Journal Square, Jersey City, N. J.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Remler Co., Ltd., 2101 Bryant St., San Francisco, Cal.
Skaggs Transformer Co., 5894 Broadway, Los Angeles, Calif.
Skitter, Hector R., St. Paul Hotel, St. Paul, Minn.
D. V. Tostenson, Moorhead, Minn.
Transmitter Equipment Mfg. Co., 130 Cedar St., N. Y. C.
United Transformer Corp., 72 Spring St., N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Electric & Mfg. Co., Chicopee Falls, Mass.

## CABLES

Acorn Insulated Wire Co., 225 King St., Brooklyn, N. Y.
Alden Products Co., 715 Center St., Brockton, Mass.
Alpha Wire Corp., 30 Howard St., N. Y. C.
Anaconda Wire & Cable Co., 25 Broadway, New York, N. Y.
Belden Mfg. Co., 4647 W. Van Buren, Chicago, Ill.
Essex Wire Corp., 14310 Woodward Ave., Detroit, Mich.
Hoke Vertical Radiators, Petersburg, Va.
Mallory, P. R. & Co., Indianapolis, Ind.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Phelps Dodge Copper Products Corp., 40 Wall St., New York, N. Y.
Transducer Corp., Rockefeller Plaza, N. Y. C
Triangle Conduit & Cable Co., Elmhurst, N. Y.

## CABLES, COAXIAL

Andrew, Victor J., 6492 S. Lavergne Ave., Chicago, Ill.
Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.
Isolantite, Inc., 233 Broadway, N. Y. C.
Transducer Corp., 30 Rockefeller Plaza, N. Y. C.

## CARPETS

Aetna Carpet Co., 9006 Melrose Ave., Los Angeles.
Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., N. Y. C.
Hotel & Theater Carpet Co., 427 W. 42nd St., N. Y. C.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.
Shearer, B. F., Co., 2318 Second Ave., Seattle Wash.
Slater, William V., Inc., 300 W. Austin Ave., Chicago.
Smith, Alexander & Sons, 295 Fifth Ave., New York, N. Y.

## CARPET CUSHIONS

Clinton Carpet Co., 222 N. Bank Drive, Chicago.
Greater New York Carpet House, Inc., 250 W. 49th St., New York, N. Y.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.

## CATHODE RAY OSCILLOGRAPHS

Bernard, H. J., 319 Third Ave., Brooklyn, N. Y.
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill
DuMont, Allen B., Laboratories, Passaic, N. J.
General Electric Co., Schenectady, N. Y.
Hickok Electrical Instrument Co., 10514 Dupont Ave., Detroit, Mich.
Jackson Electrical Instrument Co., 129 Wayne Ave., Dayton, Ohio
Meck, John, Instruments, 164 N. May St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J
Supreme Instruments Corp., Greenwood, Mass.
Triplett Electrical Instrument Corp., Bluffton, Ohio
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Western Electrical Instrument Corp., Newark, N. J.

## CATHODE RAY TUBES

Arcturus Radio Tube Co., 720 Frelinghuysen Ave., Newark, N. J.
DuMont, Allen B., Laboratories, Passaic, N. J.
Electronic Products Co., 5356 E. 9th St., Los Angeles, Calif.
General Electric Co., Schenectady, N. Y.
National Union Radio Corp., 57 State St., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Western Electric Co., 195 Broadway, N. Y. C
Westinghouse Lamp Co., Bloomfield, N. J.

## CHOKES, FILTER

American Transformer Co., 180 Emmet St., Newark, N. J.
Collins Radio Co., Cedar Rapids, Ia.
Coto-Coil Co., Inc., Providence, R. I.
Dongan Electric Mfg. Co., Detroit, Michigan.
Ecco High Frequency Corp., 120 W. 20th St., New York, N. Y.
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C.
Freed Transformer Co., 72 Spring St., New York, N. Y.
General Winding Co., 254 W. 31st St., New York, N. Y.
Jefferson Electric Co., Bellwood, Ill.
RCA Mfg. Co., Camden, N. J.
Standard Transformer Corp., 1500 Halsted St., Chicago, Ill.
Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
Tobe Deutschmann Corp., Canton, Mass
United Transformer Corp., 150 Varick St., N. Y. C.
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.

## COILS

Aladdin Radio Industries, Inc., 468 W. Superior St., Chicago, Ill.
American Transformer Co., 180 Emmet St., Newark, N. J.
Automatic Winding Co., Newark, N. J.
Bud Radio, Inc., 5205 Cedar Ave., Cleveland, O.
Carren Mfg. Co., 415 S. Aberdeen St., Chicago, Ill.
Coto-Coil Co., Inc., 229 Chapman St., Providence, R. I
D-X Radio Products, 1575 Milwaukee Ave., Chicago, Ill.
General Mfg. Co., 1255 S. Chicgao Ave., Chicago, Ill.
General Winding Co., 254 W. 31st St., N. Y. C.
Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.
Hammerlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Insulinc Corp. of America, 25 Park Place, N. Y. C
International Transformer Co., 39 W. 20th St., New York, N. Y.
Johnson, E. F., Co., Waseca, Minn.
Meisner Mfg. Co., Mt. Carmel, Ill.
Miller, J. W. & Co., 5917 S. Main St., Los Angeles, Calif.
Precision Inductance Corp., 591 Broadway, N. Y. C.
Sickles, F. W., Co., 300 Main St., Springfield, Mass.
Skaggs Transformer Co., 5894 Broadway, Los Angeles, Calif.
Teleradio Engineering Corp., 484 Broome St., N. Y. C
United Transformer Corp., 150 Varick St., N. Y. C.
Ultramar Mfg. Corp., 303 W. Monroe St., Chicago, Ill.
Universal Winding Co., Providence, R. I

## CONDENSERS, ELECTROLYTIC

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
American Condenser Co., 2508 S. Michigan Ave., Chicago, Ill.



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Condenser Products, 1369 N. Branch St., Chicago, Ill.
Consolidated Wire & Associated Corps., 512 S. Peoria St., Chicago, Ill.
Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.
Cosmic Radio Corp., 699 E. 135th St., N. Y. C.
Crowley, H. L. & Co., 1 Central Ave., W. Orange, N. J.
Curtis Condenser Corp., 3088 W. 106 St., Cleveland, Ohio.
Deutschmann, Tobe, Corp., Canton, Mass.
Dumont Electric Co., 514 Broadway, New York, N. Y.
Girard-Hopkins, Oakland, Calif.
Magnavox Co., 2131 Bueter Rd., Fort Wayne, Ind.
Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
Solar Mfg. Co., 599 Broadway, N. Y. C.
Sprague Products Co., N. Adams, Mass.
Tilton Electric Corp., 15 E. 26th St., N. Y. C.

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## CONDENSERS, FIXED

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
American Condenser Corp., 2508 S. Michigan Ave., Chicago, Ill.
Centralab, 900 E. Keefe Avenue, Milwaukee, Wisc.
Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, Ohio.
Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plaintield, N. J.
Crowley, Henry L. & Co., Inc., 1 Central Avenue, W. Orange, N. J.
Curtis Condenser Corp., 3088 W. 106th St., Cleveland, Ohio
Deutschmann, Tobe, Corp., Canton, Mass.
Electro-Motive Mfg. Co., 797 E. 140th St., N.Y.C.
Erie Resistor Corp., Erie, Pa.
Fast, John E., & Co., 3121 N. Pulaski St., Chicago, Ill.
Magnavox Co., Inc., Ft. Wayne, Ind.
Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Sangamo Electric Co., Springfield, Ill.
Solar Mfg. Co., 599 Broadway, N. Y. C.
Sprague Specialties, Inc., North Adams, Mass.

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## CONDENSERS, VARIABLE

Atkins & Brown, 215 Fourteenth St., Oakland, Calif.
Browning Laboratories, Inc., 750 Main St., Winchester, Mass.
Bud Radio, Inc., 5205 Cedar Ave., Cleveland, Ohio
Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.
DeJur-Ansco Corp., Shelton, Conn.
General Instrument Co., Elizabeth, N. J.
General Radio Co., 30 State St., Cambridge, Mass.
Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Johnson, E. F. Co., Waseca, Minn.
National Co., Inc., Walden, Mass.
Radio Condenser Co., Camden, N. J.
Sickles, F. W., Co., 300 Main St., Springfield Mass.

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## CONVERTERS, ELECTRIC

Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.
Carter Motor Co., 1608 N. Milwaukee Ave., Chicago, Ill.
Eicor, Inc., 515 Laffin St., Chicago, Ill.
Electric Specialty Co., Stamford, Conn.
General Electric Co., Schenectady, N. Y.
Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.
Janette Mfg. Co., 556 West Monroe St., Chicago.
Kato Engineering Co., 530 N. Front St., Mankato, Minn.
Pioneer Gen-E-Motor Corp., 466 W. Superior St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

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## COUPLING EQUIPMENT

Andrew, Victor J., 7221 San Francisco Ave., Chicago, Ill.
Johnson, E. F. Co., Waseka, Minn.

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## DIALS AND KNOBS

American Emblem Co., Utica, N. Y.
Boston Bros. Co., 1600 N. Clinton Ave., Rochester, N. Y.
Crowe Name Plate & Mfg Co., 3701 Ravenswood Ave., Chicago, Ill.
Davies Molding Co., Harry, 1428 N. Wells St., Chicago, Ill.
DeJur-Ansco Corp., Shelton, Conn.
Insuline Corp. of America, 25 Park Place, New York, N. Y.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Meissner Mfg. Co., Mt. Carmel, Ill.
Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.

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## ELECTRICAL MEASURING EQUIPMENT

(SEE METERS)
Acoustic Consultants, Inc., 1270 Sixth Ave., New York, N. Y.
American Communications Corp., 1650 Sixth Ave., New York, N. Y.
Associated Research, Inc., 16 N. May St., Chicago, Ill.
Boonton Radio Corp., Fanny Road, Boonton, N. J.
Burnett, William W. L., Laboratory, San Diego, Calif.
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
Continental Electric Co., Geneva, Ill.
Daven Co., The, 158 Summit St., Newark, N. J.
Deutschmann, Tobe. Canton, Mass.
Electronic Design Corp., 164 N. May St., Chicago, Ill.
Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.
Ferris Instrument Corp., Boonton, N. J.
General Radio Co., 30 State St., Cambridge, Mass.
Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland, O.
Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Supreme Instruments Corp., Greenwood, Miss.
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.
Triplett Electrical Instrument Co., Bluffton, Ohio.
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.
United Motors Service, 3044 Grand Blvd., Detroit, Mich.
Wright's Electrical Instrument Laboratories, Reed College, Portland, Ore.
Weston Electrical Instrument Corp., 614 Freylinghusen Ave., Newark, N. J.

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## EQUALIZERS

Daven Co., The, 158 Summit St., Newark, N. J.
Emar Instrument Corp., 29 W. 57th St., N. Y. C.
Sound Apparatus Co., 150 W. 46th St., N. Y. C.
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.
United Transformer Corp., 150 Varick St., N. Y. C.



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## FILTERS, INTERFERENCE

Aerovox Corp., New Bedford, Mass.
Andrew, Victor J., 7221 San Francisco Ave., Chicago, Ill.
Deutschmann, Tobe Canton, Mass
Miller, J. W. Co., 5917 S. Main St., Los Angeles

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## FIXTURES, LIGHTING

Battle, Robert, Inc., 35-28 42nd St., Long Island City, N. Y.
Capitol Stage Lighting Co., 527 W 45th St., New York, N. Y.
Erikson Electric Co., 6 Power House St., Boston, Mass.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
General Electric Co., Schenectady, N. Y.
Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.
Holzmueller, C. J., 1108 Howard St., San Francisco, Calif.
Hub Electric Corp., 2225 W. Grand Ave, Chicago, Ill.
King Scenic Co., 1914 Main St., Dallas, Tex.
Kliegl Bros., Universal Electric Stage Lighting Co. Inc., 321 W. 50th St., New York, N. Y.
Nation-Wide Manufacturing Corp., 449 W. 42nd St. New York, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.
Ross, Charles, Inc., 244 W. 49th St., New York N. Y.
Saltzman, J. G., Inc., 480 Lexington Ave., N. Y. C
Sterling Reflector Co., 1431 W. Hubbard St., Chicago, Ill.
Voigt Co., 12th & Montgomery Aves., Philadelphia, Pa.
Wagner-Woodruff Co., 830 S. Olive St., Los Angeles, Calif.
Wheeler Reflector Co., 275 Congress St., Boston, Mass.

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## FLOOR COVERINGS

American Mat Corp., 1708 Adams St., Toledo, O.
American Tile & Rubber Co., Perrine Ave., Trenton, N. J.
Armstrong Cork Products Co., Lancaster, Pa.
Bigelow Sanford Carpet Co., Inc., 140 Madison Ave, New York, N. Y.
Clinton Carpet Co., 222 N. Bank Drive, Chicago, Ill.
Greater New York Carpet House, Inc, 250 W 49th St., New York, N. Y.
Imperial Floor Co., Inc., 59 Halstead St, Rochester, N. Y.
King Scenic Co., 1914 Main St, Dallas, Tex.
Pick, Albert, Co., Inc., 2519 Pershing Road Chicago, Ill.
Puritan Rubber Manufacturing Co, Perrine Ave, Trenton, N. J.
Rosenheim, J., & Co., 71 W 45th St., New York, N. Y.
Slater Co., The, 300 W. Austin Ave., Chicago, Ill.
Smith, Alexander, & Sons, Carpet Co., Sales Division, 295 Fifth Ave., New York, N. Y.

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## FREQUENCY CONTROL UNITS

American Piezo Supply Co., 40th & Woodland Ave Kansas City, Mo.
Bliley Electric Co., Erie, Pa.
Collins Radio Co., Cedar Rapids, Ia.
Commercial Radio Equipment Co, 7205 Baltimore St Kansas City, Mo.
Doolittle & Falknor, Inc., 1306 W. 74th St, Chicago, Ill.
Gates-American Corp., Quincy, Ill
General Engineers, Upper Darby, Pa.
Haigis Laboratories, Maple Shade, N. J.
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.
Kaar Engineering Co., Palo Alto, Calif.
Peerless Radio Mfg. Co., Albany, N. Y.
Piezo Electric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.
Premier Crystal Laboratories, Inc., Park Row, N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radio Engineering Laboratories, Inc., 35-54—36th St., Long Island City, N Y.
Radio Engineering & Mfg. Co., 26 Journal Sq., Jersey City, N. J.
Radio Laboratories, Inc., 2701 California Ave., Seattle, Wash.
Radio Receptor Co., 251 W. 19th St., New York City
Radio Television Industries Corp., Reading, Mass.
Tostenson, D. V., Moorhead, Minn.
Western Electric Co., 195 Broadway, N. Y C.
Western Radio Engineering Co., 5th & St. Peter St St. Paul, Minn.

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## FUSES

Jefferson Electric Co., Bellewood, Ill.
Littlefuse Laboratories, 4238 Lincoln Ave, Chicago, Ill.
Ross, Charles, Inc., 244-250 W 49th St., N Y. C.
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.

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## GENERATORS

Automatic Devices Co., 1035 Linden St., Allentown, Pa.
Carter Motor Co., 1608 N. Milwaukee Ave., Chicago, Ill.
Confinental Electric Co., 50 Church St., N. Y. C
Eicor, Inc., 515 S. Laffin St., Chicago, Ill.
Electric Specialty Co., Stamford, Conn.
Fidelity Electric Co., Lancaster, Pa
Gardiner, L. J., Co., 935 W. Goodale Blvd., Columbus, Ohio.
General Electric Co, Schenectady, N. Y
Hertner Electric Co., 12690 Elmwood Ave, Cleveland, Ohio
Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.
Ideal Electric Mfg. Co., Mansfield, Ohio.
Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill
Kato Engineering Co., Mankato, Minn.
Miles Reproducer Co., Inc., 812 Broadway, N. Y. C.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Westinghouse Electric & Mfg Co, East Pittsburgh, Pa

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## HEADPHONES

Brush Development Co., E. 40th and Perkins Ave, Cleveland, Ohio
Cannon Co., C. F., Main St, Springwater N. Y.
Carron Mfg Co., 415 S. Aberdeen St., Chicago, Ill.
Chicago Telephone Supply Co., 1142-1228 W. Beardsley Ave., Elkhart, Ind.
Dictograph Products Co., 580 Fifth Ave., N. Y. C
Insuline Corp. of America, 25 Park Pl., N Y. C.
Philmore Mfg. Co., 113 University Pl., N Y. C
Quam-Nichols Co, 33rd Pl. and Cottage Grove Ave, Chicago, Ill.
Stromberg-Carlson Telephone Mfg. Co, Rochester, N. Y.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Western Electric Co., 195 Broadway, New York, N. Y.
Universal Microphone Co., Ltd., Inglewood, Calif.

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## HORNS AND SPEAKERS

Ariston Mfg. Co., 4045 Diversey St., Chicago, Ill.
Arlavox Mfg. Co., 4300 S. Green St., Chicago, Ill.
Atlas Sound Corp. 1451 39th St., Brooklyn, N. Y
Best Mfg. Co., 1200 Grove St., Irvington, N. J.
Cinaudagraph Corp., Stamford, Conn.
Electrical Research Products, Inc., 250 W. 57th St, New York City.
Hawley Products Co., 201 N 1st Ave., St. Charles, Ill.



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Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill.
Lansing Mfg. Co., 6900 McKinley Ave., Los Angeles, Calif.
Magna-Vox Co., Inc., 2131 Beuter Rd., Ft. Wayne, Indiana.
Operadio Mfg. Co., St. Charles, Ill.
Oxford-Tartak Radio Corp., 915 W. Van Buren St., Chicago, Ill.
Quam-Nichols Co., 33rd Place & Cottage Grove Ave., Chicago, Ill.
Racon Electric Co., Inc. 52 E. 19th St., New York, N. Y.
Radio Speakers, Inc., 1338 S. Michigan Ave., Chicago, Ill.
Rola Co., 2570 E. Superior Ave., Cleveland, Ohio.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
Silver-Marshall, Inc., 6401 West 65th St., Chicago, Ill.
Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.
Unit Reproducers Mfg. Co., 999 Main St., Rochester, N. Y.
Utah Radio Products Co., 820 Orleans Ave., Chicago.
Wenzel Co., 2059 S. State St., Chicago, Ill.
Western Electric Co., 195 Broadway, N. Y. C.
Wright De Coster, Inc., 2233 University Ave., St. Paul, Minn.

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## INSULATION

Acme Wire Co., 1255 Dixwell Ave., New Haven, Conn.
Alpha Wire Corp., 50 Howard St., New York, N. Y.
Alden Products Co., 715 Center St., Brockton, Mass.
American Lava Corp., Cherokee Blvd. & Manufacturers Road, Chattanooga, Tenn.
Bakelite Corp., 247 Park Ave., N. Y. C.
Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.
Brach, L. S., Mfg. Corp., 55 Dickerson St., Newark, N. J.
Brand, W. & Co., 268 Fourth Ave., N. Y. C.
Bud Radio, Inc., 5205 Cedar Ave., Cleveland, Ohio
Collins Radio Co., Cedar Rapids, Ia.
Consolidated Wire & Associated Corp., Peoria & Harrison Sts., Chicago, Ill.
Corning Glass Works, Corning, N. Y.
Crowley, Henry L., & Co., 1 Central Ave., West Orange. N. J.
Demuth Glass Works, Inc., Brooklyn, N. Y.
Electronic Mechanics, Inc., 201 E. 12th St., N. Y. C.
Franklin, A. W., & Co., 175 Varick St., N. Y. C.
Gits Molding Corp., 4600 W. Huron St., Chicago, Ill.
Insuline Corp. of America, 25 Park Pl., N. Y. C.
Isolantite, Inc., 233 Broadway, N. Y. C.
Johnson, E. F., Co., Waseca, Minn.
Lapp Insulator Co., Gilbert St., LeRoy, N. Y.
Locke Insulator Corp., S. Charles and Cromwell, Baltimore, Md.
Mica Insulator Co., 200 Varick St., N. Y. C.
Mycalex Corp. of America, 7 E. 42nd St., N. Y. C.
Owens-Illinois Glass Co., Newark, Ohio.
Porcelain Products, Inc., Findlay, Ohio.
Stupakoff Labs., Inc., 6627 Hamilton Ave., Pittsburgh, Pa.

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## INTEROFFICE COMMUNICATION SYSTEMS

Dictograph Corp., 580 Fifth Ave., N. Y. C.
Million Radio & Television Labs., 671 W. Ohio St., Chicago, Ill.
Philco Radio & Television Corp., Toga & C Sts., Philadelphia, Pa.
Piezoelectric Labs., 612 Rockland Ave., New Dorp, S. I., N. Y.
Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Universal Microphone, Ltd., Englewood, Calif.
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.

## JACKS AND PLUGS

Alden Products Co., 715 Centre, Brockton, Mass.
American Phenolic Corp., 1250 W. Van Buren, Chicago, Ill.
American Radio Hardware Co., 476 Broadway, N. Y. C.
Bud Radio, Inc., 5205 Cedar Ave., Cleveland, Ohio
Cinch Mfg. Corp., 2335 W. VanBuren St., Chicago, Ill.
Eby, Hugh H., Co., 2066 Hunting Park Ave., Philadelphia, Pa.
Ecco High Frequency Corp., 120 W. 20th St., New York, N. Y.
General Radio, 30 State St., Cambridge, Mass.
Johnson, E. F., Co., Waseca, Minn.
Jones, Howard B., 2300 Wabansia Ave., Chicago, Ill.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Utah Radio Products Co., The, 820 Orleans St., Chicago, Ill.

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## LIGHTING

Battle, Robert, Inc., 35-28 42nd St., Long Island City, N. Y.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Climax Reflector, Inc., 315 Reynolds Place, S. W., Canton, O.
Cole, W. C., & Co., 320 E. 12th St., Los Angeles, Calif.
Curtis Lighting, Inc., 1123 W. Jackson Blvd., Chicago, Ill.
Duhem Motion Picture Manufacturing Co., 135 Hayes St., San Francisco, Calif.
E-J Electric Installation Co., 227 E. 45th St., New York, N. Y.
Erikson Electric Co., 6 Power House St., Boston, Mass.
Flexlume Corp., 1100 Military Road, Buffalo, N. Y.
General Electric Co., Schenectady, N. Y.
Golde Manufacturing Co., 1214 W. Madison St., Chicago, Ill.
Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, O.
Hub Electric Corp., 2225 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., New York, N. Y.
Olesen, Otto K., Illuminating Co., Ltd., 1560 N. Vine St., Hollywood, Calif.
Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Saltzman, J. G., Inc., 480 Lexington Ave., N. Y. C.
Sterling Reflector Co., 1431 W. Hubbard St., Chicago, Ill.
Throckmorton, Cleon, Inc., 102 W. Third St., New York, N. Y.
Voigt Co., 12th & Montgomery Aves., Philadelphia, Pa.
Wheeler Reflector Co., 275 Congress St., Boston, Mass.

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## METERS

Aerovox Corp., New Bedford, Mass.
Andrew, Victor J., 6492 S. Lavergne Ave., Chicago, Ill.
Acoustic Consultants, Inc., 1270 Sixth Ave., New York, N. Y.
Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.
Boonton Radio Corp., Boonton, N. J.
Burton-Rogers Co., 755 Boylston St., Boston, Mass.
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
Deutschmann, Tobe, Corp., Canton, Mass.
Daven Co., 158 Summit St., Newark, N. J.
Electronic Design Corp., 164 N. May St., Chicago, Ill.
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y.
General Electric Co., Schenectady, N. Y.
General Radio Co., 30 State St., Cambridge, Mass.



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Hickok Electrical Instruments Co., 10514 Dupont Ave., Cleveland, O.
Monarch Mfg Co., 3341 Belmont Ave., Chicago, Ill
RCA Mfg Co., Camden, N J.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Service Instruments, Inc., 406 Fourth Ave., New York, N. Y.
Shallcross Mfg Co., 10 Jackson Ave., Collingdale, Pa.
Triplett Electric Instrument Co., Bluffton, O.
Triumph Mfg Co., 4017 W Lake St., Chicago, Ill
Westinghouse Electric & Mfg. Co., Newark, N. J.
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

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## MICA

(ALSO SEE INSULATION)

American Mica Works Corp., 47 West St., New York, N. Y.
Brand, William & Co., 276 Fourth Ave., N. Y. C.
Insulation Manufacturers Corp., 565 W. Washington Blvd., Chicago, Ill.
Mica Insulator Co., 200 Varick St., N Y C.

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## MICROPHONE ACCESSORIES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.
Astatic Microphone Lab., Inc., 830 Market St., Youngstown, Ohio
Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C
Brush Development Co., 40th & Perkins Ave., Cleveland, Ohio
Eastern Mike-Stand Co., 56 Christopher Ave., Brooklyn, N Y
Electro-Voice Mfg Co., 324 E. Colfax Ave., South Bend, Ind.
RCA Mfg. Co., Camden, N. J.
Remler Co., 2101 Bryant St., San Francisco, Calif
Shure Brothers 225 W. Huron St. Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Cal
Western Electric Co., 195 Broadway, N. Y. C.

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## MICROPHONE CABLE

(SEE WIRE & CABLE)

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## MICROPHONE STANDS AND ACCESSORIES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.
Amperite Company, 561 Broadway N Y. C.
Astatic Microphone Laboratory, 830 Market St, Youngstown, Ohio
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.
Bruno Laboratories Inc. 30 W 15th St. N Y. C
Brush Development Co., 40th & Perkins Ave., Cleveland, Ohio
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.
Colortone Acoustic Devices, South Bend, Ind.
Eastern Mike-Stand Co 56 Christopher St., N Y C
Electro-Voice Mfg Co., Inc., 324 E. Colfax Ave., South Bend, Ind.
Ellis Electrical Laboratory, Berwyn Ill.
Espey Mfg. Co 67 Irving Place, N Y. C.
Gerrett, M A, Corp., Milwaukee, Wisc.
Hetro Electrical Industries, Chicago, Ill.
RCA Mfg. Co., Camden, N J.
Remler Co., 2101 Bryant St., San Francisco, Calif.
Shure Bros., 225 W. Huron St., Chicago, Ill
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn
Universal Microphone Co., Ltd, Inglewood, Calif
Western Electric Co., 195 Broadway, New York, N. Y.

## MICROPHONES

American Microphone Co., 1915 S. Western Ave Los Angeles, Cal.
Amperite Company, 561 Broadway, N. Y. C.
Astatic Microphone Laboratory, Inc., 830 Market St., Youngstown, Ohio.
Atlas Sound Corp., 1451—39th St., Brooklyn, N. Y.
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C
Brush Development Co., The, E. 40th and Perkins Ave., Cleveland, Ohio.
Carrier Microphone Co., Inglewood, Calif.
Electro-Voice Mfg. Co., Inc., 324 E. Colfax Ave., South Bend, Ind.
Ellis Electrical Laboratory, Berwyn, Ill.
Racon Electric Co., 52 E 19th St., N. Y. C.
Radio Receptor Co., 251 W. 19th St., N. Y. C.
RCA Mfg. Co., Camden, N J.
Remler Co., 2101 Bryant St, San Francisco, Calif.
Shure Bros. Co., 225 W. Huron St, Chicago, Ill.
Turner Co, Cedar Rapids, Iowa.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Universal Microphone Co, Ltd, 424 Warren Lane, Inglewood, Cal.
Vibro-Master Co., 2744 Broadway, N Y. C.
Western Electric Co., 195 Broadway, N. Y. C.

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## MONITORS, FREQUENCY AND MODULATION

Acoustic Consultants, Inc., 1270 Sixth Ave., New York, N. Y.
Andrew, Victor J., 6492 S. Lavergne Ave., Chicago, Ill
Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.
Boehme, H. O., Inc
Boonton Radio Corp., Boonton, N. J.
Bremer Broadcasting Corp.
Collins Radio Co., Cedar Rapids, Ia
Commercial Radio Equipment Co., Kansas City, Mo.
Donnelley Monitoring Service, Lake Bluff, Ill.
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.
General Engineers, Upper Darby, Pa.
General Radio Co., 30 State St., Cambridge, Mass.
Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland, Ohio
Hygrade Sylvania Corp., Clifton, N. J.
International Broadcasting Equipment Co., 312 W 51st St., Chicago, Ill.
Lampkin Labs., Bradentown, Fla.
Piezo Electric Laboratories, 612 Rockland Ave, New Dorp, S. I., N. Y.
Pillar of Fire.
Premier Crystal Labs, 55 Park Row, New York, N Y
RCA Mfg Co. Camden N J
Supreme Instruments Corp., Greenwood, Mass.
Triplett Electrical Instrument Corp., 122 Main St. Bluffton, Ohio
Triumph Mfg. Co., 4017 W. Lake St, Chicago, Ill
United Motors Service, 3044 W. Grand Blvd., Detroit, Mich.
Western Electric Co., 195 Broadway, N. Y. C.

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## MOTORS

Carter Motor Co., 1608 N. Milwaukee Ave., Chicago, Ill
Eicor, Inc., 515 S. Laffin St., Chicago, Ill.
Electric Specialty Co., Stamford, Conn.
Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.
Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill
Kato Engineering Co., Mankato, Minn.
Pioneer Gen-E-Motor Corp., 466 W. Superior St. Chicago, Ill.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.

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## NEEDLES, PHONOGRAPH AND RECORDING

Acton, H. W., Co., 370 Seventh Ave., N. Y. C.
Allied Recording Products, 126 W. 46th St., N. Y. C
Fairchild Aerial Camera Corp., Long Island City N. Y.



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Lowell Needle Co., Putnam, Conn.
Lyons & Healy, 243 S. Wabash Ave., Chicago, Ill.
Miles Reproducer Co., 812 Broadway, N. Y. C.
Mirror Record Co., 54 W. 25th St., N. Y. C.
Musicraft Records, Inc., 10 W. 47th St., N. Y. C.
Permo Products Corp., 6415 Ravenswood Ave., Chicago, Ill.
Phonograph Needle Mfg. Co., Inc., 42 Dudley St., Providence, R. I.
Poinsettia, Inc., Pitman, N. J.
Presto Recording Corp., 139 W. 19th St., N. Y. C.
Rangertone, Inc., 201 Verona Ave., Newark, N. J.
Recoton Corp., 178 Prince St., N. Y. C.

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## ORGANS

Austin Organs, Inc., 156 Woodland St., Hartford, Conn.
Estey Organ Co., Brattleboro, Vt.
Gottfried, A., Co., Erie, Pa.
Hammond Instrument Co., 2915 North Western Ave., Chicago, Ill.
Hilgreen, Lane & Co., Alliance, Ohio
Kramer Organ Co., 336 W. 44th St., New York, N. Y.
Lyon & Healy, 243 S. Wabash Ave., Chicago, Ill.
Marr, David Co., Warsaw, N. Y.
Schantz, A. J., Sons & Co., Orrville, O.
Wurlitzer, Rudolph, Co., North Tonawanda, N. Y.

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## PHOTOELECTRIC CELLS

Amperex Electronic Products, Inc., 79 Washington St., Brooklyn, N. Y.
Continental Electric Co., 203 S. First St., St. Charles, Ill.
DeVry, Herman A., Inc., 1111 Armitage Ave., Chicago, Ill.
Duhem Mfg. Co., 135 Hayes St., San Francisco, Cal.
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
Electrical Research Products, Inc., 195 Broadway, N. Y. C.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
G.-M. Laboratories, Inc., 1731-35 Belmont Ave., Chicago.
Gates Radio & Supply Co., Quincy, Ill.
General Electric Co., Schenectady, N. Y.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Loewenberg, F., 10 E. 40th St.,, N. Y. C.
Lumotron Vacuum Products Division, General Scientific Corp., 4829 S. Kedzie Ave., Chicago.
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.
Pacent Engineering Corp.. 79 Madison Ave.. N. Y. C.
Picture-Fone Co., 806 Main St., Lima, Ohio
RCA Manufacturing Co., Inc., Camden, N. J.
Wenzel Co., 2059 S. State St., Chicago, Ill.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.
Westinghouse Lamp Co., 150 Broadway, N. Y. C.
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.
World Bestos Corp., 52 Courtland St., Paterson, N. J.

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## PICKUPS, CRYSTAL AND MAGNETIC

Astatic Microphone Lab., 830 Market St., Youngstown, O.
Audak Co., 500 Fifth Ave., N. Y. C.
Bogen, David, Co., 663 Broadway, New York, N. Y.
Brush Development Co., The, E. 3311 Perkins Ave., Cleveland, Ohio
Fairchild Aerial Camera Co., Long Island City, N. Y.
Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.
Life Time Corp., 1825 Adams St., Toledo, O.
Miles Reproducer Co., 812 Broadway, N. Y. C.
Pacent Eng. Corp., 79 Madison Ave., N. Y. C.
Presto Recording Corp., 139 W. 39th St., New York, N. Y.
Proctor, B. A., Co., 17 W. 60th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radiotone, Inc., 6103 Melrose Ave.,, Hollywood, Calif.
Shure Brothers, 225 W. Huron Street, Chicago, Ill.
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.
Unit Reproducers Mfg. Co., 999 E. Main St., Rochester, N. Y.
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.
Webster Electric Co., Racine, Wis.
Western Electric Co., 195 Broadway, New York, N. Y.

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## POTENTIOMETERS, INC.

(SEE ALSO METERS)
Daven Co., The, 158 Summit St., Newark, N. J.
General Radio Co., 30 State St., Cambridge, Mass.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Precision Resistor Co., 334 Badger Ave., Newark, N. J.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.

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## PUBLIC ADDRESS SYSTEMS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
American Communications Corp., 1650 Broadway, New York, N. Y.
Amplifier Co. of America. 17 W. 20th St., New York, N. Y.
Atlas Sound Corp., 1451-39th St., Brooklyn. N. Y.
Bell Sound Systems, Columbus, Ohio
Bogen, David, Co., 633 Broadway, New York, N. Y.
Chicago Sound Systems Co., 200 E. Illinois St., Chicago, Ill.
Cinema Engineering Co., 7606 Santa Monica Blvd., Los Angeles, Calif.
Continental Enginering Co., 3613 N. Green Bay Ave., Milwaukee, Wis.
Electrical Research Products, Inc., 195 Broadway, New York, N. Y.
Electro Acoustic Products Co., 55 E. Wacker Drive, Chicago, Ill.
Electronic Design Corp., Chicago, Ill.
Miles Reproducer Co., 812 Broadway, New York, N. Y.
Million Radio & Television Laboratories, 671 W. Ohio St., Chicago, Ill.
Morlen Electric Co., Inc., 60 W. 15th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.
Sound Products, 804 N. Curson Ave., Hollywood, Calif.
Sundt Engineering Co., 4238 Lincoln Avenue, Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Webster Electric Co., Racine, Wis.
Western Electric Co., 195 Broadway, N. Y. C.

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## QUARTZ CRYSTALS AND ACCESSORIES

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
American Piezo Supply Co., 3921 Agnes Ave., Kansas City, Mo.
Bellefonte Eng. Labs., Bellefont, Pa.
Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.
Bliley Electric Co., Union Station Bldg., Erie, Pa.
Burnett, William W. L., Radio Laboratories, 8414 Idaho St., San Diego, Cal.
Collins Radio Co., Cedar Rapids, Ia.



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Commercial Radio Equipment Co., 216 E 74th St., Kansas City, Mo.
Hipower Crystal Co., 2035 Charleston St., Chicago, Ill.
Hollister Crystal Co., Merriman, Kansas
Insuline Corp. of America, 25 Park Place, New York, N. Y.
Peerless Radio Mfg. Co., Albany, N. Y.
Peterson Radio Co., Council Bluffs, Iowa
Piezo Electric Labs., 612 Rockland Ave., New Dorp, S. I., N. Y.
Precision Crystal Labs., Inc., P. O. Box 326, Springfield, Mass.
Precision Piezo Service, 427 Asia St., Baton Rouge La
Premier Crystal Laboratories, 719 Pulitzer Bldg., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Scientific Research Laboratories, 124 Jackson Ave., Hyattsville, Md.
Standard Piezo Co., 126 Cedar St., Carlisle, Pa.
Valpey Crystals, Box 321, Holliston, Mass.
Western Electric Co., 195 Broadway, N. Y. C.

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## RECORDING EQUIPMENT AND ACCESSORIES, DISC

Acton, H. W., Co., 370 Seventh Ave., New York, N. Y.
Allied Phonograph & Record Mfg. Co., 1041 N Las Palmas Ave., Hollywood, Calif.
Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
Allied Recording Products, 126 W. 46th St., N. Y. C
Ansley Radio Corp., 240 W. 23rd St., New York, N. Y.
Audak Co., 500 Fifth Ave., N. Y. C
Bell Radio & Television, 115 E. 46th St., New York, N. Y
Bell Sound Systems, Inc., 61 E. Goodale St., Columbus, Ohio
Bogen, David, Co., 663 Broadway, N. Y. C.
Carter, E. P., 112 Cedar Ave., Pitman, N. J.
Chicago Sound Systems Co., 200 E. Illinois St., Chicago, Ill.
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.
Clark Phonograph Record Co., 216 High St., Newark, N. J.
Continental Engineering Co., 3613 N. Green Bay Ave., Milwaukee, Wisc.
Electrical Research Products, Inc., 195 Broadway, N. Y. C.
Electro Acoustic Co., 2131 Bueter Rd., Fort Worth, Ind.
Fairchild Aerial Instrument Corp., Van Wyck Blvd & Jamaica Ave., Long Island City, N. Y.
Gates Radio & Supply Co., Quincy, Ill.
General Communication Products, Inc., Lexington Ave., at Vine, Hollywood, Calif.
General Engineers, Upper Darby, Pa.
General Products Co., 1801 Fannin St., Houston Texas
Harris Mfg. Co., 2422 W. 7th St., Los Angeles, Calif.
Jackson Products Co., 504 Griffin St., Dallas, Texas
Miles Reproducer Co., 812 Broadway, New York, N. Y.
Mirror Record Corp., 58 W 25th St., N. Y. C.
Musicraft Records, Inc., 10 W. 47th St., N. Y. C.
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Cal.
Poinsettia, Inc., Pitman, N. J
Presto Recording Corp., 139 W. 19th St., N. Y. C
Procter Co., 17 W. 60th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radio & Film Methods, 101 Park Ave., N. Y. C.
Radiotone, Inc., 7356 Melrose Ave., Hollywood, Cal.
Rangertone, Inc., 201 Verona Ave., Newark, N. J.
Shure Bros., 225 W. Huron St., Chicago, Ill.
Sonora Electric Phonograph Co., 132 W. 22nd St., New York, N. Y.
Sound Products, 704 N. Curson St., Hollywood, Calif.
Sound Projects Co., 3140 W. Walton Ave., Chicago, Ill.
Speak-O-Phone Recording & Equipment Co., 23 W 60th St., N. Y. C.
Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Rd., Rochester, N. Y.
Teletran Products Co., 2233 University Ave., St. Paul, Minn.
Transformer Corp. of America, 69 Wooster St., New York, N. Y.
Universal Microphone Ltd., 424 Warren Lane, Inglewood, Cal.
Vocagraph Sound Systems, 164 N. May St., Chicago, Ill.
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.
Webster Electric Co., Racine, Wisc.

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## RECTIFIERS

American Transformer Co., 175 Emmett St., Newark, N. J.
Andrew, Victor J., 6492 S. Lavergne Ave., Chicago, Ill.
B-L Electric Mfg. Co., 19th & Washington Aves., St. Louis, Mo.
Collins Radio Co., Cedar Rapids, Ia.
Continental Electric Co., 715 Hamilton Avenue, Geneva, Ill.
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Raytheon Mfg. Co., Waltham, Mass.
Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill.
Unitel Cinephone Corp., 43-37—33rd St., Long Island City, N. Y.
United Transformer Corp., 150 Varick St., N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Electric & Mfg. Co., Bloomfield, N. J.

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## RELAYS

Allen-Brdaley Co., 1305 S. First St., Milwaukee, Wisc.
Allied Control Co., 95 Liberty St., New York, N. Y.
American Automatic Electric Signal Co., 1034 W. Van Buren St., Chicago, Ill.
American Communications Corp., 1650 Broadway, New York, N. Y.
Automatic Signal Co., E. Norwalk, Conn.
Bunnell & Co., J. H., 81 Prospect St., Brooklyn, N. Y.
Cinema Engineering Co., 7606 Santa Monica, Blvd., Hollywood, Calif.
Clare Co., C. P., 4901 W. Lawrence St., Chicago, Ill.
Continental Electric Co., Geneva, Ill.
Coto-Coil, Inc., 229 Chapman St., Providence, R. I.
Eby, Hugh, H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
General Control Co., 197 Sidney St., Cambridge, Mass.
General Electric Co., Schenectady, N. Y.
Guardian Electric Co., 1625 Walnut St., Chicago, Ill.
Heinekin Machine Corp., 95 Liberty St., New York, N. Y.
Kurman Electric Co., 241 Lafayette St., New York, N. Y.
Leach Relay Co., 5915 Avalon Blvd., Los Angeles, Calif.
Muter Co., 1255 S. Michigan Ave., Chicago, Ill.
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.
Roller-Smith Co., 233 Broadway, New York, N. Y.
Sigma Instruments, Inc., Belmont, Mass.
Standard Electrical Products Co., 317 Sibley St., St. Paul, Minn.
Stromberg Carlson Telephone Mfg. Co., 100 Carlson Rd., Rochester, N. Y.
Struthers-Dunn, Inc., 139 N. Juniper St., Philadelphia, Pa.
Triplett Electrical Instrument Corp., Bluffton, Ohio
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.
United Electronic Industries, 43-37—35th St., Long Island City, N. Y.
Utah Radio Products Co., 820 Orleans St., Chicago, Ill.
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.



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Western Electric Co., 195 Broadway, New York, N. Y.
Weston Electrical Instrument Corp., 612 Frelinghuysen Ave., Newark, N. J.

## RESISTORS

Allen-Bradley Co., 1326 South Second St., Milwaukee, Wisc.
Atlas Resistor Co., 423 Broome St., N. Y. C.
Carborundum Co., Niagara Falls, N. Y.
Centralab Division of Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.
Clarostat Mfg. Co., 285 N. 6th St., Bklyn., N. Y.
Consolidated Wire & Associated Corp., Peoria St., Chicago, Ill.
Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, O.
Daven Co., The, 158 Summit St., Newark, N. J.
Electro-Motive Mfg. Co., 797 E. 140th St., N. Y. C.
Erie Resistor Corp., 644 W. 12th St., Erie, Pa.
General Radio Co., 30 State St., Cambridge, Mass.
Hardwick, Hindle, Inc., 40 Herman St., Newark, N. J.
Insuline Corp. of America, 25 Park Place, New York, N. Y.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
Lectrohm, Inc., 5133 W. 25th Place, Cicero, Ill.
Leeds & Northrup Co., 4970 Stenton Ave., Phliadelphia, Pa.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
Morrill & Morrill, 30 Church St., N. Y. C.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
Ohmite Mfg. Co., 4835 W. Flourney St., Chicago, Ill.
Precision Resistor Co., 334 Badger Ave., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Shallcross Mfg. Co., Collingdale, Pa.
Speer Carbon Co., St. Mary's, Pa.
Stackpole Carbon Co., St. Mary's, Pa.
States Co., 19 New Park Ave., Hartford, Conn.
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.
Tilton Electric Corp., 15 E. 26th St., New York, N. Y.
Utah Radio Products Co., 812 Orleans St., Chicago, Ill.
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.
White Dental Mfg. Co., The S. S., 10 E. 40th St., N. Y. C.
Wirt Co., 5221 Greene St., Philadelphia, Pa.

## RHEOSTATS

Centralab Division, Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wisc.
Cinema Engineering Co., 7606 Santa Monica, Blvd., Hollywood, Calif.
Cutler-Hammer, Inc., N. 12th and W. St. Paul Ave., Milwaukee, Wis.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
General Electric Co., Schenectady, N. Y.
Hardwick, Hindle, Inc., 40 Herman St., Newark, N. J.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
P. R. Mallory Co., 3029 E. Washington St., Indianapolis, Ind.
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.
Precision Resistor Co., 334 Badger Ave., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Ward Leonard Electric Co., 37 South St., Mt. Vernon, N. Y.
Westinghouse Electric Mfg. Co., East Pittsburgh.

## SEATS, THEATER

Air-Loc Seat Industries, Inc., 33 Holden St., Minneapolis, Minn.
American Seating Co., Grand Rapids, Mich.
Eastern Seating Co., Inc., 276 W. 43rd St., New York, N. Y.
General Seating Co., 2035 Charleston St., Chicago, Ill.
Heywood-Wakefield, Gardner, Mass.
Ideal Seating Co., Grand Rapids, Mich.
International Seat Corp., Union City, Ind.
Kroehler Manufacturing Co., 666 Lake Shore Drive, Chicago, Ill.

## SOCKETS

Alden Products Co., 715 Center St., Brockton, Mass.
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.
Bud Radio, Inc., 5205 Cedar Ave., Cleveland, O.
Cannon Electric Development, 420 W. 33rd Ave., Los Angeles, Calif.
Cinch Mfg. Corp., 2335 W. Van Buren St., Chicago, Ill.
Communication Products, 245 Custer Ave., Jersey City, N. J.
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
General Radio Co., 30 State St., Cambridge, Mass.
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Insuline Corp. of America, 25 Park Place, N. Y. C.
Johnson, E. F., Co., Waseca, Minn.
Jones, H. B., 2300 Wabansia Ave., Chicago, Ill.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Meissner Mfg. Co., Mt. Carmel, Ill.
Micarta Fabricators, Inc., 4619 Ravenswood Ave., Chicago, Ill.
National Co., Malden, Mass.
RCA Mfg. Co., Camden, N. J.
Remler Co., 2101 Bryant St., San Francisco, Calif.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Synthane Corp., Oaks, Pa.

## SWITCHES

Automatic Devices Mfrs., 4243 West Ogden Ave., Chicago, Ill.
Centralab Division of Globe Union Mfg. Co., 900 E. Keefe St., Milwaukee, Wis.
Franklin Mfg. Corp., A. W., 175 Varick St., New York, N. Y.
Insuline Corp. of America, 25 Park Place, New York, N. Y.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Meissner Mfg. Co., Mt. Carmel, Ill.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
Nordendale Mfg. Co., 2100 Fulton St., Chicago, Ill.
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Stewart Mfg. Corp., F. W., 340 W. Huron St., Chicago, Ill.
Utah Radio Products Co., The, 812 Orleans St., Chicago, Ill.

## TEMPERATURE CONTROL UNITS

Bliley Electric Co., Union Station Bldg., Erie, Pa.
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.
Piezoelectric Laboratories, New Dorp, S. I., N. Y.
Precision Piezo Service, 427 Asia St., New Orleans, La.
Tostenson, D. V., Moorhead, Minn.

## TRANSFORMERS

American Transformer Co., 175 Emmet St., Newark, N. J.
Collins Radio Co., Cedar Rapids, Ia.



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Doolittle & Falkner, Inc., 7421 S. Loomis Blvd., Chicago, Ill.
Ecco High Frequency Corp., 120 W. 20th St., New York, N. Y.
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C.
Freed Transformer Co., 72 Spring St., N. Y. C.
General Winding Co., 254 W. 31st St., New York, N. Y.
International Transformer Co., 39 W. 20th St., N. Y. C.
Kenyon Transformer Co., 840 Barry St., N. Y. C.
Newark Transformer Co., 17 Frelinghuysen Ave., Newark, N. J.
Radio Receptor Co., 251 W. 19th St., New York, N. Y.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
RCA Mfg. Co., Camden, N. J.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Skaggs Transformer Co., 5894 Broadway, Los Angeles, Calif.
Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill.
Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
United Transformer Corp., 150 Varick St., N. Y. C.
Webster Co., 5622 Bloomingdale Ave., Chicago
Westinghouse Elec. & Mfg. Co., Pittsburgh, Pa.

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## TRANSMISSION LINES

Acorn Insulated Wire Co., 225 King St., Brooklyn, N. Y.
Alpha Wire Corp., 50 Howard St., New York, N. Y.
Anaconda Wire & Cable Co., 25 Broadway, New York, N. Y.
Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.
Bassett Research Corp., South Bend, Ind.
Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.
Brach Mfg. Corp., L. S., 55 Dickerson St., Newark, N. J.
Consolidated Wire & Associated Corps., Peoria & Harrison Sts., Chicago, Ill.
Continental Wire Co., 110 Lafayette St., New York
Copperweld Steel Co., Glassport, Pa.
Crescent Insulated Wire & Cable Co., Trenton, N. J.
General Cable Corp., 420 Lexington Ave., New York, N. Y.
Hoke Vertical Radiators, Petersburg, Va.
Isolantite, Inc., 233 Broadway, N. Y. C.
Phelps Dodge Copper Products Corp., 40 Wall St., New York, N. Y.
Radio Receptor Co., 251 W. 19th St., New York, N. Y.
Transducer Corp., Rockefeller Plaza, N. Y. C.
Triangle Conduit & Cable Co., Elmhurst, N. Y.
Western Electric Co., 195 Broadway, N. Y. C.

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## TUBES, PHOTOELECTRIC

Amperex Electronic Products Corp., 79 Washington St., Brooklyn, N. Y.
Arco Tube Co., 227 Central Ave., Newark, N. J.
Continental Electric Co., Geneva, Ill.
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
Lowenberg, F., 10 East 40th St., N. Y. C.
National Union Radio Corp., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Weston Electric Instrument Corp., Newark, N. J.

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## TUBES, RADIO RECEIVING and RECTIFYING

Arcturus Radio Tube Co., 720 Frelinghuysen St., Newark, N. J.
Champion Radio Works, 88 Holten St., Danvers, Mass.
Crosley Radio Corp., 1329 Arlington St., Cincinnati
General Electric Co., Bridgeport, Conn.
Hygrade Sylvania Corp., 500 Fifth Ave., New York, N. Y.
Hytron Corp., 23 Derby St., Salem, Mass.
Ken-Rad Tube & Lamp Corp., Owensboro, Ky.
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.
Philco Radio & Television Corp., Tioga and C Sts., Philadelphia, Pa.
RCA Mfg. Co., Camden, N. J.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
Sparks-Withington Co., Jackson, Mich.
Triad Mfg. Co., Inc., Middle and Fountain Sts., Pawtucket, R. I.
Tung-Sol Lamp Works, Inc., 95 Eighth Ave., Newark, N. J.
Zenita Radio Corp., 6001 Dickens Ave., Chicago, Ill.

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## TUBES, TRANSMITTING

Amperex Electronic Products, 79 Washington St., Brooklyn, N. Y.
Arco Tube Co., 227 Central Ave., Newark, N. J.
Electronic Products Co., 5356 E. Ninth St., Los Angeles, Calif.
Federal Telegraph Co., 200 Mt. Pleasant Ave., Newark, N. J.
Heintz & Kaufman, Ltd., P. O. Box 69, S. San Francisco, Cal.
Hytron Corp., 76 Lafayette St., Salem, Mass.
Raytheon Mfg. Co., Waltham, Mass.
RCA Mfg. Co., Camden, N. J.
Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill.
United Electronics Co., 42 Spring St., Newark, N. J.
Western Electric Co., 195 Broadway, N. Y. C.

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## TURN TABLES

(SEE ALSO RECORDERS, DISC)

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## VACUUM TUBE SOCKETS

(SEE SOCKETS)

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## VACUUM TUBES, TRANSMITTING

(SEE TUBES, TRANSMITTING)

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## VARNISHED CLOTHS AND PAPERS

Acme Wire Co., New Haven, Conn.
Bakelite Corp., 247 Park Ave., New York, N. Y.
General Cement Mfg. Co., 611 Lincoln Ave., Rockford, Ill.
General Plastics, Inc., North Tonawanda, N. Y.
Insulation Manufacturers Corp., 565 W. Washington Blvd., Chicago
Mica Insulator Co., 200 Varick St., New York, N. Y.
National Vulcanized Fibre Co., Wilmington, Del.
Spaulding Fibre Co., Tonawanda, N. Y.

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## VIBRATORS

American Television & Radio Corp., 300 E. 4th St., St. Paul, Minn.
Electronic Labs., Inc., 122 W. New York St., Indianapolis, Ind.
RCA Mfg. Co., Camden, N. J.

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## VOLTAGE REGULATORS

Acme Electric & Mfg. Co., Cuba, N. Y.
American Transformer Co., 175 Emmett St., Newark, N. J.
Freed Transformer Co., 72 Spring St., New York, N. Y.
General Transformer Corp., 1250 W. Van Buren St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
United Transformer Co., 72 Spring St., N. Y. C.
Ward-Leonard Electric Co., Mt. Vernon, N. Y.
Westinghouse Lamp Co., Bloomfield, N. J.

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## WIRE

(SEE CABLE)



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# 1939 IN HEADLINES

***History at a Glance From the Columns of***

RADIO DAILY

## JANUARY

Jan. 3—Radio's Greatest Year Is Forecast; Billings at New High as All Webs Grow; Television Progressed.

Jan. 4—NBC Billings Up 7.3%; Totals $41,462,679 for the Past Year; CBS Off 4.8% NAPA and ARA Merge into One Organization.

Jan. 5—Lohr Takes Stand in FCC Monopoly Probe to Explain Web Policies.
Report to Congress Is Filed by McNinch.

Jan. 6—NBC Ends Testimony With Lohr Citing Television Cost; CBS Next Week.

Jan. 9—1938 Ad Agency Billings Reveals First Five in Status Quo on Two Networks; Minor Changes Down the List.
FCC Hears Motion Under New Procedure.

Jan. 10—Four Television Licenses Are Granted to General Electric.
Share-Time Stations Are Cut Down by FCC.
Procter & Gamble Again Leads NBC Breakdown of Billings with Expenditure of $4,860,155.

Jan. 11—American Association of Advertising Agencies Propose Counter Scale; AFRA Thumbs Down and Walks Out on Confab; Breach Widens.
ASCAP (State Law) Cases Heard by Supreme Court.
CBS Begins Its Testimony for FCC Probe Committee.

Jan. 12—Financial Figures Given by White as CBS Resumes Testimony in Monopoly Probe.

Jan. 13—AFRA Asks Strike Vote; Sets January 22 Limit for Membership to Decide.

Jan. 16—Major (Baseball) Leagues 50% Sold; See Rest of Clubs Signed for Air by March 1.

Jan. 17—New Radio Transmission Is Announced by Major Edwin H. Armstrong.
Court Slaps at FCC in Pottsville Case (Referring to Its "Czaristic Power").

Jan. 18—Brinckerhoff Deal for NAB Disk Library Falls Through.
FCC Revives Web Deals Digging Up Data on Old (CBS) Stock Swap with Picture Company.

Jan. 19—File Super-Power Report Setting 13-Point Plan as "Standard of Public Service"; Recommends One-Year Licenses; Rejects 500 KW.
AFRA Situation Grows Tense; N. Y. Local Voting Tonight.
Facsimile Network a Reality in Year.

Jan. 20—More Two-Web Sponsors; 34 National Accounts Used Two or More Major Nets.
N. Y. AFRA Local Votes to Support a Strike.

Jan. 23—Compromise Looms Strongly in AFRA Strike Situation Despite Hectic Activity; Agencies Taking Full Precautions, However.
Celler Libel Bill Will Benefit Radio.
CBS Turned Down $9,000,000 in Biz (According to Testimony at FCC Probe).

Jan. 24—Much AFRA-4A Activity with Artist Union Seeking Separate Deals; Signing of Wrigley Breaks Dead-Lock; Strike Order Still Remote.
Appropriating Body Blasts FCC Policies.

Jan. 25—FDR for New FCC Setup; Writes Two Congressmen to Establish Definite Policies to Guide Clear Interpretations.
"Static-Free" Stuff Is Worrying the Manufacturers.
Four A's Holds Its Ground as AFRA Seeks Closed Shop.

Jan. 26—Jack Benny-Jello Production Tops Field in Radio Editors' Poll Conducted by RADIO DAILY; Chase & Sanborn's Sunday Program is Runner-Up.
Agencies Mull AFRA "Code"; AGRAP May Complicate Setup.

Jan. 27—Procter & Gamble Enters Baseball Setup; Others Sign for Major Games.
Hitch Looms in Plan for Quick FCC Reorganization.

Jan. 30—Set Television Sports Events; William Morris-Paramount-DuMont Group Reported Signing Up Important Colleges; Schools Inaugurate Air Reps.
AFRA Defers Strike; Meets Agencies Today.
Concert Bureau Data Given FCC Quizzers.

Jan. 31—Chicago Blizzard-Bound; Web Schedules Completely Disrupted as Actors and Others Are Unable to Reach Respective Stations.

## FEBRUARY

Feb. 1—AFRA Four-A Dilemma: Tired But Friendly Committee Argue Respective Points in Second All-Night Negotiation; "Code" at Issue.

Feb. 2—AFRA-Agency Pact Today; Agreement Indicated at Today's Meet as Agencies Pass



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Buck to Networks on Question of AFRA Shop.
Joint Committee Releases Long-Heralded Rural Study.
Demands Canada Quit Berne Copyright Pact.
NBC's January Billing Breaks Web Record.

Feb. 3—AFRA-Webs-Agencies Sign; Unique Pact Charges AFRA and Nets with Maintaining the AFRA Shop; Settle AGRAP Complications.
Lohr Says Webs Will Seek Closer Ties with Film Biz.
CBS January Billings Gain 5.7% Over December.

Feb. 6—McNinch-Wheeler Confer; First Step Will Be Measure Calling for Reorganization.
Radio Gross Sales Exceed Magazines.

Feb. 7—Hold Up FCC's Budget; Wigglesworth Seizes Opportunity to Slam FCC and Chairman McNinch.
Film Studios Agreed Air Benefited Stars.
NBC Asks Agencies to Sign and Abide by AFRA Code.
See Crosley Appeal from FCC Decision.

Feb. 8—NBC's Tele Scripts Ready for "Shooting."
Mutual on Probe Stand; Sykes Asks Who Will Get the "Profits"; Will Push Measure Banning "Inciters" (In N. Y. Legislature).

Feb. 9—CBS 1938 Net $3,541,700; Income Statement Reveals Earnings Equal to $2.07 per Share; Off from Preceding Year.
Start WHK Facsimile on Regular Schedule.
3 Producing Firms Sign the AFRA Code.

Feb. 10—Wheeler Bill to Senate; Provides for Three-Man Commission to Prevent Lost Motion; Wheeler States Views in Full.
Weber Testifying for Mutual Asks Free Run of Affiliates.
Install AP News at NBC on Public Service Basis.

Feb. 14—Agencies Meet Deadline; AFRA Signs 53 Agencies and 7 Producers in Last Minute Rush; All Strike Danger Precluded.

Feb. 15—Wheeler Opposition Starts; Broadcasters Fear too Much Power in One Man with Smaller FCC; Senator White Readying Bill.
AFRA Signing MBS Outlets; Opens WOR Negotiations.

Feb. 16—MBS Ends Its Testimony; McCosker Suggests One or Two Year Maximum for Exclusivity Clauses; Don Lee Takes Stand February 21.
See Increase of Spot Business Due to Advertisement Ban on Films.
Study Gives CBS 87% of Rural Listeners.

Feb. 17—CBS Sets Deal for WBS; Web and Transcription Firm Agree on Basic Points for Columbia to Purchase Control.
New Financial Forms Issued to Licensees.

Feb. 20—Unions Eye Engineers; Both CIO and AFL Units Plan Drive Following Success of AFRA Move; ACA Expects Actor Backing.

Feb. 21—AFRA Readies Disk Code; Will Make Formal Presentation Soon as Agency Biz Is Out of the Way.
Commission Revokes KUMA, Yuma, License.
FCC Denies WLW's Super-Power Appeal.
Pittsburgh Theaters Want Stars Withdrawn.

Feb. 23—Open Don Lee Testimony; Lewis Allen Weiss as Star Witness Reveals Hard Business Facts; Decries ASCAP-AFM Burden.
Fort Wayne Expects Much Television Activity.
Senator White Introduces Bill Calling for Eleven-Man FCC.

Feb. 24—Shepard on Probe Stand; Colonial Is Second Regional Heard.
Playing of Records on Air Creates Sales, Survey Shows.

Feb. 27—Baird's Television Invasion; Important English Firm to Establish Giant Screen Projection Suitable for Theater Audiences.
Facsimile Receivers on Sale in New York Area.

Feb. 28—FCC's Complaint Department; Adopts New Procedure in Acting on Complaints Against Stations; Stronger Discipline Hinted.
Additional Rural Survey Data by Joint Committee (Is Released).

## *MARCH*

Mar. 1—Industry Policies Stated; Strong Plea Against Any Censorship Voiced by NAB Board in Statement Also Favoring Larger FCC.
American Television Co. Receivers for Department Store Sale.

Mar. 2—Michigan Net Testimony; FCC Hears About "Lone Ranger."
North Dakota Ready to Pass Anti-ASCAP Measure.
Ball Clubs Up Ante Delaying Contracts.

Mar. 3—CBS-NBC Billings Vary; February Gross Gives NBC 7.2% Increase Over Same Month Last Year; CBS Figures Slightly Off.
Three-Year License Proposed in House of Representatives.

Mar. 6—Fort Wayne Television Center; Farnsworth Moving Entire Facilities and Will Erect Huge Transmitter; To Retain Philly Office.
Amos 'N' Andy Move To CBS.
AFRA Ends Dispute with Writers' Guild.

Mar. 7—White's Probe Measure; Introduces Far-Reaching Resolution Designed to Cover All Angles from the FCC Down.
High Frequency Policy on Renewals (Is Announced) by FCC.

Mar. 8—Elliott Roosevelt on Stand; Makes Plea for Indefinite License Term for Stations (Before FCC); Against Any Form of Censorship.
Revive St. Louis (Station) Feud as KSD Files Brief.
Liquor Ban Protest Growing in Canada.

Mar. 9—More Roosevelt Views; Head of Texas Web Expounds Ideas Before FCC.

Mar. 10—CBS Summer Policies (Are Announced) Network Boosts 52-Week Discount Rate to Advertisers; Provide Special Summer Hiatus System.
WLW to Cut Rate 10% Immediately.
General Mills Splits Webs for New Show.
Baird Television (Will Raise) $2,000,000 for Further Expansion.



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Mar. 13—Sykes Resigns March 31; Commissioner Has Tendered Resignation to President Roosevelt; Lewis or Wearin Seen as Possible Successor.
Mutual Forms New Facsimile Network.
Move to Abolish Canada License Fee (For Receiving Sets).

Mar. 14—Few Agency Cast Cuts; Survey of 6 Major Agencies Reveals No Large-Scale Changes Resulted Because of Signing of AFRA Code.
DuMont Television Opening Transmitter April 1.
Clarify Language in "Radio" Measure (In New York State Assembly).

Mar. 15—Atlantic Baseball Schedule; Sponsor 1,842 Games Over 39 Stations in 12 States; FCC Hears First ET Angles as Jerry King Takes Stand (In Monopoly Investigation).
Sponsored AP News Still Being Sought.

Mar. 16—Civil Liberties Testimony (In FCC Monopoly Probe): Afraid of "Hidden Censorship" But Advocates 3-Year License Term; Educator Gives FCC Ideas.

Mar. 17—Goodrich Joins Parade: Capitulates to Radio in a Big Way with Half-Hour ETs Set for 100 Stations; 150 Later On.
Oklahoma Introduces Anti-ASCAP Measure.
British Home Office Today Takes Up Television Problems.

Mar. 20—NBC Blue Gets Stronger; Four-Month Average on Billings Shows Discount Policy Was Successful; New Accounts on Larger Webs Aired.

Mar. 21—NAB's Copyright Meet: Committee Opens Three-Day Session Preliminary to Drawing Up Plan for Convention Approval.
AFRA Signs Don Lee; First Regional Web.
Outlets Can Run Own Papers Says Moore Anent Facsimile.

Mar. 22—NAB Copyright Action: Committee Passes Resolution Okaying Immediate ASCAP Negotiations; Society Is Amenable.
Canadian Independents Ask Permit for Own Web.
New Television Attachment for Radio Receivers (Announced by Wald Radio & Television Laboratories).
IRNA Defends Web Contracts; Others Heard at FCC Probe.

Mar. 23—CBS Reveals Television Setup.
NAB Opens Meeting on Code-Practices.
Introduce Tax Bill on Radio Biz Gross (In N. Y. State Assembly).

Mar. 24—FCC Eyes Station Pacts: Contracts Involving the Transfer of Station Control Occupy FCC Probers All Day.

Mar. 27—NAB Collates Code Ideas; Material Gathered at 3-Day Session Will Be Ironed Out and Approved for Convention Ratification.
FCC Approves Plan to Reorganize Press Division.

Mar. 28—RMA Co-Op Plans Ready; Outline "Sell Radio to Public" Theme for Campaign to Start April 17; Coordinating Features.
New Anti-ASCAP Bill in Oklahoma Legislature.

Mar. 29—Names F. I. Thompson as Sykes' Successor (On FCC).
CBC Lists Wide Restrictions for Royal Visit Broadcasts.

Mar. 30—Compare Air With Newspapers; Testimony on Value of Two Medias in Leading Markets Highlights FCC's Probe Hearing.
Still Larger Television Screens Predicted by English Firm (Scophony).
See Acetate ET Biz Ruined by New (N. Y. State) Bill.

Mar. 31—Nets Question Statistics; Attorneys for Networks Query FCC Exhibits Relative to Billings and Similar Matters.
Film Television Scanner Ironed Out by CBS.

## APRIL

Apr. 3—"Mystery" FCC Exhibits: 3 Major Networks Trying to Fathom Motives Behind the FCC Layouts; All Highly Complicated.
Vermont House Okays Anti-ASCAP Measure.

Apr. 4—Radio Continues to Improve Say 61% of Leading Critics; Editors (In RADIO DAILY's SECOND ANNUAL FORUM) See Gains While Faults Seem Trivial.

Apr. 5—CBS Resents "Statistics": Multiple Ownership as Set Up by FCC (In Monopoly Hearings) Is Attacked.
Baird Theater-Television Showing Will Get Under Way May 15.
Five Senators Back Ban on Liquor Ads.

Apr. 6—Musician Union Pay-Off: Musicians' Salaries in New York to be Paid Through Unions.
Labor Takes Stand Against Beer-Ad Ban.
FCC Takes Up ET Business (In Monopoly Probe); Lloyd Egner Heard for NBC.

Apr. 7—CBS Feature for Schools: U. S. (Office of Education) Sets Recording for Educational Purposes.
Stewart-Warner Television Reality This Spring.
Fox Films Sponsors Kentucky Derby Over CBS.
ERPI-WBS Setup Described for FCC "Chain" Committee.

Apr. 10—"Sell Radio" Year-Round (Campaign): NAB-RMA Complete Plans for Drive Opening Next Week; Special Disks Available for Summer.
BBC New Television Budget Upped to $2,500,000.

Apr. 11—Fair Shows Centralized; Studios Being Built for Every New York Outlet; Full View for Visitors; Over 24 Sponsor-Exhibitors.
Zenith Tells Dealers Television Still in Offing.

Apr. 12—Shepard Resumes Stand; Believes Self-Regulation Best Move as Opposed to FCC Web Meddling; Rosenbaum Defends IRNA.
Recording Men Meet to Form Trade Association.
Lower House in New York Passes Libel Measure.

Apr. 13—CBS New Biz $6,313,829; (Web) Signs 14 New Contracts; 5 Renewals in Past 30 Days; Several Accounts Move Over from NBC.



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FCC Television Committee Opens Active Survey.
One Year License Has Enough Votes (Among FCC Commissioners).
WBS and TBT Give Testimony on ETs for "Chain" Probers.

Apr. 14—More Testimony on Disks; Langlois Makes Plea for Dropping Rule on ET Announcements; Poppele Tells of WOR's Recording Business.
FCC Television Committee Wary on "Standards."
Canada Seeks Action on Short-Wave Setup.

Apr. 17—$5,000,000 Baseball Biz: Sponsored Games on 200 Stations as Season Opens Officially; Schedule Special Sendoffs.
Gallery Privileges for Radio News Men (In Congress).
Roosevelt Quits as Hearst Radio Executive.

Apr. 18—U. S. Court Favors ASCAP; Renders Decisions on Points Involving States of Florida and Washington; Not Final Adjudication.
First U. S. Television Schedule Is Completed by NBC.

Apr. 19—FCC Hears Weber-AFM; Musicians' Union Head Defends Move in Obtaining $2,000,000 More Annually from Industry.
NBC First Quarter Business 78.5% Ahead of 1938; Strong Upturn in May Is Indicated for CBS.
Network Practices Attacked in Mutual and TSN Testimony (Before FCC Chain Probers).

Apr. 20—Bitter FCC Probe Climax; Mutual Asks Injunction Restraining Major Webs from Extending Pacts With Stations Beyond 1940.
NBC-CBS Fail in Move to Exclude Probe Data.
WNRC's Annual Radio Award Goes to U. S. and CBS Sustainer.

Apr. 21—Seek Juvenile Standards; Joint Committee on Children's Shows Headed by Women Groups Plans Wide Improvement Campaign.
House Okays Gallery; CBS Signs A. L. Warner.
Home Video Accepted Says BBC's Director.
Sarnoff Makes Urgent Plea for Radio-Television-Picture Cooperation.
RCA Television Sets May 1; Prices $300 to $600.

Apr. 24—Industry Eyes ANPA Meet.
McDonald Television Fight Carried to NAB

Apr. 25—AP Nearer to News Sale; Matter of Commercial Radio News Referred to Board of Directors After Resolution is Passed.
Major Film Concerns to Refuse Television Pictures.
NAB Legislative Committee Finds Tough Schedule Ahead.
CBS Deal for World Broadcasting System Now Definitely Off.

Apr. 26—ANPA in Usual Squawk; Small Daily Owners Are in Attendance as "Free Space" Takes the Rap; RCA Shows Facsimile.
See Several Changes in NAB Directorate.
WMCA Closes Blackett-Sample-Hummert Contract to Repeat Network Serials.

Apr. 27—Foods Still Lead Network Business; Steady Gain in the Past Several Years Keeps Food-Beverages on Top in First-Quarter Billings.
Crosley Explains Television Setup; Has Already Built Receivers.
Canada's Sets Jump 70% in Past Five Years.

Apr. 28—Television Rounds the "Corner"; Production Cost Estimated by NBC at $2,500 per Hour; Advertisers Interested Unofficially.
ANPA Anti Air-News But Seeks to Cooperate.
Local Independent Outlets Protest Wire Charges at New York World's Fair.

## MAY

May 1—Television Stars at the Fair; Huge Crowds Attracted to Television on Grounds While Millions Hear Ceremonies on the Air.
Baird Television Co. Eyes U. S. Equipment Sales.
Executives Shifted in NBC Realignment.

May 2—Two Types of Television Programs Mulled by RCA; Home and Theater.
Rebroadcast Rules Up for New Hearing.
Ohio "U" Sessions Quiet; Opening of Three-Day Educator Meet Reveals Give-and-Take Attitudes; Many Notables Present.
Mutual April Billings Show 38.6% Increase.

May 3—Web April Billings Up: Increase of 17.7% Revealed by CBS While NBC Continues Its Rise for 17th Consecutive Month.
NBC Interval Plan (Introduced); No Discount Charges.
RCA Nets $1,448,110 During First Quarter.

May 4—Song Writer-Publisher Battle Looms; SPA Sets June 1 as Date for Change in the Mechanical Rights Setup; See Strike Situation.
Educational Shows "Of Age" Consensus of Ohio "U" Meet.
CBS Wins Top Honor for Educational ET.
5 Per Cent Sports Tax Approved in (N. Y. State) Senate.

May 5—ASCAP Holds Television Rights of Its Members; Resolution by Board Says Society Will Administer Such Licenses But Not in Near Future.
Television Covering United States Possible with New Technique; Boosters.
General Electric Television (Begins) in Two Weeks; Other Manufacturers Set Plans.

May 8—Summer-Business Optimism; New "Interval" and "Hiatus" Policies Indicate Increased Gross Revenue for 7th Successive Year.

May 9—Lehman Signs (N. Y. State) Libel Bill; Extends to N. Y. Broadcasters Same Freedom as Press in Presenting All News Events.

May 10—Radio Salutes the Fair; Networks and Local Stations Unite in Lending Full Cooperation to the "World of Tomorrow." (RADIO DAILY's New York World's Fair Issue).
New Television Lighting System Devised by NBC Engineer.



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May 11—Fair Television Draws 300,000; Exhibit of RCA-NBC Attracts Most of the Television-Minded Visitors During First Nine Days.
NAB Intervenes in Pennsylvania Suit Involving Web and Jolson.
Chain Drug Business Increasing Air Ads.

May 12—United Front Versus ASCAP; Broadcasters Mull Question of NAB Being Used as Clearing House for All Ascap Payments.
Chavez Defends Bill for U. S. Owned Outlet.
Volume Control Plan Adopted by Industry.

May 15—$1,000,000 Olympic Fund: Subscribed by 37 Countries for Air Coverage.
British Television Solved Two Major Problems.
See New York (As) Television Mecca Due to Big Population.
CBS's Radio Sales in Expansion Setup.
Four Florida Bills Aid the Broadcaster.

May 16—General Mills in Philly Deal; Buying All Games of Philadelphia Nationals for $200,000 on an Exclusive Five Year Basis.
Suggests Television Pool of U. S. Experiments.
General Electric Merges Its Radio and Television Activities.

May 17—FCC Standards Hearing: Sets June 1 for Industry Argument; Also Issues Warning Anent Rules Disguising Commercials.
Asks Advertisers Aid in Television Presentations.

May 18—Sarnoff Backs Contracts; Defends Pacts With Net Affiliates and See High Program Standards Due to Network Policies.
Mutual Assistance Plans Proposed for Television-Films.
New York State Network Again in the Works.

May 19—Webs Defer FCC Briefs; Both NBC and CBS Decide to Wait Until Probe Report Is Complete Since Time Is Now Short.
Five Top Agencies Increase NBC Business 65 per cent Since January 1.
Don Lee Television Setup Going to 441 Lines.

May 22—Screen Actors Guild to Fight Equity on Television Jurisdiction.
Concerted Rush on to Buy Television Talent.
New Station Service Offered by Hooper.
See Big NBC Summer Business; An Increase Indicated of $1,899,622 over Last Season's All Time High; Summer Total Nears $11,000,000.

May 23—"Network Television" Hopes Rise; Following Success on One Mile Phone Wire Engineers Plan New Tests in Seeking Cable Substitute.
FCC Now Digesting Probe; 10,000 Pages.

May 24—OK Shortwave Sponsors; FCC Lifts Restrictions and Allows International Commercial Shows; Good Taste Must Prevail.

May 25—Hold Off Television Standards; In Accord with Industry Testimony FCC Committee Avoids "Freezing" Until Further Developments.
AP Board Discusses Sale of Radio News.

May 26—Mull Short-Wave Rates; Nets in Some Confusion But Plan to Assist Interested Clients; Rate Structure in the Works.
Experimental Split Budgets for CBS Coast Sustainers.
Seek Interstate Law Change Due to Television.

May 29—AP Okays News Sale Under Restrictions.
Majestic Television License Issued by DuMont Laboratories.
CBS Summer Business Leaps; Billings on Books Indicate 45% More Program Hours, While Facilities Purchased Reveal 60% Jump.

May 31—NBC Renewal Business Booms; 10 Day Period Produces $8,262,401 in Renewals.
AP Compiling Reports on Sale of Air News.
Television Experimenting with 16 mm. Films.

## *JUNE*

June 1—AFM Mulls Remote Wires; Annual Report of President Weber Reveals Musicians' Union May Reconsider Band Books by Networks.
FCC Clarifies Rule on Sponsored Time.

June 2—Proposed-Rules Hearing: NAB Argues for Longer License Term and Against Capital Requirements; Super-Power an Issue.
See Network Payroll Upped $1,000,000 Due to Unions.
American Television Co. New Set to Retail for $185.

June 5—Web May Revenue Soars; Major Networks in Record-Breaking Month, with NBC and CBS Hitting an All Time High.
NAB Will Intercede Re Shortwave Ruling.

June 6—FCC Hit on Two Fronts; Representative McLeod Asks Full Resignation of Commission for Recent Ruling on Shortwave Programs.
Nielson "Audimeter" Makes Test Survey.
Television Jurisdiction Tabled for Present.

June 7—New York Major League (Baseball Clubs) Sulk; Reported Offering $100,000 to Void Contract; Attendance Off Is Excuse; Ban Television.
Bill Would Ban Playing Record Without Makers' Permission.
CBS Absorbs Charges on Out-of-Town Wires.

June 8—Auto Business Settles Down.
New RCA Television Tube; No Receiver Change.

June 9—Television Status Today; Activity Prevalent in Key Centers as Public Evinces Keen Interest Throughout the Country. (RADIO DAILY's Television Issue).
Plan AFRA War-Chest as Financial "Reserve."

June 12—Spot Business Very Promising; Station Representatives in Optimistic Symposium New NBC Policies Show Many Changes.

June 13—NAB to Modernize Meeting; Plans Streamlined Convention Setup Utilizing Ad and Art Displays; Expect Record Audience.
Three Cigarette Accounts in Extensive Time Splurge.

June 14—Newspapers' Peace Move; Definite Trend Toward Amity Seen as Publishers Realize Radio News Makes Public News Conscious.



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Large Television Screens Still Inveigle British.

June 15—Long Lines Regulation; Wire-Change Supervision Is Sought by FCC Which Concurs in Report Regarding Long Lines Regulation.
Wage "Kick Back" Bill Is Signed by Governor Lehman of New York State.

June 16—Warners Bow Out of TBT; Transamerican Heads Arrange Deal Acquiring Picture Company Stock; Expansion Plans Already on Way.
Two Television Improvements are Shown by Philco.
AFM Votes Against Line Restrictions.

June 19—Southeast Expansion for Mutual Network.
Form Lone Star Chain, of Six Texas Outlets.
Large Television Screen in First U. S. Showing.

June 20—AFA Spotlight on Radio; New NAB Code Gets Hearing Today While Sales Managers Will Mull Their Problems; Other Activity.
AFM Seeks Remote Credits; Also Full Television-Disk Powers.

June 21—Review New NAB Code.
Objections to Be Made in Writing to NAB.
RCA Bearing Brunt of Television Exploitation.

June 22—Push Author-Stage Show; CBS Web Is One of Interested Parties in Proposed Program Using "Name" Authors and Stage Stars.
Canada Holds Rule on Non-Profit Television.

June 23—One-Year FCC Licenses; Fall Short of the Three-Year Term Sought by Broadcasters Who See It a Step Forward, However.
Montana Outlets Sue ASCAP, Also Webs, Over Music Fees.
Power or Time Increase (Possibilities) Off for 65 Stations.

June 26—Funds Voted for the FCC; $1,800,000 Appropriation Is Over Last Year's But $200,000 Less than Asked; Minor Arguments.
Inter-Store Television Pictures on Commercial Basis.
Engineering Rules (of FCC) Get Full Approval.

June 27—Super Wattage Decision: Court of Appeals Upholds the FCC on WLW Stand, Judges Declaring 500 kw. a Temporary Move.
DuMont Speeds Television on 882-Line Setup.
First Hotel Commercial Signed for Series.

June 28—ASCAP-Montana Muddle: Society Rescinds Stations' Licenses Which May Pile Up Infringements of Comic-Opera Proportions.
Pennsylvania Governor Signs Bill Amending Wire Law.

June 29—Radio as "Big Business"; Station-Web Assets at Billion Mark With Investment at $46,777,987; 1938 Payroll $45,663,757.
NBC-RCA Television Schedule Revised for Summer.

June 30—Chicago Willing to Negotiate; Stations and Ad Agencies Make Offer to Confer with AFRA Until "Fair" Agreement Is Reached.
First Television Network Links RCA with General Electric.

## JULY

July 3—Chicago Strike in Abeyance; AFRA Talks Starting Wednesday Will Plug Until an Agreement Is Reached; Local AFRA Board Elected.
North Dakota ASCAP Law in Effect; KRMC Sued.

July 5—Radio Wins Media Study; Consumer Recall-Ability Media Test on Cigarette Advertising Finds Air Far Ahead of All Others.

July 6—FCC Defers Night Grants; Holds Up Applications on Regionals for Night-time Power Increases Asking 5000 Watts.
ASCAP Readies Talks for Television Licenses.
Chicago Stations and AFRA Start Lengthy Negotiations.
"Service" Division Added to NBC Blue.

July 7—Web 1938 Net $7,003,700; Three Major Networks Plus M & O Outlets Had Net Income of Nearly 10% on Gross of $68,123,525.

July 10—NAB Ready to Tee Off; Attendees Several Hundred Strong.
FTC Cites Stations Over Power Claims.
Mutual Again Attacks Rival Web Contracts.

July 11—NAB Studies Copyright; Copyright Question Takes Precedence Over All Matters; Revamped Code Expected to Get Okay.
Program Ratings to Be "More Accurate."

July 12—NAB Adopts New Code; Code Seeks to Avoid Controversial Issues; Develops Yardstick to Determine Talk Contents.
New Rules Give CBC Added Radio Power.

July 13—OK Copyright Resolution; NAB Grants Miller and Committee Full Power to Negotiate with ASCAP; Possibility of Fall Meeting.
Indies Elect Oficials; Plan to Increase Scope of Activity.

July 14—NAB Code Date in September; Board Will Set Plan for Compliance in the Meantime; Nothing Drastic in Offing Says Miller.

July 17—FCC Holds Up International Rule; Bows to Censorship Charge Pending Further Hearings; Battle Waged Between Dempsey and Miller.
RCA Wins Injunction in Record-Airing Suit.

July 18—Chicago-AFRA Break Talks; Strike Possibility Again Looming With Union to Make Decision Sometime Today.
Minimum Red Web Requirements Upped.

July 19—WCKY—Sit Tight Policy: Unprecedented Situation with Legal Points Remaining in Air; October 1 Is Tentative Date for Switch.

July 20—Tax-Free Music Sentiment; Marked Change in Attitude Bolsters Decision of Recording Companies to Build Huge Libraries.

July 21—CBS Wins Vital Opinion: State of Virginia Concedes Radio as Being Interstate Commerce Not Subject to State Law.



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NBC Television Talent Cost $115,000 During First Year.

July 24—U. S. Reviews ASCAP Suit; Anti-Trust Division Studying Move with a View to Pressing Action or Forcing a Compromise.

July 25—Form Wired Television Group; Otterson Heads New Firm Planning to Install Wired Television System as a Feasible Method.
See Coughlin Taking Steps to Avoid NAB Code Conflict.

July 26—McNinch Ready to Quit; Hints He Will Resign Pending Okay from Roosevelt; Lack of Harmony and Poor Health the Reasons.
New Orleans Stations, INS and AP Avert U. S. Contempt Order.

July 27—Sponsors Up Air Budgets; Advertising Investments on Networks Show 11 Industries Advanced Billings $3,227,739 in Six-Month Period.
AFRA Presents Revised Code; Most Items Scaled Downward.

July 28—Fly's Name Goes to Senate; Expected to Be Confirmed Quickly and Subsequently Be Elected FCC Head by Commissioners.
"Brooklyn Cases" Reopened by FCC on Own Initiative.

July 31—Shepard Adopts "Code"; Anticipates the NAB Effective Date by Inserting Contract Clauses Covering All Provisions.

## AUGUST

Aug. 1—Victor Record Radio-Fee: Contracts Reported Being Drawn Up by RCA-Victor for Station Use; 50% Going to Disk Artist.

Aug. 2—Network Billings Climb; CBS Has a Sock 69% July Increase with NBC Up 11% and Mutual Revealing a 29% Gain.
AFRA Wage Scale for WNEW Equal to Some Top Watters.

Aug. 3—AFM Again Mulls Radio; Pacts with Broadcasters All Run Out on September 29; Will Expect More Musicians Put to Work.

Aug. 4—Miller Calls NAB Meet; Industry Convention in Chicago on September 15 to Combat Copyright Situation; War Chest (To Be Raised) for Tax-Free Music.

Aug. 7—RCA Reveals Disk Plan; Informs Stations and Artists of Move to Obtain Fees After October 1, 1939 for Broadcasting Rights.

Aug. 8—ASCAP Sit-Tight Policy; Paine Sees Nothing Society Can Do But Await "Outcome of Events"; NAB Committee Meets Wednesday.
WOR Files Television Construction Permit for Midtown Station.

Aug. 9—Web Television Plans Proceed; RCA-NBC Going Ahead with General Electric Tieup with First Link Ready in Fall; NBC Reports 185-Mile Pickup.

Aug. 10—Mull Copyright War Chest; Committee Discusses All Problems Relating to ASCAP Showdown; May Seek $1,000,000.

Aug. 11—CIO Invades AFM Field; Musicians' Local Is Granted Charter in New Orleans; Plans to Maintain AFM Scale Says CIO.
NAB Appoints Sidney Kaye Special Copyright Counsel.

Aug. 14—Disk-License Fees Set; Victor Sets a Flat Monthly Scale Based on Class of Stations; Decca Following Suit.
FCC Asks U. S. Supreme Court to End Lower-Court Edicts.

Aug. 15—Disk-Air Battle Looms; Independent Stand of Disk Firms Disliked by Broadcasters; No Immediate Action Set.

Aug. 16—Independents Fear Disk Fees; 50 Per Cent of Industry Faces Heavy Losses Through Record Licenses; NAB Still Non-Committal.

Aug. 17—Huge Fall Television Drive; Greatest Television Activity to Date Set for Fall Season; Appropriations Lead All Other Nations.
BBC to Increase U. S. Shows Due to Audience Reaction.

Aug. 18—World Series to MBS; MBS Gets Exclusive Rights on Series with Gillette Co. Sponsoring; Record Commercial Web Indicated.

Aug. 21—AFRA Sets Convention Agenda; Transcription Situation Is Most Pressing National Issue Facing Convention; Chicago Trouble Pertinent.

Aug. 22—NAPA Enters Disk War; Organization to Resist Disk Firms' Licensing Plans; Issues Letters to RCA and All Stations.

Aug. 23—NAB Drive for New Biz; Executive Committee Okays Expansion of Bureau of Advertising to Aid 200 Independent Stations.
War Threat Upsets Network Schedules.

Aug. 24—NAB Plans ASCAP Stand; Consolidation of Organization's Stand Against ASCAP and Tax Free Music Are Discussed; Disk Confab Today.

Aug. 25—Radio's Biggest "Event": Industry Overboard in Greatest News Coverage in History; Commercial Go by the Board at Networks.
AFRA Convention Opens with Stormy Session; Holt Reports.

Aug. 28—Radio's Vigil Unrelaxed: 24-Hour Crisis Coverage Continues as Nets and Independents Scrap Over Trans-Atlantic Broadcasts.
AFRA Convention Split on National ET Scale.

Aug. 29—AFRA Setting Disk Scale; Will Seek to Set up National Pact for All Transcription Companies Despite California Delegates' Objections.
War Not to Change Commercial Aspect.

Aug. 30—Actor-Union Peace Fails; Negotiations in Jurisdictional Fight End Abruptly; AFRA Is Vitally Concerned in the Matter.

Aug. 31—Disc Fee Delay to December 1.

## SEPTEMBER

Sept. 1—AFRA Joins Actor Fight; Formally Adopts Strike Resolutions Backing Parent Organization in Union Jurisdictional Mixup.
Television Gains Impetus with Today's Schedule.

Sept. 5—Network Grosses Climb; Major Webs Reveal August Billings as Big Step Toward Cumulative Highs Despite War Scares.



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Sept. 6—Webs Ease to Normalcy; Will Adhere to Commercial Program Schedules and Quit "Press Competition."
FCC Denies Neutrality Rules; Big Capital Staff for CBS.

Sept. 7—U. S. Discusses Air Status: Maintains No "Censorship" Planned at Any Time, Although FCC Sets Trio to Study Situation.
Rate Card Revision by NBC as of October 1.

Sept. 8—Agencies Retain Budgets; Inform Staffs and Clients of Normal Activity Being in Order; No Cuts Planned in Employee Ranks.
Facsimile Newspaper Starts in Late Fall.
AFRA Eyes ET Scale; Coast Members Worry.

Sept. 11—58 Shows Back to Nets; Heavy Schedule Returning Within 60 Days on Three Major Networks Dispels Fear of War Hurting Business.
CBS Research Plan is 98 Per Cent Acceptable.

Sept. 12—FCC Discusses War News; Fly Meets NAB and Network Officials Who Explain Voluntary Measures for Handling Situation.
WCAU Application for Television License Is Filed.

Sept. 13—Net's War News Platform Is Announced; CBS and NBC Formulate Courses Based on Outcome of Discussions with Washington Officials.
FCC Amends Broadcasts Rule; No Log of Disk Song-Titles Is Required.

Sept. 14—NAB Code Starts October 1; Board Meeting Selects Operative Data for Industry Regulation; One Year Leeway for Cancellation.
Unified Industry Prepares to Attack ASCAP Problem.

Sept. 15—Radio Tackles Copyright; Industry Agreed on Raising War Chest. Only Question Being Administration of the Huge Fund.
Webs Sign AFRA Contract Covering 11 Western States.

Sept. 18—Radio's Own Music Setup: Industry Unanimously Okays Plans to Build up Tax-free Catalog; Assessments Approved.
19 Stations Air AP News Commercially.
ET Test Suit Seen in Thesaurus Truce.

Sept. 19—Nebraska Defends "ASCAP Law"; Test Case Before Three Federal Judges.
Mutual Web Outlines Revised News Policy.

Sept. 20—NBC Disks Get Fox Okay; Network ET Service Makes Settlement with Music Men But Will Start Its Test Case Shortly.
20 NBC-Blue Clients Using Disk Repeats.

Sept. 21—Gillin Hits ASCAP Setup; Radio Men in Third Day of Hearing Lash Music Organization's Methods Before Three-Judge Federal Court.
NBC Perfecting Television Commercial Standards.

Sept. 22—Nebraska Decision by November 1: Both Sides End Argument with Briefs to Be Filed by October 6; ASCAP Admits Monopoly Case Developed.
General Electric Patent Agreement Revises Television Status.

Sept. 25—Radio Courses Catch On.
NBC Publishes Policy Covering War News.

Sept. 26—War ups Radio Budgets; Compensation for Foreign Market Loss Being Sought by Increase in Domestic Sales.
War Clauses Appear in Many Contracts.
Television Promotion Intensified by RCA.

Sept. 27—"Neutrality Time" Starts: CBS Nixes 3-Web Network for Norris as Broadcaster Headaches Begin; Al Smith Set for Sunday.

Sept. 28—FCC Hears WMCA Story; Station Witnesses Deny Secret Code Was Violated.

Sept. 29—Webs Opening 49 Shows; Revised October Schedule One of Heaviest in Networks' History; Programs Offer Wide Entertainment.

## OCTOBER

Oct. 2—Code Committee Meeting: First Conference Today Will Seek to Set up "Audience Relations" Manual for Stations.
Another Client Offers $1,000 Weekly Prize.

Oct. 3—Changing FCC Procedure; Decision by Commissioner Payne Indicates Drastic Effect on Legal Moves, Avoiding Delays and Expense.
RCA and Farnsworth in Patent Exchange.

Oct. 4—Web Billings at New High; September Network Gross Revenues Assures Current Year Cumulative Totals Exceeding Previous Records.
Music Publishers File Suits Against Two Montana Outlets.

Oct. 5—Protest Payne Decision; NBC Counsel Asks Review of Opinion Limiting Number of Intervenors Appearing Before Commission.
Proposed Amendment Taxes Ohio Radio 10 Per Cent.

Oct. 6—Women for Less War Talk.

Oct. 9—Spot Business Is Still Gaining; Marked Increase Over 1938 Indicated in Opinion of Leading Reps Who See Healthy Trade Condition.
NAB Code Drawbacks Voiced by John Patt.

Oct. 10—NAB Code Conflict Looms; Trade Association Seeks to Present Proper Picture to Public; Resignation by Some Stations Possible.
ASCAP Copyright Committee Not Intended to Meet NAB.

Oct. 11—New Recording Method: Process Perfected by RCA-NBC Based on Higher Frequencies; Eliminates All Distortion Noises.

Oct. 12—FCC Backs Payne Ruling; Hope for Oral Argument on Question of Limited Intervenors Loses Out as Full Body Approves It.
Women's National Radio Committee Talks Over Methods of Setting "Model" War News.

Oct. 13—Spot Versus Network in New York; Statistics Show $776,000 in Billings by Spot Clients in Month Against $5,860,315 on Webs.

Oct. 16—Avert Musicians' Strike; Talks with AFM Result in Outlet Taking Back Band; Further Confabs Scheduled for This Week.

Oct. 17—NAB Answers Drug Association; Points Out That Radio Regulations Are More



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Stringent and Advertising Copy Subject to FTC Scrutiny.
Fox Informs Outlets of Stand on Disk Fee.
CBS Engineers Using New Television Methods.

Oct. 18—Petrillo and AFRA in Accord; Chicago AFM Local and Actor Union End Dispute Over ET-Announcers Question; Spielers Back to AFRA.
Television Airplane Reception 225 Miles from Transmitter.

Oct. 19—Settle Television Jurisdiction; AFRA-Equity-SAG Seen Near Accord on Joint Control Over Industry; Meeting with NBC Tuesday.

Oct. 20—Miller Defends NAB Code; Stinging Reply to Elliott Roosevelt After Reported Texas Resignations of NAB Membership.
Federal Court Restrains Florida's ASCAP Law.

Oct. 23—Low-Priced Show Survey.

Oct. 24—Ask Non-Commercial Net; LaGuardia Leads Group Before FCC Seeking Rebroadcast Licensing; Land-Lines an Issue.
Yankee-Colonial Networks Explain Stand on NAB Code.

Oct. 25—Expect FCC Television Break; Conciliatory Attitude in Second Report with "Limited Commercials" Seen; U. S. Subsidy a Possibility.
Rather Lose Movies Than Radio, Say 79 Per Cent (in "Fortune" Survey).

Oct. 26—New Type Survey Ready; Tape on Receiving Sets During Tests Reveals Much Interesting Data; High Accuracy Claimed.
Radio Scores Victory Seeking Press Parity.

Oct. 27—ANA Radio Pro and Con; Some Criticism but Much Approbation While Discussions Include AFRA and Growth of CAB.
See Television Gaining Momentum; CBS Pattern Experiments.

Oct. 30—Hail Fly's Talk on Code; FCC Chairman Suggests the Industry Give Code a Fair Trial; Faults Should be Overlooked Now.
Radio Research Lags, Miller Informs ANA.

Oct. 31—Coast Television Market Looms; See Hollywood as the Second Largest Potential Video Center; Don Lee Boosts Televising Sked.
Canada Now Hopeful of Beer Commercials.

## NOVEMBER

Nov. 1—Form New National Web; 100 Outlets Are Scheduled to Be Linked Via Permanent Lines; Operations Expected to Start December 15.
NAPA Hires Walker; New Drive Planned.
Free Movie Plugs on Radio Reaching an All-Time High.

Nov. 2—800 Educators for Confab; Conference Set for December 6-8 Will Seek Method of Utilizing Available Broadcast Material.
Spot Biz Pickup Indicated; Erwin, Wasey's Campaigns.

Nov. 3—"$2,000,000 More"—AFM; Ask 50 Per Cent Increase from Affiliates and 100 Per Cent Hike from Key Outlets as Basis for New Pact.
CBC Economy Move Halts All Expansion.

Nov. 6—NAB Wins Point on Code; Yankee and Colonial Webs Give Way on Controversial Issue; Board Confers with Shepard.
Staticless Network Planned by Shepard.
Petrillo Rules Out Between-Band Spots.

Nov. 7—Music Plan Before SEC; Broadcast Music, Inc. Files Its Data Giving February 1, as Subscription Deadline for Stock Issue.
AFM Television Committee Report Advises Local Supervision.
World Series Query Issued by FCC.

Nov. 8—AFRA Pact for New Web; Code Will Apply to Trans-Continental According to Actor-Union Officials; Television Committee.
RCA 9-Month Gross Increases $3,902,043.
WJW Trying to Iron Out Code and CIO Broadcasts.

Nov. 9—IRNA Member Appeal; Affiliates Informed Of AFM Demands While Warning Is Issued On ASCAP Seeking Separate Pacts.
CBS Earns Over $2 A Share During Nine-Month Period.
Television Network Relay Being Built By General Electric.

Nov. 10—No Separate Pacts—ASCAP; Denies IRNA Statement Anent Move To Divide Industry.
FCC Sets Up Routine For Relief Of Staff.
FCC Finds Answer For Code Complaints.

Nov. 13—Plea For Television "Freedom"; McDonald Asks FCC For Continued Development, Unhampered By U. S. And Early Commercial Okay.

Nov. 14—See Pope Aiding Code; Pettingill Talks.
"Pot Of Gold" Competition Forces Fancy Movie Action.
Rate Structure Set For NBC Shortwave.

Nov. 15—FCC Gets Television Report; Committee Favors Two Classifications Of Licenses To Aid Development; Limited Commercial Aspect.

Nov. 16—World-Wide Commercials; Westinghouse First to Offer Coverage.
Theatre Men Again Threaten Action Over Stars On Radio.
See Compromise In FCC Television Report.

Nov. 17—Unions Renew Television Feud; Equity Attacks Report That It Lost Field To AFRA And Screen Union; Plans To Organize Talent.
FCC Grants 2 New Outlets; Affiliates Resent "Slur."

Nov. 20—IRNA Meets AFM (Today); May Ask For Extension Due To Laxity Of Affiliates Answering IRNA's Request For Statements.
Detroit To The Front In Radio Production.
AFRA Drive Started In Eight Key Centers.

Nov. 21—IRNA Counter-Proposal; Part Is Rejected By AFM But Other Points Will Be Discussed; Webs Confer With Musicians.



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"Insurance" Against Radio; New Plan Vs "Pot Of Gold."

Nov. 22—Webs Nix AFM Demands; "Leave Door Open" For Further Talks On Key Outlet Increases; IRNA Resumes Confab Tomorrow.
Warning On Special Permits (By FCC Secretary Slowie); Other Decisions By The FCC.

Nov. 24—IRNA-AFM At Impasse! Union Rejects Affiliates' Proposals, And Withdraws Its Own Demands; Awaits Industry's Next Move.
Actor Unions Discuss Wage Scales For Television.

Nov. 27—RCA License Drive December 1; NAB Appeal For Postponement Refused By RCA; AFM, NAPA & MPPA Will Cooperate With Broadcasters.
RCA Sets Dividends; Pays Twenty Cents On Common.

Nov. 28—Regional Power Boosts; Dozen Outlets Increased To 5000 Watts In Accordance With Havana Agreement Provisions.
Broadcast Music Amends Its SEC Registration Plea.

Nov. 29—N. Y. Stations' Music Meet; Stock Commitments Okay Says Miller Who Will List Subscribers Soon; Midwest Confab December 5.
Television Networks Not Remote; See Small "Booster" Units.

Nov. 30—RCA's New Television Camera; Described As Light And Easy To Use As Newsreel Outfit; FCC To View Equipment In Capital.
Census Bureau Ready On Its Radio Details.

## DECEMBER

Dec. 1—Leeway For Townsend Biz; Code Committee To Leave Decision To State Broadcasters Associations Re Political Status.
RCA Disk License; Philly Adopts Plan.
Chicago Race News On Air Gets Once-Over By U. S. Attorney.

Dec. 4—Educators Gather In Chicago; Vanguard Arrives For School Confab Which Starts Tomorrow; CBS Holds Big Confab Of Its Own.
FCC To Improve Its Practice Procedure.
NBC's November Billings Retain Upward Trend.

Dec. 5—TBS Sets Time Clearance.
No-Wire Network O.K. In "Modulation" Test.

Dec. 6—AFM Has Fantastic Plan; Reported Ready To Inform Networks That Key Stations Will Foot Bill Via Huge Musician Scale.

Dec. 7—More Night-Power Boosts; Eight Regional Outlets To 5,000 Watts Okayed By FCC; 3 Daytime Stations Get Full-Time Grants.
Boston's Music Meet Shows BMI Progress.
Michigan Theater Man Advises Mutual Radio-Pix Confabs.

Dec. 8—TBS Issues Station List; 92 Already Signed With More On Way To Pass 100 Mark When Net Opens Officially On January 1.
Court Allows WNEW To Appeal RCA Case.
War's Radio Facilities Nil, Reports CBS Commentator.

Dec. 11—NIB Asks RCA To Confer; Independent Outlets Seek Get-Together In Effort To Delay License Fees For Playing Records.

Dec. 12—Radio Before High Court; Supreme Court Will Review Merits Of Sanders Case For The FCC; Economic Injury Factor.
DuMont Television Reveals Its New Developments.
Nets Conclude Pacts With SAG And AGMA.

Dec. 13—BMI Gathers Momentum; Third Of 10th NAB District Members Subscribe To Stock; Father Burk Hits Provisions Of Code.
Cox Busy In Georgia; May Buy WSB-Dailies.

Dec. 14—NAB's "Public" Campaign; Reminds All Stations Of Problems And Offers Brochure To Awaken Loyalty Of Listeners.
Tells Actor Unions Need For Television Co-Op.

Dec. 15—Yanks-Giants Up Dough; Reported Holding Out For $150,000 With General Mills Having Option; Needs Additional Sponsor.
AFM Sees Proposal Being Made By Radio.
Stress On Rural Audiences By Many Leading Stations.

Dec. 18—Drug Client Commitments; Continued Use Definitely Assured On Major Webs, With CBS Certain Of Increased Billings.
FCC Again Requested To Ease ET Rulings.
146 Member-Stations Buy NAB Music Stock.

Dec. 19—Women Clubs Coordinate.
Judge Slams Program Using Court Procedure.
Buckeye Theaters Mean Business On "Pot O' Gold" Insurance.

Dec. 20—Television Was 1939 High Spot; Viewed As Pacing All Other Aspects During The Year.
Tobacco Accounts Up In 1940 Air Budgets.

Dec. 21—CBS Reviews Great Year; Optimism Prevails Re 1940 Progress On All Fronts.

Dec. 22—"Radio Xmas" Big Success; NAB-RMA Drive Gets Old Sets For The Poor.
Station-Rep Changes, Few During Past Year.

Dec. 26—Strong Education Year; Bigger Campaigns By Major Webs; CBS Resume.
Public Television Hearing Will Be Held By FCC.

Dec. 27—See AFM Solution Near; Unofficial Talks May Soon Result In Peace Move.

Dec. 28—Web's Gala New Year's; Fancy Programs, Special Events To Greet 1940.
WLW Expands Scope In Talent Bookings.
TBS Completes Plan For West Coast Setup.

Dec. 29—ASCAP Wins Nebraska Decision; Copyright Blow To Radio Business; May Appeal.
"Better Year Ahead," Says Neville Miller.
FTC Annual Report: 329 Citations.



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# FOREIGN

***Cuba***

***Survey—Stations***

•

***Mexico***

***Survey—Stations***

•

***South America***

***Stations***

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***International***
***Broadcast***
***Stations***
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# THE DEPARTMENT of COMMERCE and its ACTIVITIES REGARDING RADIO

*By*

***JOHN H. PAYNE***

*Chief, Electrical Division*

*Washington, D. C.*

THE Bureau of Foreign and Domestic Commerce has as its main objective comprehensive service to American industry, principally along the line of business promotion. Because of the nature of this activity, it is frequently possible to supply information in regard to other phases of the radio industry, such as engineering, statistics, applications, etc., which may be asked either by students or laymen outside of industry.

Emphasis is placed on foreign business inasmuch as this is where the greatest service can be rendered. American companies, obviously, do not need assistance in their domestic business to the same extent that it can be of use in their foreign activities.

Radio assumes a leading position in the Electrical Division's activities, since it is the largest item or group of items classified as a unit, in our electrical exports. Recently, it has represented 25 to 30 per cent of the total exports of all electrical commodities from the United States to the rest of the world.

The Bureau serves industry through three rather distinct organizations—first, its 25 District and 53 Cooperative Offices located throughout the United States, through which it has facilities for intimate contact with all American individuals or businesses wishing to avail themselves of its services; second, through 300 Foreign Offices located in the capitals and principal cities of practically all countries of the world, making close foreign contacts on behalf of American industry; third, a highly specialized headquarters organization in Washington, providing experienced people in each phase of industry and in several commercial services.

For an exporter, a District or Cooperative Office can perform such services as these: indicate where there is a market for American goods; explain how best to enter a market; specify the terms on which goods are ordinarily sold in a particular market; provide data as to the competition to be encountered from foreign sources; furnish lists of buyers in the principal markets of the world; and render many other services.

The Foreign Offices are a vital factor for the Bureau's service. They constantly provide data on all the significant economic, commercial, and financial developments of the various countries. They report on the general business situation in a specific foreign market—the competition between American goods and the products of other countries—the import duties and restrictions that may be imposed—sales methods and credit terms—and the foreign-exchange situation, when pertinent. They conduct surveys covering specific commodities in definite foreign markets, and provide a variety of other current special data.

Because of the multiphase character of radio, the Electrical Division is not the only division of the Bureau interested in radio subjects. Whether the Electrical Division or the Bureau generally is addressed is unimportant, since reference and collaboration methods assure that all informed individuals will have contributed when the reply is prepared. For instance, radio from a public utility communication standpoint comes under the jurisdiction of the Transportation Division and radio advertising methods under the Specialties, which handles advertising methods and media in general. Through their cooperation, the Electrical Division is enabled to answer any inquiry within the scope of the Bureau's activities.

While the Industrial Divisions in Washington render specialized services to spe-



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cific industries, there are in the Bureau seven divisions giving intensive study to various distinctive phases of foreign business characteristics. In response to inquiries from industry, they can supply information not otherwise obtainable on some of the highly specialized aspects of foreign trade.

These Divisions include:

Commercial Intelligence compiles lists of foreign buyers or sellers. There are 32,000 such lists now available to American business. The Division maintains a "World Trade Directory" report giving commercial information on approximately 650,000 foreign buyers or sellers. Information on credit and collection conditions, and credit payment terms in foreign countries, through the "Credit Situation Abroad" service.

Commercial Laws distributes information on the laws of all countries which relate to commerce and industry, including laws for transacting business, organization, commercial acts, and taxation, property problems (trade-marks, patents, copyrights, unfair competition, etc.), foreign insurance, factory, labor, and social-security laws affecting the cost of doing business abroad.

Finance collects information regarding foreign banks and banking affairs, foreign monetary and exchange conditions, foreign trade financing in general, and related subjects. Is a prime source of statistics on (a) the balance of international payments of the United States; (b) foreign securities publicly offered in the United States; (c) American investments abroad; (d) foreign investments in the United States; and (e) data on related subjects such as war debts, etc.

Foreign Tariffs current detailed records of customs tariffs, quotas, trade regulations, and commercial policy of all foreign countries, reports to American firms changes in this important field. Information on trade agreements concluded with foreign countries, and on all other phases of foreign customs requirements.

Foreign Trade Statistics gathers, compiles, and disseminates statistics on American imports and exports. Also contributes to numerous general statistical studies sponsored by the Industrial Divisions to meet the indicated requirements of individual industries.

Regional Information furnishes general information about economic conditions abroad. A high degree of specialization is attained in this Division through placing the work under the supervision of regional specialists in charge of the European, Far Eastern, Latin American, and Russian Sections.

Transportation collects and analyzes data from both foreign and domestic sources on such subjects as ocean shipping, packing and packaging, tourism, materials handling, inland waterways, railway and motor transport, communications and postal services, warehousing, bills of lading, industrial traffic management, etc.

The Bureau maintains twelve Industrial Divisions, staffed by experts conversant with the details of each industry. These divisions bring the Bureau into direct touch with producers and exporters, making possible the establishment of mutually helpful relationships. For each industry, there is provided a specialized service, satisfying some of its peculiar and characteristic needs for statistical and other information. Essential information and data are collected under competent supervision, and is disseminated to the many trades in the most efficient ways that can be devised. Most of the material is provided by representatives of the Foreign Offices; the information covers a wide field of industrial and trade activities and is released to business in periodical and special bulletins.

The Electrical Division, one of the twelve similar industrial divisions, renders broad commercial services to the American electrical and radio industries. Its Radio Section serves the manufacturers of broadcasting and receiving equipment, as well as the broadcasting operators. Wide distribution of U. S. A. short wave programs has been established in cooperation with the Radio Manufacturers Association, whereby a compilation of all beamed American short wave programs is made available to publishers throughout the world.

The Division concentrates on obtaining and offering data which industry lacks the means of securing through its own endeavors. With respect to radio, the Division collects information regarding the widely varying conditions in other nations, in order to be able to inform American industry of world developments, prospective markets, needed adaptations, and other related matters.

Radio surveys have been made to develop the effectiveness of American short wave broadcasting throughout the world. Both its good qualities and its limitations as brought out in these surveys are passed on to the American short wave operators for their guidance.

Criticism from the radio or other electrical industries is solicited by the Division, in order that it may improve and make its services more useful to all interested in using them.



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# INTERNATIONAL BROADCAST STATIONS
## IN THE UNITED STATES

*The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned, between 6,000 and 26,000 kilocycles, for broadcasting by International Agreement). Such stations, which are required to render a broadcast service which will reflect the culture of this country and promote international goodwill, understanding and cooperation, may include commercial or sponsored programs, which gives no more than the name of the sponsor and the general character of his product or service. After July 1, no such station will be authorized to install equipment or be licensed for operation with a power less than 50,000 watts.*

| *Licensee and Location* | *Call Letters* | *Frequency (Kc)* | *Power* |
|---|---|---|---|
| Columbia Broadcasting System, Inc.<br>Near Wayne, N. J. | WCBX | 6120, 6170, 9650, 11830, 15270, 17830, 21570 | 10 kw |
| The Crosley Corp.<br>Mason, Ohio | WLWO | 6060, 9590, 11870, 15270 17760, 21650 | 10 kw<br>C.P. 50 kw |
| General Electric Company<br>South Schenectady, N. Y. | WGEA | 9550, 15330, 21500 | 25 kw |
| General Electric Company<br>South Schenectady, N. Y. | WGEO | 6190, 9530, 21590 | 100 kw |
| General Electric Company<br>San Francisco, Calif. | KGEI | 6190, 9530, 15330 | 20 kw |
| Isle of Dreams Broadcasting Corp.<br>Miami, Florida | WDJM | 6040 | 5 kw |
| National Broadcasting Co., Inc.<br>Bound Brook, N. J. | WRCA | 9670, 21630 | 35 kw |
| National Broadcasting Co., Inc.<br>Bound Brook, N. J. | WNBI | 6100, 17780 | 35 kw |
| WCAU Broadcasting Company<br>Newtown Square, Pa. | WCAB | 6060, 9590, 15270, 21520, 25725 | 10 kw |
| Westinghouse Electric & Mfg. Co.<br>Millis, Mass. | WBOS | 6140, 95A70, 15210, 21540 | 10 kw |
| Westinghouse Electric & Mfg. Co.<br>Saxonburg, Pa. | WPIT | 6140, 9570, 11870, 15210, 17780, 21540 | 40 kw |
| World Wide Broadcasting Corp.<br>Scituate, Mass. | WRUL | 6040, 11730, 11790, 15130, 15250, 21460 | 20 kw |
| World Wide Broadcasting Corp.<br>Scituate, Mass. | WRUW | 11730, 15130, 25600 | 20 kw |



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# INTERNATIONAL BROADCAST STATIONS

*Regulations Governing Their Establishment and Operation, as of January 1st, 1940, Together with Available Groups of Frequencies.*

*The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. Frequencies for these stations are allocated from bands assigned (between 6,000 and 26,000 kilocycles) for broadcasting by International Agreement.*

A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That there is a need for the international broadcast service proposed to be rendered.

2. That the necessary program sources are available to the applicant to render an effective international service.

3. That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested (Cairo Radio Regulations, Article 7).

4. That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.

5. That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.

6. That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.

7. That the public interest, convenience and necessity will be served through the operation of the proposed station.

## Service: Commercial or Sponsored Programs

A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

Such international broadcast service may include commercial or sponsored programs provided that,

1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.

2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with regulations of the Federal Communications Commission herein stated.

3. In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with regulations of the Federal Communications Commission herein stated.

4. In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of rules for international broadcast stations.

5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which



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the program is directed in accordance with regulations of the Federal Communications Commission herein stated and is consistent with the purpose and intent of said regulations.

The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

An international broadcast station may transmit the program of a standard broadcast station or network system provided the provisions for commercial program (stated above in regard to any commercial continuities) are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency, and provided further that in case of chain broadcasting the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

## Frequencies Allotted

The following groups of frequencies are allocated for assignment to international broadcast stations on an experimental basis:

| *Group A* | *Group B* | *Group C* | *Group D* |
|---|---|---|---|
| 6020 kc | 9510 kc | 11,710 kc | 15,110 kc |
| 6040 | 9530 | 11,750 | 15,150 |
| 6060 | 9570 | 11,770 | 15,170 |
| 6080 | 9590 | 11,790 | 15,190 |
| 6100 | 9650* | 11,810 | 15,210 |
| 6140 | 9670* | 11,830 | 15,230 |
| 6170* | | 11,850 | |
| 6190* | | 11,870 | |
| | | 11,890 | |

| *Group E* | *Group F* | *Group G* | *Group H* |
|---|---|---|---|
| 15,250 kc | 17,760 kc | 21,460 kc | 25,600 kc |
| 15,270 | 17,780 | 21,480 | 25,625 |
| 15,290 | 17,800 | 21,520 | 25,650 |
| 15,310 | 17,830* | 21,540 | 25,675 |
| 15,330 | | 21,570* | 25,700 |
| | | 21,590* | 25,725 |
| | | 21,610* | 25,750 |
| | | 21,630* | 25,775 |
| | | 21,650* | 25,800 |
| | | | 25,825 |
| | | | 25,850 |
| | | | 25,875 |

*Any operation on this frequency prior to September 1, 1939, shall be in compliance with Article 7, Cairo General Radio Regulations.

## Separate Licenses

A separate license and call letter designation will be issued for each frequency except that where frequencies in two or more groups are required to maintain a particular international broadcast service to certain foreign country or countries, one frequency from each of the groups required may be authorized by one license and one call letter designation. In such cases these frequencies shall be used consecutively during a day as required and they shall not be used simultaneously either on the same transmitter or different transmitters.

Not more than one frequency in any group stated above will be assigned to a station.

## Power Requirement

No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts. (This provision shall become effective as applying to existing stations on July 1, 1940.)

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.

2. A list of programs transmitted of special international interest.

3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

## Frequency Control

The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 per cent of the assigned frequency. (This provision shall become effective as applying to existing stations on January 1, 1941.)



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# ★ CUBA ★

## A SURVEY

**General** The number of sets in use in Cuba range from 100,000 to as high as 250,000 sets. Inasmuch as manufacturers in the United States have supplied most of the sets, United States exports are a reasonable accurate measurement of the market. The 1938 imports from the United States numbered 20,095

**Television** No developments except for experiments by an amateur. No transmitter is operating

**Amateurs** Amateurs are estimated to total between 250 and 300. The principal organization is the "Radio Club de Cuba." Decree No. 2132 of September 2, 1939, suspended for one month all amateur licenses, further extended to November 8. The suspension was announced to be to give the Government an opportunity to draw up regulations to govern this class of activity

**Facsimile** No facsimile service has been established. Newspapers have failed to evince sufficient interest in such a service.

**Short Waves** Demand for sets is principally for those covering short waves. Reception of American and European stations, however, is not very satisfactory, partly because of local interference and partly because of severe fading. This has been improved somewhat by beam operation of American stations, although it is demonstrated that the South American beams do not give satisfactory service in Cuba. The reception of European stations is still the best.

Reception of foreign stations on the 49 meter band is extremely poor at all times. This is due in part to the fact that the frequency is not adaptable to the distance involved and also because of the high noise level. Cuban stations on all of the short wave bands come in very loud and clear and the tendency to overlap adjacent wave lengths appears to be stronger in the longer wave length band, crowding out foreign stations. The 32, 25, and 19 meter bands are good at certain times of the day. The use of tropical waves was not authorized for Cuba by the Cairo Conference of 1938

**Broadcasting** During the past year increased effort appears to have been expended in improving radio programs, and a number of stations have remodelled their equipment for more efficient operation. Several have moved to better sites outside the city. A chain is operated by station CMK, known as the Cadena Nacional Telefonica, with nine stations in the interior connected by private line. These are CMAR, CMGF, CMHW, CMJA, CMJC, CMKF, CMKR, and COGF. At the present time the equipment in use is not entirely satisfactory and material has been purchased for needed improvements

Special efforts have been made by the Radio Bureau of the Department of Communications to cut down the number of stations and improve the character of programs and service, with some effective results and further developments indicated

**Programs** Operators of Cuban stations claim that Cubans prefer local stations to foreign, and that there is a strong liking for so-called "typical music" such as rumbas and other native forms. Many American programs especially musical, are well liked, especially if obtainable through Cuban stations. Increasing facilities for such rebroadcasts are being made available by American systems. This is considered an important factor in improving the general character of programs

**Advertising** Broadcasting time charges run from as low as $5 an hour to $50 an hour, and in a few instances as high as $100 an hour. Considerable use is made of "menciones de 35 palabras" (announcements of 35 words). These are generally broadcast at program breaks, especially just before a popular program. Announcements may be used to a total of 10 or 15 minutes before the new program is started. Contract rates for repetition are arranged

Listeners have indicated displeasure with the long advertising periods arising from this practice.

**Transcriptions** There is only a comparatively small amount of use of transcriptions. Those familiar with Cuban broadcasting station operation state, however, that the use of transcriptions may expand somewhat in the near future as there appears to be more demand for transcription making equipment. It is customary for the advertiser to furnish his own transcriptions. Some are now being made in Cuba. Turntables are mostly 33 r.p.m.



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# STANDARD STATIONS OF CUBA

| Call Letters | Owner and/or Operator | Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|---|
| | | **Province of Habana*** | | |
| CMW | Troncoso y Gil | Habana | 550 | 200 |
| CMCY | Autran y Carbo Ltd. | Vedado (Transmitter, Marianao) | 590 | 15000 |
| CMCD | La Voz del Aire S. A. | Vedado (Transmitter, Regla) | 630 | 15000 |
| CMQ | Cambo y Gabriel S. A. | Habana (Transmitter, Aldecoa) | 690 | 25000 |
| CMK | Fausto Montiel | Habana | 720 | 200 |
| CMBL | Radio-Cadena Suaritos S. A. | Vedado | 750 | 200 |
| CMBC | Domingo Ferdanez Cruz | Habana (Transmitter, Cascada Farm) | 780 | 2500 |
| CMCF | Oscar Gutierrez (Owner) Amado Trinidad (Lessee) | Habana (Transmitter, Guanabacoa) | 810 | 5000 |
| CMCM | Cia Transradio Columbia S. A. | Vedado | 850 | 200 |
| CMX | Francisco A. Lavin | Habana (Transmitter, Guanabacoa) | 880 | 10000 |
| CMZ | Ejercito Constitucional | Columbia | 920 | 5000 |
| CMCK | Luis Casas Romero | Habana (Transmitter, Puentes Grandes) | 970 | 5000 |
| CMBZ | Manuel y Guillermo Salas | Habana | 1010 | 200 |
| CMCH | Radio Popular S. A. | Habana | 1050 | 200 |
| CMBX | Vicente Espinosa | Habana | 1050 | 200 |
| CMCG | La Onda S. A. | Habana | 1080 | 200 |
| CMCU | Jorge Garcia Serra | Vibora | 1110 | 200 |
| CMBQ | Rufino Pazos Hernandez | Habana (Transmitter, Puentes Grandes) | 1150 | 5000 |
| CMCO | Enrique Lasanta | Habana | 1210 | 200 |
| CMOA | Juan Fernandez Duran | Habana | 1210 | 200 |
| CMCB | Metropolitan Radio de Cuba | Cerro | 1250 | 200 |
| CMBS | Enrique Artalejo | Habana | 1250 | 200 |
| CMBF | Compania Cubana de Radio y Television S. A. | Habana (Transmitter, Puentes Grandes) | 1290 | 5000 |
| CMBD | Luis Perez Garcia | Vedado | 1290 | 200 |
| CMCA | Augusto Testar y Jose Manuel Gonzalez | Habana | 1350 | 200 |
| CMC | Rafael Valdes | Habana | 1350 | 200 |
| CMCQ | Andres Martinez | Viboro | 1410 | 200 |
| CMBY | Pages y Compania | Habana | 1410 | 200 |
| CMCX | Juan de Dios Carreno (Owner) Luis J. Marti y Domingo Irisarri (Lessees) | Guanabocoa | 1470 | 200 |
| CMBG | John L. Stowers | Habana | 1470 | 200 |
| CMOX | Perez y Chisholm | Vedado | 1510 | 200 |
| CMCW | Jose Vilarino | Habana | 1510 | 200 |
| CMCJ | Rafael Rodriguez (Owner) Jose Ferdanez Garcia (Lessee) | Habana | 1550 | 200 |
| CMCR | Aurelio Hernandez | Habana | 1550 | 200 |
| CMBH | Alberto Alvarez Ferrera | Habana (Transmitter, Guanabacoa) | 1600 | 5000 |
| COCO | Luis Casas Romero | Habana (Transmitter, Puentes Grandes) | 8700* | 5000 |
| COCD | La Voz del Aire S. A. | Vedado (Transmitter, Regla) | 6130 | 1000 |



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| Call Letters | Owner and/or Operator | Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|---|
| COCH | General Broadcasting Co. (Owner) Amado Trinidad (Lessee) | Habana (Transmitter, Guanabacoa) | 9437 | 5000 |
| COCQ | Cambo y Gabriel | Habana (Transmitter, Aldecoa) | 8845** | 5000 |
| COCM | Cia. Transradio Columbia S. A. | Vedado | 9833 | 1000 |
| COCX | Francisco A. Lavin | Habana (Transmitter, Guanabacoa) | 9200*** | 1000 |

*Special Authorization; regularly on 6010 Kilocycles
**Special Authorization; regularly on 9670 Kilocycles
***Special Authorization; regularly on 11650 Kilocycles

**Province of Pinar del Rio**

| | | | | |
|---|---|---|---|---|
| CMAB | Francisco Martinez | Pinar del Rio | 1240 | 200 |
| CMAR | Jose A. Luzon | Pinar del Rio | 940 | 200 |

**Province of Matanzas**

| | | | | |
|---|---|---|---|---|
| CMGH | M. Garcia Alvarez | Matanzas (Transmitter, Maicas Farm) | 1190 | 200 |
| CMGF | Bernabe R. de la Torre | Matanzas | 1120 | 200 |
| CMGE | Gebaro Sabater | Cardenas | 1370 | 200 |
| COGF | Bernabe R. de la Torre | Matanzas | 11800 | 1000 |

**Province of Santa Clara**

| | | | | |
|---|---|---|---|---|
| CMHW | Guillermo Domenech | Santa Clara | 950 | 200 |
| CMHI | Amado Trinidad | Santa Clara | 830 | 10000 |
| CMHT | Fernando E. Soto del Valle | Trinidad | 920 | 200 |
| CMHO | Enrique Lasanta Oliver (Owner) Felix Gonzalez (Lessee) | Cienfuegos | 1020 | 200 |
| CMHA | Abelardo Menocal | Sagua la Grande | 1090 | 200 |
| CMHP | Candido de los A. Guevara | Placetas | 1100 | 200 |
| CMHJ | Romualdo Ugalde | Cienfuegos | 1160 | 200 |
| CMHK | Virgilio Villanueva | Cruces | 1210 | 200 |
| CMHB | V. E. Weis y O. Ramirez | Sancti Spiritus | 1240 | 200 |
| CMHD | Manuel Alvarez | Caibarien | 1270 | 200 |
| CMHM | Jose R. Femenias | Cienfuegos | 1450 | 200 |
| CMHX | Francisco Chavarry | Santa Clara | 1480 | 200 |

**Province of Camaguey**

| | | | | |
|---|---|---|---|---|
| CMJX | Rodolfo Gonzalez Solis | Camaguey | 900 | 200 |
| CMJA | Rafael Valdes Jimenez | Camaguey | 860 | 200 |
| CMJF | Gertrudis de la Cruz Perez | Camaguey | 930 | 200 |
| CMJW | Andres Moran Cisneros | Camaguey | 1070 | 200 |
| CMJI | Gilberto Gessa | Ciego de Avila | 1130 | 200 |
| CMJE | Primo A. Casales | Camaguey | 1230 | 200 |
| CMJO | Bonifacio Ildefonso | Ciego de Avila | 1260 | 200 |
| CMJK | Jones Castrillon y Cia. | Camaguey | 1020 | 500 |
| CMJH | Luis Marauri | Ciego de Avila | 1360 | 200 |
| CMJC | Fernando Terron Bolanos | Camaguey | 1390 | 200 |
| COJK | Jones Castrillon y Cia. | Camaguey | 8663.9 | 1000 |

**Province of Oriente**

| | | | | |
|---|---|---|---|---|
| CMKS | Candido Savon Suarez | Guantanamo | 860 | 200 |
| CMKD | Emisora CMKD | Santiago | 910 | 1000 |
| CMKL | Alberto Alvarez | Bayamo | 950 | 200 |
| CMKG | Emilio Grau Medina | Santiago (Transmitter, San Matias Farm) | 1000 | 200 |
| CMKW | Claudio Alvarez Soriano | Santiago | 1050 | 1000 |
| CMKM | Raimundo Comas Soler | Manzanillo | 1080 | 200 |
| CMKH | Virgilio Arciero | Guantanamo | 1110 | 200 |
| CMKX | Oscar Vidal Benitez | Banes | 1190 | 200 |
| CMKC | Roberti Miguel Gonzales | Santiago | 1250 | 200 |
| CMKO | Manuel Angulo Farran | Holguin | 1280 | 200 |
| CMKR | Jaime Nadal | Santiago | 1400 | 200 |
| CMKZ | Joaquin Venero Obregon | Palma Soriano | 1430 | 200 |
| CMKF | M. J. de Gongora | Holguin | 1460 | 200 |
| CMKQ | Angela Viciedo Quintero | Santiago | 1490 | 500 |
| COKG | Emilio Grau Medina | Santiago | 8942 | 1200 |

* Under location in this province, section of the city of Havana is given.



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# ★ MEXICO ★
## A SURVEY

General—Present estimates indicate that there are 400,000 to 450,000 sets in use.

Sales are generally parallel to United States exports. The marked decline in radio sales during 1938 is attributed to the high and fluctuating rate of exchange. During the first 6 months of 1939 radio sales were about 50 per cent higher than during the same period of 1938 and were considered normal. It is estimated that 85 per cent of the demand is supplied by United States manufacturers and the remaining 15 per cent represents imports from other countries, especially Europe, and domestic production.

Transmitting Equipment—Most transmitters, as well as the replacement parts and accessories, are of American origin. However, the latest large installation, Station XEQ, was made with German equipment. This is probably due to facilities offered through barter trade. Broadcasting stations are increasing in number and the smaller stations are gradually increasing the volume and capacity of the transmitting equipment.

Point-to-point communication is prohibited commercially, as this is a Government monopoly.

There is no police radio. Several attempts have been made to interest the Police Department, and it is reported that it is considering an installation in the Federal District. The absence of a radio system is probably partly due to the fact that every road leaving most Mexican cities is generally guarded by a police sub-station which records all automobiles entering and leaving the city, and to the high cost of this equipment.

The number of amateur broadcasting stations have been considerably reduced because of the law now requiring that only Mexicans may be licensed with the exception of those operating under 10, 5 and 3 meter bands, which are considered as experimental work and residents of Mexico, not necessarily Mexicans, can secure the permits for operation.

Airplane transmitting equipment is used by one commercial aviation company in Mexico and the Mexican War Department. As a general rule the equipment in the planes is supplied and installed by the plane manufaeturer and the broadeasting equipment is bought in the United States.

Transmitting tubes are generally of American manufacture and are of the type best suited for the transmitter for which intended.

Transmitting equipment is imported almost entirely from the United States.

Patents and Trade Marks—There is no patent interference with the sale of American radio sets and tubes in Mexico. There is no reported evidence of trade-mark piracy in the radio trade or in the trade in general in Mexico.

Television—There has been no development whatsoever in television in Mexico. It is believed that the high cost of the equipment involved will greatly restrict potentialities.

Facsimile—No radio facsimile service exists at the present time. News pictures from Europe often appear in the local press as having been received via telegraph in the United States and then flown to Mexico.

Short Wave—Short wave is becoming more popular every day due in part to the fact that United States stations and European ones have during the past year increased their broadcasts in the Spanish language. Short wave programs from the United States are popular and their reception is good. Other western and European stations are heard regularly and are popnlar. Progressive improvement in Mexican broadcasting stations and other transmitters have improved reception and eliminated interference.

Reception on the 49-meter band is not very good because there are too many stations operating on this frequency. There are not as many stations operating on the 31-meter band and, therefore, the reception is better than on the 49-meter band. Reception on the 25-meter band is the best. Reception on the 19-meter band is good at mid-day and during the early evening, on the 16-meter band good during the early morning and at noon time, and on the 13-meter band good during the very early hours of the morning. There have been no developments on the Tropical bands. It is believed that there are not more than 12 or 15 ultra short wave radios throughout the entire country.



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**Broadcasting**—The control of all communications is placed by the General Communications Law in the Department of Communications and Public Works. This law defines commercial broadcasting and commercial broadcasting establishments and limits their activities so as not to compete with the Government-owned systems of communications such as Posts and Telegraphs or with the commercial telephone companies.

Actual regulation and administration is exercised by the Radio-Communication Office which functions under the Department of Telegraphs and Posts of the Secretariat of Communications and Public Works. According to Regulations licenses are granted only to Mexican citizens, except in the field of cultural and experimental broadcasting. With regard to commercial broadcasting, there is apparently no legal difficulty in the way of foreign nationals who wish to enter the broadcasting field in Mexico provided they form a Mexican corporation and comply with Mexican laws, but operators must be licensed and Mexican citizens. The term of a concession for commercial broadcasting has been limited by the aforementioned Regulations to twenty years.

All broadcasting stations, regardless of their nature must be licensed by the Secretariat of Communications and this Department must previously approve the electrical equipment to be used. This Department also reserves the right to determine the location of the station. Foreign programs transmitted to the Mexican licensed commercial broadcasting station by telephone or radio may be broadcast only upon receipt of the previous authorization from the Department of Communications and Public Works.

**Programs**—General daily hours of operation are from 7 or 8 a.m. to midnight. Some stations operate after midnight.

Preference is for what might be termed a "National Program," made up of vocal and instrumental Mexican music, news, classical musicals, comedies, dramas and comic dialog. Modern dance music is also very popular in Mexico. However, programs from the United States and other countries are increasing in popularity in Mexico.

There is no chain broadcasting at present, although special hookups are arranged for outstanding occasions, such as a Presidential address. On Sunday from 10 to 11 p.m. there is a national hookup dedicated to the country and broadcast by the Department of Automovio de Prensa y Publicidad. Authority to require chain operation for the transmittal of the official bulletins which every station is required to broadcast is given in the regulations.

**Advertising**—The largest users of radio advertising time appear to be breweries, medicinal manufacturers, manufacturers of beauty preparations and cigarette manufacturers. These four industries whose products cover the Republic, advertise on a national scale and so late radio time from stations widely scattered throughout the Republic. Other radio users are largely localized. In the Federal District advertisers concentrate on the available markets furnished by a population of 1,347,274, and advertise in addition to the above mentioned articles, others such as shoes, clothing, furniture, foodstuffs, jewelry, etc. Stores buy radio time to advertise special sales.

Programs advertising medicinal products must be previously approved by the Mexican Department of Public Health.

Some of the prevailing methods of advertising are: programs with live talent, electric recording and phonograph records, news items; contests; sports, special events; hours such as "Information Please" in the United States; current sayings; children's rhymes and many other methods.

One of the leading commercial broadcasting companies (XEW) quotes the following rates:

28 minute periods: midnight to 2 a.m., 100 pesos; 2 a.m. 12:30 p.m., 60; 12:30 1:30 p.m., 80, 1:30 3 p.m., 130, 3 6 p.m., 85, 6 7, 110; 7 7:30, 130, rising progressively to 250 pesos from 9 to 10, and decreasing to 125 from 11 to midnight.

35 word announcements, midnight to 12:45 p.m., 6 pesos, 12 15, 3 15, 11; 3 15 5, 8; 5 6, 10; 6 11, 40; and 11 12 18 pesos.

150 word rates are about double the 35 word rates with intermediate 50 and 75 word tariffs. No quotation is given for 50 word announcements before 7 p.m. or for the longer ones after that hour. Before and after news broadcasts, rates range from 8 to 50 pesos for 40 words, according to hour, the rate being 20 per cent less for those after news except from 6 to 8 p.m., when it is the same, 50 pesos.

All broadcasting stations in Mexico with the possible exception of one or two Government-owned stations carry advertising.

**Recordings**—The use of transcriptions and recording is very prevalent, especially at the dull time of the day. There is no general rule or customary arrangement for advertising transcriptions as far as can be ascertained. The turntable speeds 33 and 78 r.p.m. Most of the records that are played in Mexico are either from the United States or European countries.

**Regulations**—The wiring restrictions prevailing in Mexico would in no way affect the design of American receiving sets, intercommunicators and television receivers.

Mexican radio regulations published in this series in "Mexico-Supplement Regulations," dated July 11, 1939, are still in force.



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# STANDARD STATIONS OF MEXICO

| Call Letters | Owner | Location | Frequency Kilocycles | Power Watts Actual |
|---|---|---|---|---|
| XEMU | Cia. Radiodifusora de P. Negras (2) | Piedras Negras, Coahuila | 580 | 250 |
| XEZ | Jorge L. Palomeque | Merida, Yucatan | 630 | 2000 |
| XEBX | Benito Garza Ortegon | Sabinas, Coahuila | 640 | 250 |
| XEAO | Chavez y Castro Sucs | Mexicala, Baja California | 660 | 250 |
| XELO | Cia. Radiodifusora de P. Negras | Tijuana, Baja California | 670 | 10000 (Auth.: 50000) |
| XET | El Pregonero del Norte S. A. | Monterrey, Nuevo Leon | 690 | 5000 |
| XEWE | Jesus Gonzalez A. (3-5) | Silao, Guanajuato | 720 | 20 |
| XEQ | Radio Panamericana S. A. (3) | Mexico City, Distrito Federal | 730 | 50000 |
| XEH | Radio Tarnava S. de R. L. | Monterrey, Nuevo Leon | 740 | 100 (Auth.: 250) |
| XEPN | Cia. Radiodifusora de P. Negras (1) | Piedras Negras, Coahuila | | 50000 (Auth.: 100000) |
| XEAA | Alberto Gonzalez | Mexicali, Baja California | 750 | 200 |
| XEAM | Manuel L. Salinas | Matamoros, Tamaulipas | 750 | 25 |
| XEN | Guillermina P. de del Conde | Mexico City, Distrito Federal | 780 | 1000 |
| XEBZ | Refigio Esparza Vda. de Valezzi | Mexico City, Distrito Federal | 810 | 100 |
| XEDF | Ruperto Villarreal (2) | Nuevo Laredo, Tamaulipas | 810 | 100 |
| XEBG | Angel B. Fernadez | Tijuana, Baja California | 820 | 1000 |
| XERC | Carlos Dragonne Narro (L. Manzano) | Mexico City, Distrito Federal | 830 | 500 |
| XERA | Cia. Mex, Radiodifusora Fronteriza | Villa Acuna, Coahuila | 840 | 180000 (Auth.: 850000) |
| XEMO | Fernando Federico Ferreira | Tijuana, Baja California | 860 | 5000 |
| XEFB | Jesus Quintanilla | Monterrey, Nuevo Leon | 870 | 200 |
| XEW | Cadena Radiodifusora Mexicana | Mexico City, Distrito Federal | 890 | 100000 |
| XENT | Cia. Industrial Universal S. A. | Nuevo Laredo, Tamaulipas | 910 | 50000 (Auth.: 150000) |
| XEBH | Carlos Balderrama | Hermosillo, Sonora | 930 | 500 |
| XEFO | Partido Revolucion Mexicana | Mexico City, Distrito Federal | 940 | 5000 |
| XEAW | Cia. Internacional Dif. de Reynosa | Reynosam Tamaulipas | 960 | 100000 |
| XEAC | Jorge I. Rivera | Tijuana, Baja California | 980 | 5000 |
| XEFE | Rafael T. Carranza | Nuevo Laredo, Tamaulipas | 980 | 250 |
| XEK | Arturo Martinez | Mexico City, Distrito Federal | 990 | 200 |
| XES | Difusora Portena, S. de R. L. | Tampico, Tamaulipas | 990 | 100 (Auth.: 250) |
| XEAF | Francisco G. Elias | Nogales, Sonora | 990 | 750 |
| XEBI | Pedro C. Rivas | Aguascalientes, Aguascalientes | 1000 | 250 |
| XEU | Fernando Pazos | Vera Cruz, Vera Cruz | 1010 | 500 |
| XEFQ | Pedro L. Diaz | Cananea, Sonora | 1010 | 50 |



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| Call Letters | Owner | Location | Frequency Kilocycles | Power Watts Actual |
|---|---|---|---|---|
| XEJ | Pedro Meneses, Jr. | Juarez, Chihuahua | 1020 | 1000 |
| XEB | El Buen Tono S. A. | Mexico City, Distrito Federal | 1030 | 20000 (Auth.: 100000) |
| XEBA | Javier Velasco | Ciudad Guzman, Jalisco | 1080 | 20 |
| XEBK | C. Guajardo and J. M. Cortes | Nuevo Laredo, Tampaulipas. | 1080 | 100 |
| XEDP | Departmento Publicidad y Propaganda (6) | Mexico City, Distrito Federal | 1080 | 500 |
| XERB | Radiodifusora Internacional S.A. (3) | Tijuana, Baja California | 1090 | 50000 |
| XECL | Alfonso A. Lacarra (3) | Mexicali, Baja California | 1110 | 1000 |
| XEJP | Salvador Monterrubio R. | Mexico City, Distrito Federal | 1130 | 100 |
| XEC | Luis E. Enciso | Tijuana, Baja California | 1150 | 100 |
| XEL | Financiera de Inversiones | Mexico City, Distrito Federal | 1150 | 250 |
| XEBP | Alejandro Stevenson, Jr. | Pte. Torreon, Coahuila | 1150 | 250 |
| XEDW | Hector Silva Canto | Minatitlan, Vera Cruz | 1150 | 300 |
| XEXH | Gobierno del Estado de Oazaca (4-6) | Oaxaca, Oaxaca | 1150 | 400 |
| XEFM | Sucs. R. Ortiz Gonzalez | Leon, Guanajuato | 1160 | 20 |
| XED | Cia. Radiofonografica S. A. | Guadalajara, Jalisco | 1160 | 1000 |
| XEP | Esteban Parra | Juarez, Chihuahua | 1160 | 500 |
| XEAS | Manuel R. Rodriguez | Saltillo Coahuila | 1160 | 100 |
| XEXX | Universidad Nacional de Mexico (2-6) | Mexico City, Distrito Federal | 1170 | 1000 |
| XEE | Alejandro Stevenson, Jr. | Durango, Durango | 1210 | 50 |
| XEFV | Dario Cordoba | Juarez, Chihuahua | 1210 | 50 |
| XEAT | David G. Cervantes | Hidalgo del Parral, Chihuahua | 1210 | 250 |
| XEBL | Ignacio L. Sais | Mazatlan, Sinaloa | 1220 | 500 |
| XEDA | Pedro Riestra Diaz | Anaya, Distrito Federal | 1220 | 200 |
| XETF | Jose Rodriguez Lopez | Vera Cruz, Vera Cruz | 1220 | 12 |
| XEG | Rodolfo Junco de la Vega | Monterrey, Nuevo Leon | 1230 | 250 |
| XEHK | Carmen Villasenor (4) | Guadalajara, Jalisco | 1230 | 125 |
| XECA | Nicolas M. Picot | Tampico, Tamaulipas | 1230 | 250 |
| XEHR | Manuel R. Canale (4) | Puebla, Puebla | 1230 | 250 |
| XEOX | Felipe G. de Leon (4) | Mochis, Sinaloa | 1230 | 250 |
| XEBU | Feliciano Lopez Islas | Chihuahua, Chihuahua | 1240 | 50 |
| XEBC | Fernando Corona (4) | Morelia, Michoacan | 1240 | 100 |
| XEME | Perfecto Villamil Cisero (2) | Merida, Yucatan | 1240 | 400 |
| XEAD | Alejandro A. Diaz (4) | Aguascalientes, Aguascalientes | 1240 | 500 |
| XECW | Juan Cedas M. (4) | Cordoba, Vera Cruz | 1240 | 250 |
| XEDL | Francisco Vidal (4) | Navojoa, Sonora | 1240 | 250 |
| XEKS | J. Antonio de la Pena (4) | Saltillo, Coahuila | 1240 | 100 |
| XEXT | Gobierno del Estado de Nayarit (4-6) | Tepic, Nay. | 1240 | 1000 |
| XEAI | Carmen Gutierrez (2) | Mexico City, Distrito Federal | 1250 | 500 |
| XEXB | Gobierno del Estado de Veracruz (1-6) | Jalapa, Vera Cruz | 1270 | 250 |
| XEXE | H. Ayuntamiento de Texcoco (6) | Texcoco, Mex. | 1270 | 17 |
| XEMX | Alfonso Traslosheros Avalos (1) | Mexico City, Distrito Federal | 1280 | 100 |
| XEKR | Exposicion Viajera (4) | Mexico City, Distrito Federal | 1280 | 100 |
| XEX | El Heraldo del Comercio S. A. | Monterrey, Nuevo Leon | 1310 | 500 |
| XEAG | Diodoro Zuniga | Cordoba, Vera Cruz | 1310 | 250 |
| XEAU | Manuel Acuna Varela (4) | Tijuana, Baja California | 1310 | 250 |
| XEFW | Flores y Martinez | Tampico, Tamaulipas | 1310 | 300 |



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| Call Letters | Owner | Location | Frequency Kilocycles | Power Watts Actual |
|---|---|---|---|---|
| XETB | Aurelio G. Zaragoza | Torreon, Coahuila | 1310 | 500 |
| XEBO | Alfonso Martinez | Irapuato, Guanajuato | 1330 | 25 |
| XEAP | Emilio Manzanilla | Ciudad Obregon, Sonora | 1340 | 50 |
| XEBW | Angel Mora T. (3) | Chihuahua, Chihuahua | 1340 | 250 |
| XEBS | Maria Remedios Delgado | Mexico City, Distrito Federal | 1340 | 200 |
| XEDH | Vicente Hernandez | Villa Acuna, Coahuila | 1340 | 200 |
| XEFC | Julio Molina Pont. | Merida, Yucatan | 1340 | 100 |
| XELW | Salvador Galinda de la Torre (3) | Guadalajara, Jalisco | 1340 | 250 |
| XEXD | Gobierno del Estado de Veracruz (1-6) | Orizaba, Vera Cruz | 1340 | 350 |
| XEBJ | Fernando Elizalde (4) | Victoria, Tamaulipas | 1340 | 100 |
| XEI | Tiburcio Ponce | Morelia, Michoacan | 1370 | 125 |
| XECZ | Zeferino Z. Jimenez | San Luis Potosi, San Luis Potosi | 1370 | 100 |
| XELZ | Maria Cardona de Zetina | Mexico City, Distrito Federal | 1370 | 100 |
| XEM | Pedro Meneses, Jr. (3) | Chihuahua, Chihuahua | 1390 | 500 |
| XEDE | Aurelio G. Zaragoza (4) | Torreon, Coahuila | 1400 | 100 |
| XESM | Salvador Sanmartin (4) | Vista Alegre, Distrito Federal | 1400 | 200 |
| XEAJ | Emilio Manzanilla (4) | Navojoa, Sonora | 1400 | 100 |
| XEA | Luis A. Maury (4) | Campeche, Cam. | 1400 | 250 |
| XEDS | Alejandro A. Schober (4) | Mazatlan, Sinaloa | 1400 | 500 |
| XERH | Gabriel Hernadez Llergo (4) | Mexico City, Distrito Federal | 1430 | 500 |
| XEFI | Ramiro G. Uranga | Chihuahua, Chihuahua | 1440 | 1000 |
| XEF | Gilberto Gil | Ciudad Jurez, Chihuahua | 1450 | 100 |
| XEDR | Modesto Ortega | Guaymas, Sonora | 1490 | 100 |
| XECH | Rodolfo Llamas (3) | Toluca, Mex. | 1490 | 250 |
| XEJR | Anastasio Gomez Gallardo (4) | Hidalgo del Parral, Chihuahua | 1490 | 100 |
| XEQK | Angel H. Ferreiro (4) | Mexico City, Distrito Federal | 1500 | 400 |

## *Short Wave Stations (Cultural and Official)*

| | | | | |
|---|---|---|---|---|
| XEBT | El Buen Tono, S. A. | Mexico City, Distrito Federal | 6000 | 500 |
| XEWI | Institucion Mundial de la V. I. (5) | Mexico City, Distrito Federal | 6015 | 400 |
| XEUW | Fernado Pazos Sosa | Vera Cruz, Vera Cruz | 6020 | 20 |
| XEKW | Jose Martinez Ramirez (4) | Morelia, Michoacan | 6030 | 500 |
| XEXO | Gobierno del Estada de Oaxaca (4-6) | Oaxaca, Oaxaca | 6035 | 50 |
| XETW | Flore y Matinez | Tampico, Tamaulipas | 6045 | 100 |
| XEBF | Pedro Coronel Aburto (2) | Jalapa, Vera Cruz | 6090 | 100 |
| XEUZ | Partido Revolucion Mexicana (2) | Mexico City, Distrito Federal | 6130 | 100 |
| XEDQ | Cia. Radiofonografica S. A. (2) | Guadalajara, Jalisco | 6155 | 100 |
| XEXA | Dpto. Publicidad y Propaganda (6) | Mexico City, Distrito Federal | 6175 | 100 |
| XECR | Sria. de Relaciones Exteriores (2-6) | Mexico City, Distrito Federal | 7380 | 20000 |
| XEWW | Cadena Radiodifusora Mexicana | Mexico City, Distrito Federal | 9500 | 10000 |
| XEFT | Jose Rodriguez Lopez | Vera Cruz, Vera Cruz | 9550 | 12 |
| XETA | El Pregonero del Norte S. A. (3) | Monterrey, Nuevo Leon | 9555 | 1000 |
| XEYU | Universidad Nacional de Mexico (3-6) | Mexico City, Distrito Federal | 9600 | 250 |
| XEQQ | Radio Panamericana S. A. (4) | Mexico City, Distrito Federal | 9680 | 5000 |
| XEBR | Carlos Balderrama (2) | Hermosillo, Sonora | 11820 | 150 |
| XEUZ | Partido Revolucion Mexicana (2) | Mexico City, Distrito Federal | 11880 | 100 |
| XEWI | Institucion de la V. I. (5) | Mexico City, Distrito Federal | 11900 | 400 |
| XEWW | Cadena Radiodifusora Mexicana | Mexico City, Distrito Federal | 15160 | 10000 |

(1) Temporarily suspended. (2) Established 1937. (3) Established 1938. (4) Established 1939. (5) Cultural Station. (6) Official Station.



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# STATIONS OF SOUTH AMERICA

## ARGENTINA

| Call Letters | Station Name and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| LU2 | Bahia Blanca, Bahia Blanca | 900 | 2500 |
| LU7 | General San Martin, Bahia Blanca | 1240 | 2500 |
| LRI | El Mundo, Buenos Aires | 1070 | 5000 |
| LR2 | Argentina, Buenos Aires | 910 | 10000 |
| LR3 | Belgrano, Buenos Aires | 950 | 32000 |
| LR4 | Splendid, Buenos Aires | 990 | 16000 |
| LR5 | Excelsior, Buenos Aires | 830 | 29250 |
| LR6 | Mitre, Buenos Aires | 870 | 24000 |
| LR8 | Paris, Buenos Aires | 1150 | 6200 |
| LR9 | Fenix, Buenos Aires | 1030 | 5000 |
| LR10 | Cultura, Buenos Aires | 790 | 11500 |
| LRA | del Estado, Buenos Aires | 750 | 10000 |
| LS1 | Municipal, Buenos Aires | 710 | 5000 |
| LS2 | Prieto, Buenos Aires | 1190 | 30000 |
| LS3 | Ultra, Buenos Aires | 630 | 5100 |
| LS4 | Portena, Buenos Aires | 670 | 10000 |
| LS5 | Rivadavia, Buenos Aires | 1110 | 5000 |
| LS6 | del Pueblo, Buenos Aires | 1350 | 6000 |
| LS8 | Stentor, Buenos Aires | 1230 | 14500 |
| LS9 | Voz del Aire, Buenos Aires | 1270 | 6000 |
| LS10 | Callao, Buenos Aires | 590 | 6000 |
| LU4 | Comodoro Rivadavia, Comodora Rivadavia | 640 | 1000 |
| LV2 | Central, Cordoba | 960 | 5000 |
| LV3 | Cordoba, Cordoba | 620 | 2000 |
| LT7 | Provincia Corrientes, Corrientes | 1340 | 1000 |
| LV10 | de Cuyo, Mendoza | 1210 | 500 |
| LU6 | Atlantica, Mar del Plata | 1300 | 500 |
| LR11 | Universidad Nacional de La Plata, La Plata | 1390 | 500 |
| LS11 | Provincia de Buenos Aires, La Plata | 1310 | 30000 |
| LT5 | Chaco, Resistencia | 1160 | 1160 |
| LU12 | Rio Gallegos, Santa Cruz | 680 | 1000 |
| LT1 | del Litoral, Rosario | 780 | 5000 |
| LT3 | Sociedad Rural de Cerealistas, Rosario | 1080 | 510 |
| LT8 | Rosario, Rosario | 840 | 5000 |
| LV1 | Graffigna, San Juan | 730 | 1000 |
| LV5 | Los Andes, San Juan | 1090 | 1500 |
| LV4 | San Rafael, Mendoza | 690 | 1000 |
| LT9 | Roca Soler, Santa Fe | 1200 | 500 |
| LT10 | del Instituto Social de la Universidad Litoral, Rosario | 1320 | 500 |
| LV11 | del Norte, Santiago del Estero | 1170 | 2500 |
| LV7 | Tucuman, Tucuman | 820 | 1000 |
| LV12 | Aconwuija, Tucuman | 580 | 5000 |

### *Short Wave Stations*

| | | | |
|---|---|---|---|
| LRA2 | del Estado, Buenos Aires | 6180 | — |
| LRX | El Mundo, Buenos Aires | 9660 | 7000 |
| LRA1 | del Estado, Buenos Aires | 9660 | 7000 |
| LRA3 | del Estado, Buenos Aires | 11730 | — |
| LRU | El Mundo, Buenos Aires | 15290 | 7000 |



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# BOLIVIA

| Call Letters | Station Name and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| CP21 | Radio Club, La Paz | 850 | 50 |
| CP24 | El Condor, La Paz | 900 | 1000 |
| CP19 | Cultura, La Paz | 950 | 50 |
| CP31 | Libertad, La Paz | 1000 | 50 |
| CP4 | Illimani, La Paz | 1040 | 10000 |
| CP10 | La Paz, La Paz | 1090 | 50 |
| CP32 | Bolivia, La Paz | 1150 | 50 |
| CP16 | Los Andes, La Paz | 1200 | 50 |
| CP14 | La Noche, La Paz | 1250 | 50 |
| CP18 | Kosmos, La Paz | 1300 | 50 |
| CP29 | Fides, La Paz | 1350 | 100 |
| CP3 | Nacional, La Paz | 1400 | 5000 |
| CP8 | America, La Paz | 1450 | 50 |
| CP13 | El Oriente, Santa Cruz | 1250 | 100 |
| CP27 | Pilot, Sucre | 1350 | 50 |
| CP28 | Central, Cochabamba | 1360 | 165 |

## *Short Wave Stations*

| | | | |
|---|---|---|---|
| CP11 | Oruro, Oruro | 6100 | 250 |
| CP15 | El Condor, La Paz | 6120 | 250 |
| CP2 | Nacional, La Paz | 8600 | 500 |
| CP12 | Fides, La Paz | 6150 | 250 |
| CP5 | Illimani, La Paz | 6200 | 1000 |
| CP30 | El Oriente, Santa Cruz | 6135 | 250 |
| CP1 | Chuquisaca, Sucre | 9500 | 250 |
| CP22 | Internacional, Potosi | 6130 | 250 |

## *Authorizations*

| | | | |
|---|---|---|---|
| CP26 | Colon, La Paz | 730 | 100 |
| CP17 | Libertad, La Paz | 800 | 50 |
| CP33 | The Strongest, La Paz | 1500 | 175 |
| CP2 | El Norte, La Paz | 1550 | 50 |
| CP34 | Nacional, La Paz | 8600 | 1500 |
| CP36 | Nacional, La Paz | 9505 | 1000 |
| CP24 | Cultura, La Paz | 9510 | 250 |
| CP6 | Illimani, La Paz | 9520 | 1000 |
| CP23 | Libertad, La Paz | 9550 | 250 |
| CP35 | Bolivia, La Paz | 9590 | 500 |
| CP25 | El Norte, La Paz | 9700 | 500 |
| CP7 | Illimani, La Paz | 15300 | 1000 |

# BRITISH GUIANA

| Call Letters | Station Name and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| | British Guiana United Broadcasting Co., | | |
| VP3BG* | Georgetown | 6130 & 4885 | —— |
| VP3MR* | | 6090 | —— |

* Operated on an experimental license and considered amateur station.

# CHILE

| Call Letters | Station Name and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| CA63 | Tarapaca, Iquique | 630 | 250 |
| CA127 | La Voz del Norte, Antefagasta | 1270 | 100 |
| CA141 | Antofagasta, Antefagasta | 1410 | 1000 |
| CB57 | Societe Nacional de Agricultura, Santiago | 570 | 10000 |
| CB62 | Chilena, Santiago | 620 | 1000 |
| CB64 | La Union, Recreo, Vina del Mar | 640 | 1000 |



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| Call Letters | Station Name, Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| CB68 | Metro, Vina del Mar | 680 | 1000 |
| CB76 | Cooperativa Vitalicia, Valparaiso | 760 | 10000 |
| CB78 | Cooperativa Vitalicia, Santiago | 780 | 1000 |
| CB82 | El Diario Ilustrado, Santiago | 820 | 1000 |
| CB84 | del Pacifico, Valparaiso | 840 | 1000 |
| CB89 | Emisoras Otto Becker, Santiago | 890 | 1000 |
| CB90 | El Mercurio, Valparaiso | 900 | 1000 |
| CB93 | Hucke, Santiago | 930 | 10000 |
| CB96 | La Voz del Norte, Coquimbo | 960 | 200 |
| CB97 | Siam, Santiago | 970 | 1000 |
| CB101 | Mayo, Santiago | 1010 | 1000 |
| CB103 | Universidad Tecnica Federico Santa Maria, Valparaiso | 1030 | 4000 |
| CB106 | Sud America, Santiago | 1060 | 5000 |
| CB111 | Los Castanos, Vina del Mar | 1110 | 1000 |
| CB113 | Quillota, Quillota | 1130 | 100 |
| CB114 | del Pacifico, Santiago | 1140 | 5000 |
| CB116 | Valparaiso, Valparaiso | 1160 | 1000 |
| CB118 | Baquedano, Santiago | 1180 | 10000 |
| CB120 | La Union, Valparaiso | 1200 | 1000 |
| CB124 | Espana, Valparaiso | 1240 | 250 |
| CB126 | Consorcio Espanol de Seguros, Santiago | 1260 | 1000 |
| CB130 | La Americana, Santiago | 1300 | — |
| CB132 | Wallace, Valparaiso | 1320 | 1000 |
| CB134 | El Hogar, Santiago | 1340 | 1000 |
| CB138 | El Mercurio, Santiago | 1380 | 5000 |
| CB140 | Onda Azul, San Antonio | 1400 | 100 |
| CB144 | Moraga, Santiago | 1440 | — |
| CB147 | Zenith, Valparaiso | 1470 | 1000 |
| CC58 | El Diario Austral, Temuco | 580 | 500 |
| CC64 | El Sur, Concepcion | 1080 | 100 |
| CC67 | Talca, Talca | 670 | 100 |
| CC84 | Cultura, Talcahuano | 840 | 100 |
| CC96 | Curico, Curico | 960 | 100 |
| CC109 | Rancagua, Rancagua | 1090 | 100 |
| CC117 | Zenith, Concepcion | 1170 | 100 |
| CC125 | Temuco, Temuco | 1250 | 100 |
| CC127 | Alivio!, Chillan | 1270 | 100 |
| CC133 | La Disension, Chillan | 1410 | 100 |
| CC141 | Patria, Concepcion | 1410 | 100 |
| CC143 | Atlantida, Talca | 1430 | 100 |
| CC145 | Colmena, Rancagua | 1450 | 100 |
| CD69 | Sur, Valdivia | 690 | 1000 |
| CD103 | Magallanes, Magallanes | 1030 | 100 |
| CD111 | Austral, Magallanes | 1110 | 1000 |
| CD112 | Osorno, Osorna | 1120 | 100 |
| CD121 | Austral, Osorna | 1210 | — |
| CD132 | Valdivia, Valdivia | 1320 | 100 |
| CD136 | La Voz del Sur, Magallanes | 1360 | 100 |

## *Short Wave Stations*

| | | | |
|---|---|---|---|
| CB960 | La Americana, Santiago | 9600 | 100 |
| CB970 | Cooperativa Vitalicia Santiago | 9700 | 1000 |
| CB1170 | Emisoras Otto Becker, Santiago | 11700 | 150 |
| CB1174 | Hucke, Santiago | 11740 | 4000 |
| CB1180 | Societe Nacional de Agricultura, Santiago | 11800 | 1000 |
| CB1185 | El Mercurio, Santiago | 11850 | 2500 |
| CD1190 | Sur, Valdivia | 11900 | 1250 |



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# BRAZIL

| Call Letters | Station Name and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| PRD4 . . . | Club de Araraquara, Araraquara, Sao Paulo... | 1370 | 500 |
| PRA4 . . . | Sociedade de Baia S. A., Sao Salvador, Bahia.. | 740 | 10000 |
| PRG8 . . . | Bauru Radio Club, Bauru, Sao Paulo..... | 1210 | 250 |
| PRG5 . . . | Club do Para, Belem, Para..... | 670 | 2000 |
| PRC7 . . . | Sociedade Radio Mineira, Belo Horizonte, Minas Geraes ..... | 690 | 3000 |
| PRH6 . . . | Sociedade Radio Guarany, Belo Horizonte, Minas Geraes ..... | 1340 | 3000 |
| PRI3 . . . | Inconfidencia, Belo Herozinte, Minas Geraes.. | 850 | 25000 |
| PRC4 . . . | Club de Blumenau, Blumenau, Santa Catharina | 1330 | 250 |
| PRC9 . . . | Sociedade Radio, E. de Campinas, Campinas, Sao Paulo ..... | 1170 | 500 |
| PRF7 . . . | Club de Campos, Campos, Rio De Janeiro..... | 1330 | 250 |
| PRG6 . . . | Sociedade Mantiqueira, Cruzeiro, Sao Paulo.. | 640 | 500 |
| PRB2 . . . | Club Paranaense, Curityba, Parana ..... | 1420 | 2000 |
| PRE9 . . . | Ceara Radio Club, Fortaleza, Ceara..... | 1320 | 2000 |
| PRB5 . . . | Club Hertz, Franca, Sao Paulo..... | 1240 | 250 |
| PRG4 . . . | Club de Jaboticabal, Jaboticabal, Sao Paulo... | 1250 | 250 |
| PRG7 . . . | Sociedade Jahuense, Jahu, Sao Paulo..... | 1010 | 250 |
| PRI4 . . . | Governo de Estado de Parahyba, Joao Pesson, Parahyba ..... | 1110 | 10000 |
| PRI2 . . . | Club de Marilia, Marilia, Sao Paulo..... | 1090 | 250 |
| PRD8 . . . | Club Fluminense, Nictheroy, Rio de Janeiro... | 1320 | 1000 |
| PRE6 . . . | Sociedade Fluminense, Nictheroy, Rio de Janeiro ..... | 1470 | 1000 |
| PRH4 . . . | Sociedade Difusora Radio Culture, Pelotas, Rio Grande do Sul..... | 1320 | 500 |
| PRD3 . . . | Petropolis Radiodifusora S. A., Petropolis, Rio de Janeiro ..... | 1480 | 1000 |
| PRD6 . . . | Club de Piracicaba, Piracicaba, Sao Paulo..... | 820 | 250 |
| PRH5 . . . | Cultura Pecos de Caldas, Pecos de Caldas, Minas Geraes ..... | 1160 | 250 |
| PRC2 . . . | Sociedade Gaucha, Porto Alegre, Rio Grande do Sul ..... | 680 | 5000 |
| PRF9 . . . | Emp. Radiodifusora Alegrense, Porto Alegre, Rio Grande do Sul..... | 1440 | 3000 |
| PRH2 . . . | Sociedade Radio Farroupilha, Porto Alegre, Rio Grande do Sul..... | 600 | 25000 |
| | Sociedade Radio Guararapes, Recipe, Pernambuco ..... | 570 | 10000 |
| PRA7 . . . | Club de Ribeirao Preto, Ribeirao Preto, Sao Paulo ..... | 730 | 500 |
| PRF2 . . . | Club de Rio Clara, Rio Clara, Sao Paulo..... | 1460 | 250 |
| PRA2 . . . | Ministerio Educacao e Saude Publica, Rio de Janeiro, Federal District ..... | 800 | 25000 |
| PRA3 . . . | Club do Brasil, Rio de Janeiro, Federal District | 860 | 10000 |
| PRA9 . . . | Sociedade Mayrink Veiga, Rio de Janeiro, Federal District ..... | 1220 | 25000 |
| PRB7 . . . | Sociedade Radio Educadora do Brasil, Rio de Janeiro, Federal District ..... | 900 | 5000 |
| PRC8 . . . | Sociedade Guanabara, Rio de Janeiro, Federal District ..... | 1360 | 5000 |
| PRD2 . . . | Sociedade Radio Cruzeiro do Sul, Rio de Janeiro, Federal District ..... | 1060 | 10000 |
| PRD3 . . . | Instituto Educacao do Distrito Federal, Rio de Janeiro, Federal District ..... | 1400 | 1000 |
| PRE2 . . . | Sociedade Vera Cruz, Rio de Janeiro, Federal District ..... | 1430 | 5000 |
| PRE3 . . . | Transmissora Brasileira, Rio de Janeiro, Federal District ..... | 1180 | 10000 |
| PRE8 . . . | Sociedade Radio Nacional, Rio de Janeiro, Federal District ..... | 980 | 25000 |
| PRF4 . . . | Jornal do Brasil S. A., Rio de Janeiro, Federal District ..... | 940 | 10000 |



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| Call Letters | Station Name and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| PRG3 | Tupy S. A., Rio de Janeiro, Federal District | 1280 | 10000 |
| PRH8 | Ipanema S. A., Rio de Janeiro, Federal District | 1130 | 5000 |
| PRB8 | Rio Preto S. A., Rio Preto, Sao Paulo | 640 | 250 |
| PRB4 | Club de Santos, Santos, Sao Paulo | 1450 | 1000 |
| PRG5 | Sociedade Radio Atlantica, Santos, Sao Paulo | 580 | 750 |
| PRD7 | Club de Sorocaban, Sorocaba, Sao Paulo | 1080 | 500 |
| PRD9 | Sociedade de Sorocaba, Sorocaba, Sao Paulo | 970 | 250 |
| PRA5 | Sao Paulo, Sao Paulo, Sao Paulo | 1260 | 5000 |
| PRA6 | Sociedade Radio Educadora Paulista, Sao Paulo, Sao Paulo | 760 | 10000 |
| PRB6 | Sociedade Radio Cruzeiro do Sul, Sao Paulo, Sao Paulo | 1200 | 5000 |
| PRB9 | Sociedade Record, Sao Paulo, Sao Paulo | 1000 | 25000 |
| PRE4 | Sociedade Cultura "Voz do Espaco," Sao Paulo, Sao Paulo | 1300 | 10000 |
| PRE7 | Sociedade Radio Comos, Sao Paulo, Sao Paulo | 1410 | 5000 |
| PRF3 | Difusora Sao Paulo, Sao Paulo | 960 | 5000 |
| PRG2 | Tupy S. A., Sa Paulo, Sao Paulo | 1040 | 25000 |
| PRG9 | Excelsior, Sao Paulo, Sao Paulo | 1100 | 25000 |
| PRH3 | Piratininga, Sao Paulo, Sao Paulo | 620 | 5000 |
| PRH9 | Sociedade Bandeirante de Radiodifuao, Sao Sao Paulo, Sao Paulo | 840 | 5000 |
| PRE5 | Sociedade Triangulo Mineiro Uberaba, Minas Geraes | 1390 | 500 |
| PRC3 | Sociedade Pelotense, Pelotas, Rio Grande do Sul | 580 | 250 |

### *Short Wave Stations*

| | | | |
|---|---|---|---|
| PRF5 | Comp. Radio Internacional Brasil, Rio de Janeiro | 9500 | 12000 |
| PRA8 | Club de Pernambuco, Recipe, Pernambuco | 6010 | 5000 |

# COLUMBIA

| Call Letters | Station Name—Executive in Charge Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| HJ1ABA | Voz de Barranquilla—Elias Pellet B., Barranquilla | 1330 | 251 |
| HJ1ABH | Emisora Atlantico—Andres G. Jimeno, Barranquilla | 1080 | 251 |
| HJ1ABK | Voz de la Patria—Mario L. Hernandez, Barranquilla | 1310 | 251 |
| HJ1ABN | Voz de la Victor—G. Paez Reina, Barranquilla | 1190 | 1000 |
| HJ3CAB | Emisora Nueva Granada—Roberto Raimirez, Bogota | 1120 | 1960 |
| HJ3CAE | Voz de Bogota—Gustavo Uribe, Bogota | 1220 | 5000 |
| HJ3CAI | Voz de la Victor- Manuel J. Gaitan, Bogota | 1160 | 1501 |
| HJ3CAK | Emisora Cundinamarca—Enrique Sanchez, Bogota | 590 | 250 |
| HJ3CAL | Ecos del Tequendama—Pedro P Martinez Q., Bogota | 1290 | 251 |
| HJ3CAZ | Voz de Colombia, S. A.—Cipriano Rios Hoyos, Bogota | 1040 | 1128 |
| HJ7CAB | Santander—Francisco Bueno, Bucaramanga | 1280 | 280 |
| HJ7CAE | Bucaramanga- Emilio Montoya, Bucaramanga | 1130 | 251 |
| HJ5EAB | Voz del Valle—Eduardo Cordoba, Cali | 1150 | 251 |
| HJ5EAC | Voz de Colombia—Rafael Angulo, Cali | 1300 | 300 |
| HJ5EAE | Cali—Jose T. Canderon M., Cali | 1090 | 251 |
| HJ5EAF | Voz de Higueronia—Oscar Mallarino, Cali | 1340 | 251 |
| HJ1ABF | Laboratorios Fuenles—Rafael Fuentes L., Cartagena | 1240 | 251 |
| HJ1ABR | Cartagena -R. Lequerica G., Cartagena | 1400 | 262 |
| HJ2BAC | Voz de Cucuta—Pompilio Sanchez, Cucuta | 1270 | 251 |
| HJ6FAC | Manizales—Alberto Hoyos, Manizales | 1390 | 251 |



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| Call Letters | Station Name—Executive in Charge—Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| HJ6FAX | Emisora Electra—Antonio Pinzon, Manizales | 1260 | 251 |
| HJ4DAC | Voz de la Montana—Francisco A. Cuartas, Medellin | 1360 | 251 |
| HJ4DAK | Voz de Antioquia—Carlos Escobar P., Medellin | 1250 | 1000 |
| HJ4DAQ | Emisora Claridad—Alberto Estrada, Medellin | 1320 | 1800 |
| HJ4DAR | Voz del Triunfo—Luis Eduardo Ramirez, Medellin | 1380 | 251 |
| HJ4DAT | Nutivara—Marco Turio Ospina, Medellin | 1370 | 251 |
| HJ4DAU | Universidad de Antioquia—Colodomiro Ramirez, Medellin | 1490 | 250 |
| HJ1ABM | Universidad de Antioquia—Julio Sanchez, Monteria | 1210 | —— |
| HJ8HAB | Narino—Jorge Rosero Rivera, Pasto | 1350 | 251 |
| HJ1ABC | Sincelejo—Eugenio Quintero, Sincelejo | 550 | 30 |

### *Short Wave Stations*

| | | | |
|---|---|---|---|
| HJ6FAH | Voz de Armenia—Hoyos & Gutierrez, Armenia | 4875 | 600 |
| HJ1ABB | Voz de Barranquilla—Elia Pellet B., Barranquilla | 4785 | 600 |
| HJ1ABG | Emisora Atlantico—Andres C. Jimeno, Barranquilla | 4042.3 | 600 |
| HJ3CAD | Emisora Nueva Granada—Roberto Ramirez, Bogota | 4845 | 720 |
| HJ3CAF | Voz de Bogota—Gustave Uribe, Bogota | 4855 | 501 |
| HJ3CAH | Voz de la Victor—Manuel J. Gaitan, Bogota | 4895 | 720 |
| HJ3CAX | Voz de Colombia, S. A.—Cipriano Rios Hoyos, Bogota | 6122 | 750 |
| HJ7CAB | Santander—Francisco A. Bueno, Bucaramanga | 4775 | 750 |
| HJ7CAD | Bucaramanga—Emilio Montoya, Bucaramanga | 9630 | 650 |
| HJ5EAD | Voz del Valle—Eduardo Cordoba, Cali | 4825 | 720 |
| HJ1ABE | Laboratorios Fuentes—Rafael Fuentes L., Cartagena | 4835 | 525 |
| HJ1ABP | Cartenga—R. Lequerica G., Cartagena | 9616 | 608 |
| HJ2BAB | Voz de Cucuta—Pompilio Sanchez, Cucuta | 4815 | 500 |
| HJ6FAI | Ecos del Combeima—Lamus & Rivera y Barrios, Ibague | 4795 | 501 |
| HJ6FAB | Manizales—Alberto Hoyos, Manizales | 6190 | 720 |
| HJ4DAE | Voz de Antioquia—Carlos Escobar P., Madellin | 6145 | 1000 |
| HJ4DAP | Emisora Calridad—Alberto Estrada, Madellin | 4885 | 501 |
| HJ6FAC | Voz de Pereira—Cesar y Mario Arango M., Madellin | 6054.3 | 501 |
| HJ4DAG | Government of the National Intendency of Choco, Quibdo | 6200 | 150 |
| HJ2BAJ | Voz de Santa Marta—Julio Sanchez T., Santa Marta | 4865 | 501 |

## ECUADOR

| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| HCJB | C. W. Jones, Quito | 978 | 50 |
| HC2RB | Eric Williams, Guayaquil | 1250 | 100 |
| HC2JSB | Juan S. Behr, Guayaquil | 1100 | 200 |
| HC2ROZ | Jose B. Ortiz, Guayaquil | 900 | 100 |
| HC2CW | Alfonso Wilmot, Guayaquil | 1350 | 200 |

### *Short Wave Stations*

| | | | |
|---|---|---|---|
| HCJB | C. W. Jones, Quito | 12460 | 1000 |
| HCJB | C. W. Jones, Quito | 4107 | 200 |
| HCJB | C. W. Jones, Portoviejo | 4005 | 80 |
| HCLPM | Leonardo Ponce, Quito | 5725 | 500 |
| HCETC | M. Mantilla, Quito | 9351 | 25 |
| HC1GQ | F. C. del Sur, Quito | 4821 | 150 |



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| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| HC2JSB | Juan S. Behr, Guayaquil | 7854 | 300 |
| HC2CW | Alfonso Wilmot, Guayaquil | 9130 | 200 |
| HCODA | O. de Garcia, Guayaquil | 9447 | 200 |
| HC1IM | W. B. Heimann, Ibarra | 4020 | 150 |
| HC2ET | J. S. Castillo, Guayaquil | 9200 | 375 |
| HCK | Prop. del Estado, Quito | 4818 | 250 |
| HC2RL | Dr. R. Levi, Guayaquil | 6647 | 200 |

# PARAGUAY

| Call Letters | Station Name—Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| ZP1 | Radio El Pais—Artaza Hnos., Asuncion | 970 | 150 |
| ZP9 | Radio America—Artaza Hnos., Asuncion | 920 | 2000 |
| ZP4 | Radio Continental—Isern & Sacarello, Asuncion | 730 | 200 |
| ZP5 | Radio Paraguay—Alfonso Sa, Asuncion | 1360 | 100 |
| ZP6 | Radio Livieres—Livieres & Copi, Asuncion | 1300 | 100 |
| ZP11 | Radio Charitas—Juventud Antoniena, Asuncion | 1200 | 200 |
| ZP13 | La Voz del Aire—Julio Picozzi V., Asuncion | 1430 | 250 |
| ZP3 | La Voz del Aire—Julio Coriulot, Encarnacion | 900 | 100 |

## *Short Wave Stations*

| | | | |
|---|---|---|---|
| ZP1 | Radio El Pais—Artaza Hnos., Asuncion | 14558 | 500 |
| ZP8 | Radio Continental—Iser & Sacarello, Asuncion | 11850 | 500 |
| ZP14 | Radio Continental—Friedmann Hnos., Villarrica | 11725 | 1000 |

# PERU

| Call Letters | Station Name—Operator—Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| OAX4A | Peruvian Government, Radio Nacional, Lima | 854 | 10000 |
| OAX4B | Empresa Peruana Parlante Bolivar y Carcovich., Lima | 1200 | 250 |
| OAX4E | Ing. Juan P. Goicochea, Lima | 960 | 200 |
| OAX4J | Radio Internacional, S. A., Lima | 1320 | 250 |
| OAX4L | Radio Miraflores, S. A., Lima | 1250 | 200 |
| OAX5B | J. Antonio Umbert F., Ica | 1280 | 200 |

## *Short Wave Stations*

| | | | |
|---|---|---|---|
| OAX4Z | Peruvian Government, Radio Nacional, Lima | 9562 | 10000 |
| OAX4T | Peruvian Government, Radio Nacional, Lima | 6082 | 15000 |
| OAX4G | Empresa Peruana Parlante Bolivar y Carcovich, Lima | 6230 | 250 |
| OAX4I | Radio Internacional, Lima | 9520 | 200 |
| OAX4P | J. Antonio Umbert F., Huancayo | 5968 | 250 |
| OAX5C | J. Antonio Umbert F., Ica | 9590 | 150 |
| OAX7A | Carlos Lizarraga Fisher, Cuzco | 6128 | 100 |
| OAX1A | J. Carlos Mountjoy D., Chiclayo | 6150 | 200 |
| OAX2A | Rafael Larco Hoyle, Trujillo | 6000 | 250 |
| OAX6B | Maximo J. Landa, Arequipa | 11710 | 150 |

# URUGUAY

| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| CW47 | Julio J. Rabassa, Canelones | 1480 | 300 |
| CW37 | R. Bernotti, Colonia | 1400 | 4500 |
| CW25 | Artola, Evangelista & Co., Durazno | 1430 | 500 |
| CW33 | O. F. Barreiro, Florida | 1200 | 75 |



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| Call Letters | Station Name—Owner—Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| CW29 | Pedro Telesca, Mercedes | 1080 | 50 |
| CW43 | Volante y Harispuru, Minas | 1470 | 100 |
| CX4 | Direccion de Agronomia, Montevideo | 610 | 1000 |
| CX6 | Government Station, Montevideo | 650 | 10000 |
| CX8 | Ramon Puyal, Montevideo | 690 | 500 |
| CX10 | Ferrera, Gestoso & Cia., Montevideo | 730 | 1000 |
| CX12 | Luis A. Artola, Montevideo | 770 | 5000 |
| CX14 | El Espectador, Montevideo | 810 | 5000 |
| CX16 | S.A.D.R.E.P., Montevideo | 850 | 10000 |
| CX18 | El Espectador, Montevideo | 890 | 1000 |
| CX20 | Carlos L. Romay, Montevideo | 930 | 2000 |
| CX22 | Harispuru Hermanos, Montevideo | 970 | 250 |
| CX24 | S.A.D.R.E.P., Montevideo | 1010 | 2500 |
| CX26 | Figuera, Canepa & Cia., Montevideo | 1050 | 2000 |
| CX28 | L. A. Gori Salvo, Montevideo | 1090 | 3000 |
| CX30 | Barlecce, Silva & Larrea, Montevideo | 1130 | 500 |
| CX32 | Bianchi & Patron, Montevideo | 1170 | 500 |
| CX34 | Figuera, Canepa & Cia., Montevideo | 1210 | 500 |
| CX36 | Vazquez & Walder, Montevideo | 1250 | 500 |
| CX38 | S.O.D.R.E., Montevideo | 1290 | 5000 |
| CX40 | Julio J. Rabassa, Montevideo | 1330 | 500 |
| CX42 | Hector Vernazza, Montevideo | 1370 | 500 |
| CX44 | S.A.D.R.E.P., Montevideo | 1410 | 500 |
| CX46 | Vitale & Bertacchi, Montevideo | 1450 | 1500 |
| CX48 | Vazquez & Cia., Montevideo | 1490 | 1500 |
| CX50 | Dr. B. Ayala, Montevideo | 1530 | 300 |
| CW47A | Fassola Hnos. & Munoz, Minas | 1460 | 100 |
| CW35 | S.A.D.R.E.P., Paysandu | 1240 | 250 |
| CW39 | Miguel Pena, Paysandu | 1320 | 100 |
| CW19A | J. D. Garcia, Rivera | 1340 | 50 |
| CW19 | Harispuru & Machado, Rocha | 1340 | 50 |
| CW23 | Domingo Giordana, Salto | 820 | 250 |
| CW27 | Ernesto Popelka, Salto | 680 | 250 |
| CW31 | Salvador E. Pera, Salto | 1120 | 250 |
| CW41 | Harispuru & Bruccoleri, San Jose | 1360 | 50 |

## *Short Wave Stations*

| | | | |
|---|---|---|---|
| CXA1 | S.A.D.R.E.P., Montevideo | 11945 | 2500 |
| CXA2 | Racine & Cassiols, Montevideo | 6000 | 2500 |
| CXA3 | H. L. A. Landeira, Montevideo | 6075 | 2500 |
| CXA4 | Government Station, Montevideo | 6125 | 1500 |
| CXA5 | Figueira, Canepa & Cia., Montevideo | 9485 | 2500 |
| CXA6 | S.O.D.R.E., Montevideo | 9550 | 2500 |
| CXA7 | Figueira, Canepa & Cia., Montevideo | 11735 | 2500 |
| CXA8 | Isaac Roisenvitz, Montevideo | 9625 | 2500 |
| CXA9 | El Espectador, Montevideo | 9440 | 2500 |
| CXA10 | S.O.D.R.E., Montevideo | 11895 | 2500 |
| CXA11 | Francisco Gomez Ciblis, Montevideo | 5920 | 2500 |
| CXA12 | Francisco Gomez Ciblis, Montevideo | 11945 | 2500 |
| CXA13 | Jaime Yankelevich, Montevideo | 6155 | 2500 |
| CXA14 | Isaac Roisenvitz, Montevideo | 15160 | 2500 |
| CXA15 | Jaime Yankelevich, Montevideo | 9735 | 2500 |
| CXA16 | Figueira, Canepa & Cia., Montevideo | 15380 | 2500 |
| CXA17 | Figueira, Canepa & Cia., Montevideo | 17800 | 2500 |
| CXA18 | S.O.D.R.E., Montevideo | 15300 | 2500 |
| CXA19 | El Espectador, Montevideo | 11695 | 2500 |
| CXA20 | S.A.D.R.E.P., Montevideo | 970 | 2500 |
| CXA21 | S.O.D.R.E., Montevideo | 26500 | 2500 |
| CXA22 | S.O.D.R.E., Montevideo | 29500 | 2500 |
| CXA23 | S.O.D.R.E., Montevideo | 43500 | 2500 |
| CXA24 | S.O.D.R.E., Montevideo | 5800 | 2500 |



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# VENEZUELA

| Call Letters | Station Name—Owner—Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| YV1RK | —Jose A. Higuera, Maracaibo | 1250 | 250 |
| YV1RC | La Voz de la Fe—P. A. Bermudez Villalobos, Maracaibo | 1400 | — |
| YV1RE | Radiodifusora Maracaibo—Luis Mantellini, Maracaibo | 1153 | — |
| YV1RA | Ecos del Zulia—Luis Garcia Nebot, Maracaibo | 1300 | 200 |
| YV1RF | Ondas del Lago—Romulo Govea, Maracaibo | 1120 | 250 |
| YV2RB | La Voz del Tachira—Jesus M. Diaz Gonzalez, San Cristobal | 980 | — |
| YV3RE | Barquisimeto—Amilcar Segura, Barquisimeto | 1475 | — |
| YV3RC | La Voz de Lara—A. Ramos Maggi, Barquisimeto | 1270 | 150 |
| YV4RA | La Voz de Carabobo—Hermann Dagwitz, Valencia | 1350 | 500 |
| YV4RE | Valencia—Huberto & Oscar Croquer, Valencia | 1400 | — |
| YV4RG | La Voz de Aragua—Humberto & Oscar Croquer, Maracay | 1153 | 100 |
| YV4RI | —Teodoro Ache, Valencia | 1450 | — |
| YV4RL | —Atilio Ormezzano, Maracay | 1430 | — |
| YV5RG | Ondas Populares—Gonzalo Veloz Mancera, Caracas | 1010 | 250 |
| YV5RB | Radiodifusora Venezuela—Dagwitz & Siblesz, Caracas | 1200 | 5000 |
| YV5RA | Caracas—Almacen Americano, Caracas | 960 | 5000 |
| YV5RE | La Voz de Venezuela—Dr. Manuel de Coya, Caracas | 1110 | 300 |
| YV5RQ | —Victor M. Soto, Caracas | 882 | 1200 |
| YV5RS | Estudios Universo—Mario Garcia Arocha, Caracas | 1300 | 2000 |
| YV5RI | La Voz de la Esfera—Suegart & Co., Caracas | 1370 | 1000 |
| YV5RZ | Emisora Vargas—Gonzalo Veloz Mancera, La Guaira | 1050 | — |
| YV5RL | —Cesar Banuls, Caracas | 1167 | — |
| YV6RA | Bolivar—Miranda & Behrens, Ciudad Bolivar | 1400 | 250 |
| YV6RD | Ecos del Orinoco—E. Torres Valencia, Ciudad Bolivar | 1450 | — |

## *Short Wave Stations*

| | | | |
|---|---|---|---|
| YV1RJ | Falcon—Jose Angel Mendoza, Coro | 4970 | — |
| YV1RL | Popular—Jose A. Higuera Miranda, Maracaibo | 4860 | — |
| YV1RO | Trujillo—Pedro J. Torres, Trujillo | 4780 | — |
| YV1RT | La Voz de la Fe—P. A. Bermudez Villalobos, Maracaibo | 4770 | — |
| YV1RU | Radiodifusora Maracaibo—Luis Mantellini, H., Maracaibo | 4810 | — |
| YV1RV | Ecos del Zulia—Luis Garcia Nebot, Maracaibo | 4800 | 250 |
| YV1RX | Ondas del Lago—Romulo Govea, Maracaibo | 4890 | — |
| YV1RY | Coro—Roger Leyba, Coro | 4910 | — |
| YV1RZ | Valera—Jorgo L. Febres Jolambi, Valera | 4850 | — |
| YV2RN | La Voz del Tachira—Jesus M. Diaz Gonzales, San Cristobal | 4870 | — |
| YV3RN | Barquisimeto—Amilcar Segura, Barquisimeto | 4820 | — |
| YV3RX | La Voz de Lara—A. Ramos Maggi, Barquisimeto | 4990 | — |
| YV4RO | La Voz de Carabobo—Hermann Dagwitz, Valencia | 4950 | — |
| YV4RP | Valentia -Humberto & Oscar Croquer, Valencia | 4930 | — |
| YV4RQ | Puerto Cabello—Rafael Angel Segura, Puerto Cabello | 5020 | — |
| YV4RX | La Voz de Aragus—Humberto & Oscar Segura, Maracay | 4840 | — |
| | Ondas Populares—Gonzalo Veloz Mancera, | | |



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| Call Letters | Station Name—Owner—Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| YV5RH | Caracas | 4830 | —— |
| | Radiodifusora Venezuela—Dagwitz & Siblesz, | | |
| YV5RM | Caracas | 6158 | 2500 |
| YV5RN | Caracas—Almacen Americano, Caracas | 5040 | 1000 |
| YV5RK | Reserved for the Government, Caracas | 5000 | —— |
| | La Voz de Venezuela—Dr. Manuel de Goya, | | |
| YV5RO | Caracas | 4940 | —— |
| YV5RS | —Victor M. Soto, Caracas | 4960 | —— |
| | Estudios Universo—Mario Garcia Arocha, | | |
| YV5RR | Caracas | 4830 | 600 |
| YV5RY | La Voz de la Esfera—Suegart & Co., Caracas | 4790 | —— |
| YV6RT | Bolivar—Miranda & Beherens, Ciudad Bolivar | 4900 | —— |
| | Ecos del Orinoco—E. Torres Valencia, Ciudad | | |
| YV6RU | Bolivar | 4880 | —— |

## BRITISH HONDURAS

| Call Letters | Operated by and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| ZIK2 | Government, Belize | 10600 | 200 |

## COSTA RICA

| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| TI5CV | Carlos Videche Aguilar, Alajuela | 575 | 100 |
| TI4NRH | Amando Cespedes M., Heredia | 725 | 750 |
| TIRH | Rafael Hine Ch., San Jose | 970 | 500 |
| TIEP | Eduardo Pinto H., San Jose | 830 | 3000 |
| TIFA | Francisco Arie, San Jose | 1000 | 250 |
| TIGPH | Gonzalo Pinto H., San Jose | 1225 | 500 |
| | | 650 | 1000 |
| TISMG | Guillermo Zuniga R., San Jose | 1030 | 500 |
| TILJ | Lola Monge Peralta, San Jose | 775 | 450 |
| TILS | Luis Saenz Mata, San Jose | 880 | 5000 |
| TING | Narciso Garcia, San Jose | 750 | 375 |
| TIPG | Claudia, Martinez Nussbaumer, San Jose | 625 | 5000 |
| TIRCC | Carlos Borge, San Jose | 1200 | 500 |
| TIRS | Rogelio Sotela B., San Jose | 925 | 200 |
| TIGQ | Gonzalo Garcia Q., San Jose | 690 | 2000 |
| TIGP | Gonzalo Pinto H., San Jose | 605 | 250 |
| TIXD | Andrea Vinegas, San Jose | 800 | 1000 |
| TIAFB | Mayid Barzuna, San Jose | 900 | 150 |
| TIOS | Guillermo Castro Saenz, San Jose | 940 | 500 |
| TINBC | Oscar Martinez Nussbaumer, San Jose | 1070 | 5000 |
| TIMC | Jorge Mario Cardos M., Cartago | 670 | 700 |

### *Short Wave Stations*

| | | | |
|---|---|---|---|
| TI4NRH | Amando Cespedes, Heredia | 9692 | 750 |
| TIEP | Eduardo Pinto H., San Jose | 6700 | 1000 |
| TIGPH | Gonzalo Pinto H., San Jose | 5824 | 1000 |
| TIPG | Claudia Martinez Nussbaumer, San Jose | 9615 | 2000 |
| TIRCC | Carlos Borge, San Jose | 6180 | 500 |
| TIRH | Rafael Hine Ch., San Jose | 6150 | 250 |
| TILS | Luis Saenz Mata, San Jose | 6165 | 200 |
| TIRVM | Ruben Venegas Mora, Las Juntas de Abangarez | 6035 | 500 |

## GUATEMALA

| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| TGW | Government, Guatemala City | 1520 | 5000 |
| TGI | Government, Guatemala City | 1320 | 300 |
| TGX | A. Mejicano Novales, Guatemala City | 1400 | 500 |
| TGQ | Government, Quezaltenango | 1440 | 300 |



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### *Short Wave Stations*

| | | | |
|---|---|---|---|
| TGWA | Government, Guatemala City | 9685, 11760, 15170, 17800 | 10000 |
| TGWB | Government, Guatemala City | 6480 | 1000 |
| TGWC | Government, Guatemala City | 2320 | 1000 |
| TG2 | Government, Guatemala City | 6180 | 300 |
| TG2X | Government, Guatemala City | 5940 | 250 |
| TGS | Government, Guatemala City | | 150 or 300 |
| TGX | A. Mejicano Novales, Guatemala City | 6130 | 500 |
| TGQA | Government, Quezaltenango | 6400 | 300 |

## HONDURAS

### *Short Wave Stations*

| *Call Letters* | *Owner and Location* | *Frequency Kilocycles* | *Power Watts* |
|---|---|---|---|
| HRN | Rafael Ferrari & Paul John, Tegucigalpa | 5875 | 750 |
| HRD | Juan Ordonez & Habencia Fernandez, La Ceiba | 6235 | 200 |
| HRP1 | Filberto Diaz Zelaya, San Pedro Sula | 6351 | 350 |

## NICARAGUA

| *Call Letters* | *Owner and Location* | *Frequency Kilocycles* | *Power Watts* |
|---|---|---|---|
| YNOP | Ernesto Andrea, Managua | 5758 | 1000 |
| | | 1230 | 100 |
| YNLG | Benjamin L. Guerra, Managua | 6610 | 400 |
| | | 920 | 1000 |
| YN1GG | Ernesto Gutierrez U., Managua | 6535 | 400 |
| YNPR | A. Majewsky & R. Sengelmann, Managua | 8590 | 800 |
| YNRS | R. Sengelmann, Managua | 6760 | 800 |
| YN7AG | Fafael T. Arjona, Masaya | 7870 | 50 |
| YNDG | Dionisio E. Gallo, Leon | 7660 | 1000 |
| YNJAT | J. A. Tijerino, Leon | 9660 | 1000 |

## PANAMA

| *Call Letters* | *Station Name—Owner—Location* | *Frequency Kilocycles* | *Power Watts* |
|---|---|---|---|
| HOC | La Voz de la Victor—J. Jaen Jaen Cia., Panama City | 780 | 25 |
| HP5C | Miramar—Radio Panama, S. A., Panama City. | 730 | 100 |
| HP5O | La Voz de la Victor—J. Jaen Jaen Cia., Colon | 1440 | 250 |

### *Short Wave Stations*

| | | | |
|---|---|---|---|
| HOA | Ron Dalley—Emisora Ron Dalley, Panama City | 2340 | 300 |
| HP5A | Teatro "Estrella de Panama"—J. Jaen Jaen Cia., Panama City | 11700 | 300 |
| HP5B | Miramar—Radio Panama, S. A., Panama City. | 6030 | 100 |
| HP5G | Ron Dalley—Emisora Ron Dalley, Panama City | 11780 | 100 |
| HP5H | La Voz del Pueblo—M. Lombardo Vega, Panama City | 6122 | 150 |
| HP5J | La Voz de Panama—Cia. Servicio Publico de Radio, Panama City | 9590 | 150 |
| | | 1360 | 100 |
| HP5K | La Voz de la Victor—J. Jaen Jaen Cia., Colon | 6005 | 250 |



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# EL SALVADOR

| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| YSS | Government, San Salvador | 660 | 500 |
| YSP | Government, San Salvador | 780, 1560 | 115 |

### *Short Wave Stations*

| | | | |
|---|---|---|---|
| YSD | Government, San Salvador | 7894 | 400 |
| YSM | Government, San Salvador | 11710 | 400 |
| YSP | Government, San Salvador | 10400 | 250 |

# BAHAMAS

| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| ZNS | Government, Nassau | 790 | 1000 |
| ZNS-2 | Government, Nassau | 6090 | 400 |

# DOMINICAN REPUBLIC

| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| HIG | Andres Cordero Puello, Ciudad Trujillo | 900 | 100 |
| HIH | Domingo Dominguez, San Pedro de Macoris | 1391 | 75 |
| HIT | Fabio A. Sanabia, Ciudad Trujillo | 1050 | 100 |
| HIX | Dominican Government, Ciudad Trujillo | 800 | 1000 |
| HIZ | Frank Hatton, Ciudad Trujillo | 1370 | 100 |
| HI1A | Rafael Western, Santiago de los Caballeros | 1410 | 75 |
| HI4D | Dr. Luis D. Santamaria, Ciudad Trujillo | 1010 | 20 |
| HI4M | Jorge L. Rodriguez, Ciudad Trujillo | 1150 | 20 |
| HI7P | Jose M. Roques Roman, Ciudad Trujillo | 1300 | 25 |
| HI1J | Fauste M. Donastorg, San Pedro de Macoris | 930 | 40 |
| HI5N | J. Belisario Curiel, Moco | 1440 | 100 |
| HI6Y | Alfonso Cuervo, Ciudad Trujillo | 1400 | 25 |
| HI4V | Luis Raul Botancca R., San Francisco de Macoris | 850 | 25 |
| HI5G | Jose J. Secin, La Vega | 700 | 30 |
| HIJ | Frank Hatton, Ciudad Trujillo | 1190 | 50 |
| HI8Q | Abbes & Garcia, Ciudad Trujillo | 1475 | 200 |
| HI5E | H. Chavez, Ciudad Trujillo | 1220 | 15 |

### *Short Wave Stations*

| | | | |
|---|---|---|---|
| HIG | Andres Cordero Puello, Ciudad Trujillo | 6280 | 100 |
| HIH | Domingo Dominguez, San Pedro de Macoris | 6814 | 75 |
| HIT | Fabio A. Sanabia, Ciudad Trujillo | 6630 | 100 |
| HIN | Frank Hatton, Ciudad Trujillo | 11260 | 750 |
| HIX | Dominican Government, Ciudad Trujillo | 6131 | 1000 |
| | | 7640 | 1000 |
| HIZ | Frank Hatton, Ciudad Trujillo | 6316 | 100 |
| HI1A | Rafael Western, Santiago de los Caballeros | 6182 | 75 |
| HI3C | Moises Garip, La Romano | 6105 | 30 |
| HI4D | Dr. Luis D. Santamaria, Ciudad Trujillo | 6555 | 20 |
| HI7P | Jose M. Roques Roman, Ciudad Trujillo | 6800 | 25 |
| HI1J | Fauste M. Donastorg, San Pedro de Macoris | 5865 | 40 |
| HI2D | Accion Catolica Dominicana, Ciudad Trujillo | 6900 | 100 |
| HI1S | Generoso Sarnelli, Santiago de los Caballeros | 6420 | 100 |
| HI3U | Fernando Bertran, Santiago de los Caballeros | 6015, 6218 | 100 |
| HI5N | J. Beliserio Curiel, Moca | 6150 | 100 |
| HI1L | Maria Josefa Tavares, Santiago de los Caballeros | 6480 | 100 |



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| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| HI9B | Jacinto L. Sanchez, Santiago de los Caballeros | 6050 | 100 |
| HI4V | Luis Raul Botances R., San Francisco de Macoris | 6450 | 25 |
| HI5G | Jose J. Secin, La Vega | 6660 | 30 |
| HI8Q | Abbes & Garcia, Ciudad Trujillo | 6206 | 200 |
| HI5E | H. Chavez, Ciudad Trujillo | 9550 | 15 |
| HI8J | Antonio Batista C., La Vega | 6383 | 30 |
| HI1X | Dominican Government, Ciudad Trujillo | 6340 | 900 |
| HI2X | Dominican Government, Ciudad Trujillo | 11960 | 900 |
| HI3X | Dominican Government, Ciudad Trujillo | 15280 | 900 |

# HAITI

| Call Letters | Station Name—Owner—Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| HHW | —Ricardo C. Widmaier, Jr., Port-au-Prince | 1230 | 55 |

### *Short Wave Stations*

| | | | |
|---|---|---|---|
| HHK | Rdio-Haiti—Government, Port-au-Prince | 6200, 9620, 1820, 17850, 21,670 | 25000 |
| HH2S | —Societe Hatienne de Radiodiffusion, Port-au-Prince | 6070 | 100 |
| HH3W | —Ricardo C. Widmaier, Jr., Port-au-Prince | 9600 | 30 |

# FRENCH MARTINIQUE

| Call Letters | Owner and Location | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| —— | Edouard Boullanger, Jr., Martinique | 1500 | 200 |

### *Short Wave Station*

| | | | |
|---|---|---|---|
| —— | Antoine Seri, Fort-de-France | 9700 | 1500 |

# NETHERLAND WEST INDIES

| Call Letters | Operator | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| PJCE | Curacaosche Radio Vereeniging | 5930 | 150 |

# NEWFOUNDLAND

| Call Letters | Operator | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| VONF | Broadcasting Corporation of Newfoundland | 640 | 12000 |
| VOWR | Wesley United Church | 700 | 500 |
| VOCM | | 1000 | 100 |
| VOAR | Seventh Day Adventists | 950 | 25 |

### *Short Wave Stations*

| | | | |
|---|---|---|---|
| VONG | Broadcasting Corporation of Newfoundland | 5980 | |

# ST. PIERRE-MIQUELON

| Call Letters | Operator | Frequency Kilocycles | Power Watts |
|---|---|---|---|
| FQN | French Government | 609 | 2500 |



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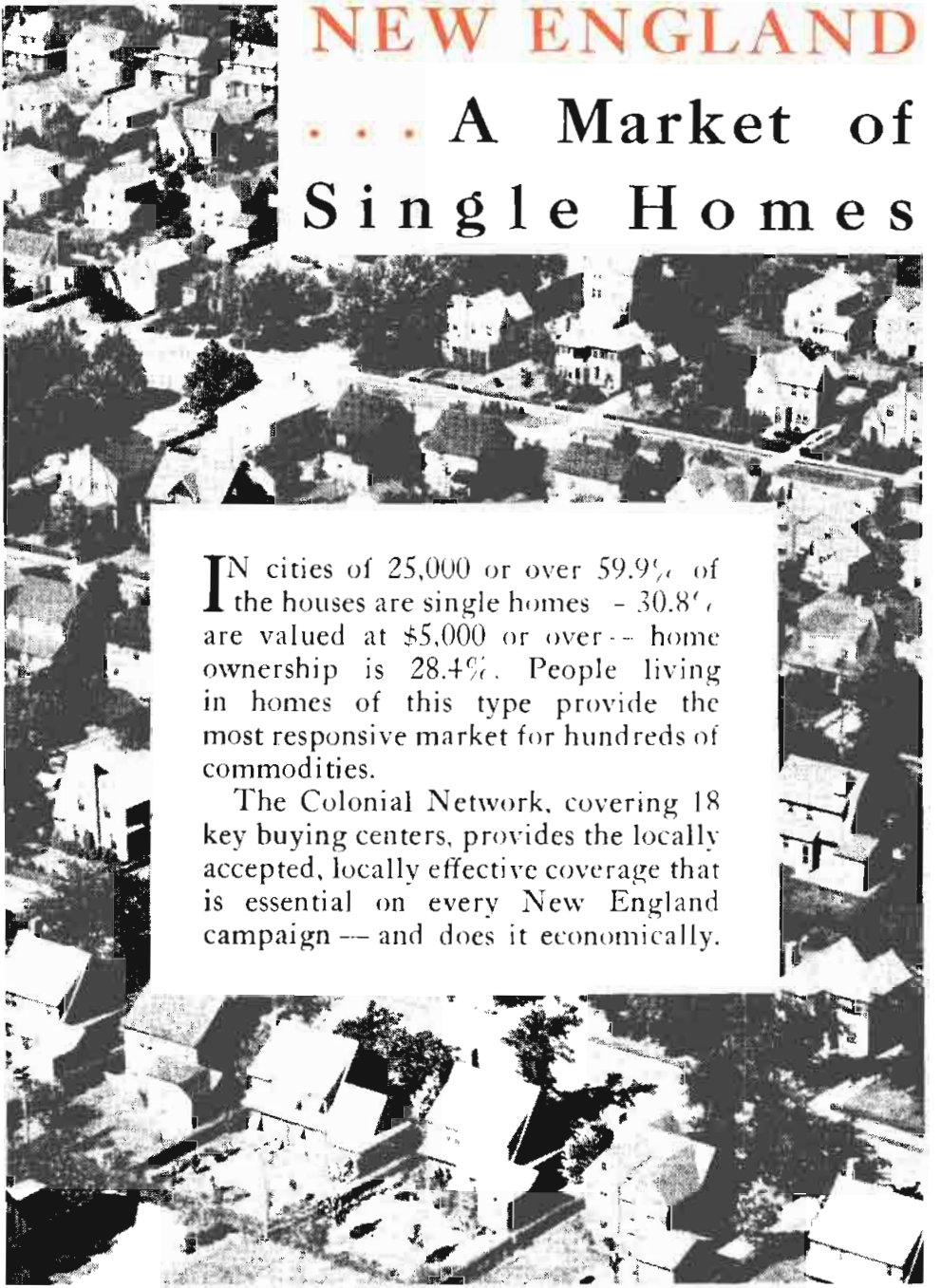

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